

# DAIRY

## FARMER

### Media pack 2023

**Inside:** Information about our range of marketing opportunities for businesses large and small:

- ▶▶ About us
- ▶▶ Readership statistics
- ▶▶ Advertising
- ▶▶ Additional opportunities
- ▶▶ Sister brands

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## MEDIA PACK CONTENTS

From the editor .....	3
About Dairy Farmer .....	4
Readership statistics .....	5
Advertising opportunities .....	6
Print adverts .....	7
Product focus bespoke email .....	8
Email newsletter adverts .....	9
Additional opportunities .....	10
Agriconnect portfolio of brands .....	11
Contact us .....	12



## FROM THE EDITOR

» Welcome to Dairy Farmer, the publication providing insights into the latest trends and emerging innovations within the dairy sector.

We aim to give dairy farmers pricing information so they can keep abreast of the latest milk price moves and what it means for them and for the industry.

We also ensure the voice of the farmer is featured, with a publication that is packed with farm features from around the UK and overseas, as well as the well-liked regular columns from Roger Evans and our Dairy Talk farmers.

Our opinion section, Dairy Matters, gives a platform for industry representatives to give their views on topical issues and promote wider debate among our readers.

Throughout the year we will include timely and topical technical content covering areas such as animal health, nutrition, breeding, housing and slurry, grassland and technology.

We want to provide readers with the information they need to thrive in a highly competitive dairy world.

We work closely with Map of Agriculture to ensure the largest, industry leading businesses in the sector receive the magazine.

*Katie Jones*

Editor, Dairy Farmer





## ABOUT DAIRY FARMER

### About us

» Dairy Farmer belongs to the Agriconnect portfolio of brands which includes Farmers Guardian, The LAMMA Show and The British Farming Awards.

Serving the UK dairy sector for over 90 years, Dairy Farmer continues to serve its sector with the information it needs. It has grown from its humble beginnings in 1929 to become the best read monthly dairy title for GB producers.

Operating on a controlled circulation basis, it has a total circulation of 10,200 which comprises milk producers and 488 large animal vet practices.

With its far-reaching reporting, it is designed to keep its readership up to the mark with all the

latest technological developments they will need to remain competitive in this fast-changing marketplace.

These include the latest on dairy cow feeding, breeding and computer monitoring, and full veterinary advice on keeping those cows in tip top health so they can fulfil their potential.

Dairy Farmer contains all you need to know about dairy developments and is a must read for all those looking to prepare themselves for the challenges ahead.

With total circulation over 10,200 per month, Dairy Farmer is one of the best read and most recognised titles in agriculture.

### Why choose Dairy Farmer?

✓ Ensure your brand, products and services are seen by the people you want to communicate with. We place a high value on developing our editorial. So, to make sure your advert is effective, we will only position it next to the most relevant content in Dairy Farmer.

✓ Reader engagement is important to us. We survey our readership on a regular basis so we know who they are. Not only that, we want to make sure Dairy Farmer provides them with the information they need.

✓ Reviewing our circulation of 8,385 dairy farmers and 1,817 dairy professionals ensures we continue to be 100% GDPR compliant. That's

how we know our readership consists of the most pioneering and proactive dairy farmers.

✓ Communicate the value of your brand with tactical, relevant placement of your advertising. Make sure farmers at the forefront of the dairy sector are talking about you.

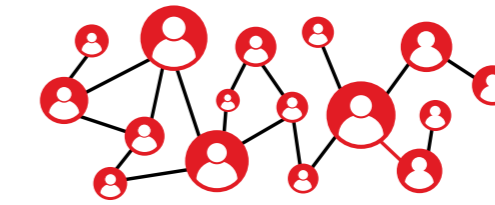
✓ We are the publisher partner of choice for the dairy industry. Dairy Farmer is the exclusive media partners of market leading events, UK Dairy Day, DairyExpo and The Dairy Show.

✓ We offer a vast range of advertising solutions so you can make the best use of your advertising budget, contact our sales team to find out more.

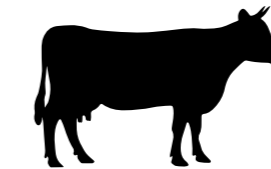


## DAIRY FARMER'S READERSHIP STATISTICS

Circulation of over **10,200** Made up of dairy professionals including **488** large animal vets



**112** vet practices account for 80% of the dairy cows in the UK and each practice receives a copy of Dairy Farmer



Dairy Farmer readers own over **1.9 million dairy cows**

More farms reached with 200+ dairy cows than ever before



**11.6 billion litres of milk**



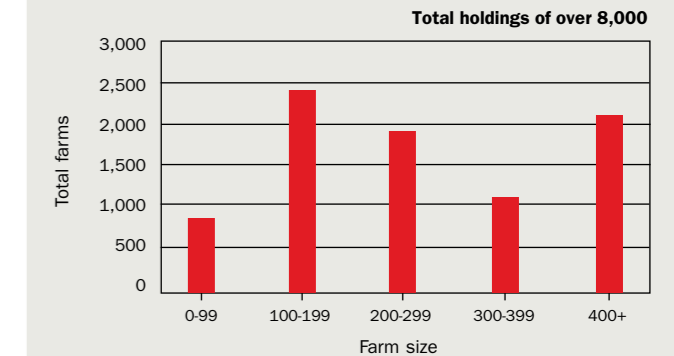
**86%** of our readership reads every issue of Dairy Farmer

**84%** positively rated the sponsored editorial in Dairy Farmer

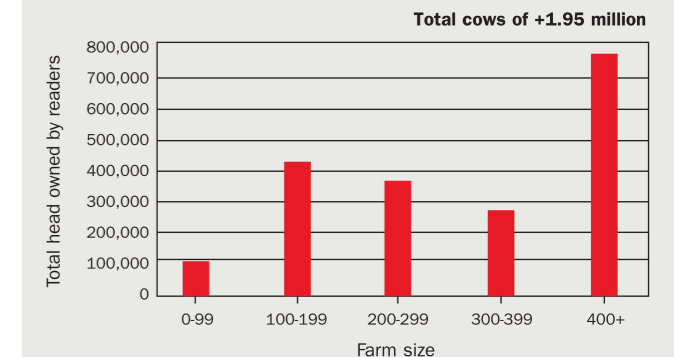
**91%** read Dairy Farmer for more than 30 minutes

**89%** pass the magazine on to other family members or colleagues

Number of farm holdings reading Dairy Farmer by size



Number of dairy cows owned by Dairy Farmer readers







# DAIRY FARMER FEATURES 2023 ADVERTISING OPPORTUNITIES

Every issue contains:



ISSUE MONTH	PUBLICATION DATE	FEATURE
January	January 13	Maize: New varieties and cultivation tips Dairy-Tech 2023 preview
February	January 27	Breeding and fertility: Improving herd performance
March	February 17	Grassland and forage: Harvesting, silage machinery and technology
April	March 24	Animal health 1: Preparing for turnout
May	April 21	Animal health 2: Summer welfare and disease protection Grassland
June	May 19	Dry cow management Dairy technology: Latest management aids
July	June 23	Grassland establishment Breeding and fertility: Beef from dairy, dairy genetics and AI
August	July 21	Housing and slurry Youngstock rearing: Feeding and nutrition, calf health and housing
September	August 18	UK Dairy Day preview Dairy Show preview
October	September 22	Nutrition: Winter feeding strategies UK Dairy Day report
November	October 20	Animal health: Combating disease at housing Dairy Show report Fodder crops special focus (including maize)
December	November 24	Milking: Latest parlours and milking technology Muck and slurry



# DAIRY FARMER MAGAZINE PRINT ADVERTS

» Communicate the value and benefits of your brands, products and campaigns with our range of advertising solutions  
We offer sponsorship opportunities PLUS unique display solutions including wraps, inserts, sponsorship, bellybands, gatefolds and more.

## Most popular choices

**Full page**  
Width: 210mm Height: 297mm

**Half page**  
Width: 184mm Height: 124mm

**Quarter page**  
Width: 89mm Height: 124mm



**SPECIAL POSITIONS AVAILABLE**  
Contact our commercial team for special positions including double-page spreads.





PRODUCT FOCUS

# BESPOKE EMAIL

Stand out from the crowd with a product focus bespoke email

- ✓ Market your product or services to an opted-in GDPR-compliant audience of thousands of farming professionals
- ✓ Choose your email send date
- ✓ Target the specific farm sector(s) most relevant to you
- ✓ Direct potential customers to key areas of your website to learn more or make a purchase

**£1,075**  
+VAT

AUDIENCE	DELIVERED ON	BESPOKE EMAIL	BANNER & ADVERT
General agricultural news contacts	Weekly: Tuesday and Friday	Delivered to 13,281	Delivered to 12,631
Dairy contacts	Monthly: Friday	Delivered to 3,980	Delivered to 5,006
Livestock contacts	Monthly: Friday	Delivered to 8,596	Delivered to 10,500
Machinery contacts	Monthly: Friday	Delivered to 3,200	Delivered to 3,312
FG Buy and Sell	Weekly: Saturday	N/A	Delivered to 4,964
Auction Finder	Weekly: Wednesday	N/A	Delivered to 7,590

EMAIL NEWSLETTER

# BANNER AND NATIVE SPOT ADVERTS

Promote your brand by placing an advert in one of our regular newsletters

- ✓ Reach a growing engaged audience in your sector
- ✓ Increase your brand and product awareness
- ✓ Benefit from a strong association with the trusted Agriconnect brand

**Starting from £550**  
+VAT



FGINSIGHT.COM

# WEBSITE ADVERTS

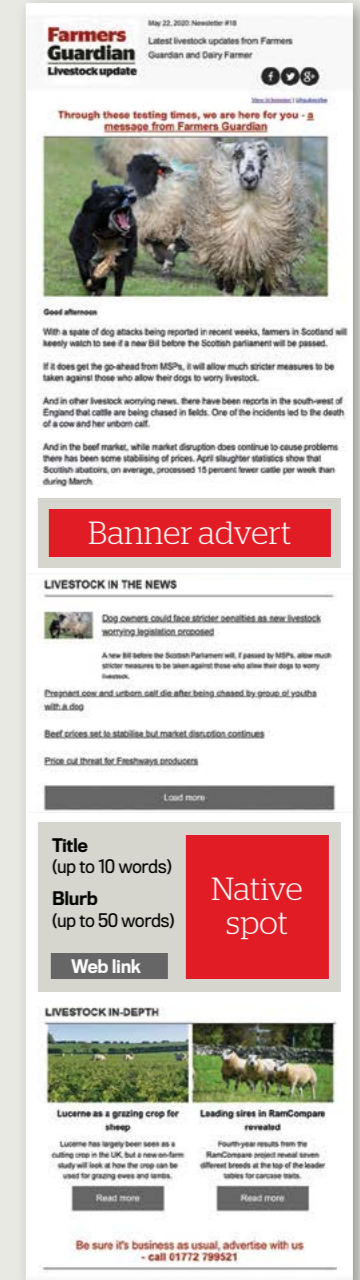
Target your key audience with online advertising

Target your key audience with online advertising. You can specify the content you wish for your advert to appear alongside – Dairy, Livestock or Machinery news sections.

**Starting from £35**  
+VAT

PRICES	
Run of site	£35 per thousand
Livestock	£1,260 for a 50% share
Dairy	£980 for a 50% share
Machinery	£875

Popular email advert sizes



**Banner advert:**  
Width: 830px  
Height: 150px  
**£550**  
+VAT per banner

Get noticed straight away with an impactful visual banner. This type of advert is all about giving visibility of your brand, products or services to your audience.

- **Image:** High resolution gif (more than one slide) or static jpeg image
- **Static banner advert:** 5-10 words recommended with a logo and a call to action
- **Gif banner advert:** 5-10 words recommended per slide. To discuss this option, please contact us.

**Native spot advert:**  
Width: 440px  
Height: 440px  
**£825**  
+VAT per banner

Native spot ads 'feel' less like a traditional advert. They use written content and are designed to fit seamlessly into the surrounding content to further engage your target audience.

**What's included:**  
Image: High resolution jpeg (or gif) with logo  
Title: 10 words  
Blurb: Up to 50 words  
Call to action: Up to 5 words with a URL link





## DAIRY FARMER ADDITIONAL OPPORTUNITIES

### Content marketing options brought to you by Insightful Communications

» Dairy Farmer is part of Agriconnect which also owns the Farmers Guardian brand and the LAMMA and British Farming Awards events.

As part of this group, we can provide access to an unrivalled audience across all our platforms so you can reach your customers wherever they consume content, this includes:

- ✓ Bespoke inserts
- ✓ Sponsored content
- ✓ Social media campaigns
- ✓ Sponsorship opportunities
- ✓ Multi-platform campaigns



In partnership with our content marketing branch, Insightful Communications, we can create bespoke and tailored campaigns for you to deliver your marketing messages to a specific and targeted audience.

Plus, after publishing content, all your articles, video's and other mediums are housed in a company-specific hub for your audience to access.

We have a versatile team of journalists, marketers and designers have a wealth of skills and experience. These experts create and deliver bespoke content to drive profitable customer interactions. We make sure all targeted campaigns produced are in-line with your business objectives plus, we report back on all online and offline metrics to give you full visibility on return

### Key benefits

- ✓ Speak to your target market directly and in whatever format they prefer to engage with
- ✓ Your content is published in a renowned and respected editorial environment
- ✓ Build your brand and reputation
- ✓ Your content can be written by or proofed by our dedicated team

FIND OUT WHAT WE CAN DO FOR YOU ☎ 01772 799 500 ✉ fgdisplay@farmersguardian.com



## THE AGRICONNECT PORTFOLIO OF BRANDS

Special opportunities available with the Agriconnect portfolio of brands which includes:

**ARABLE**  
FARMING

**Auction**  
Finder

**BFA**  
BRITISH FARMING AWARDS

**HOLIDAY PARK & RESORT**  
INNOVATION 2023

**The CROPTEC**  
SHOW  
INNOVATION • KNOWLEDGE • PROFIT

**DAIRY**  
FARMER

**NEC** FAMILY  
SHAM ATTRACTION EXPO

**FARM BUSINESS**  
INNOVATION  
INSPIRING RURAL ENTREPRENEURS

**Farmers**  
Guardian

**FGBuyandSell**

**JobsIn**  
Agriculture

**insightful**  
communications

**LAMMA**

**LAMMA**  
365

**LEISURE • F&B**  
EXPO

**Mart'stheHeart**



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**ARABLE**  
FARMING


**Farmers  
Guardian**



**DAIRY**  
FARMER

**The publication for forward-thinking and progressive dairy professionals**

To discuss your commercial needs with our sales team and find out more about our advertising opportunities:

 01772 799 500

 [fgdisplay@farmersguardian.com](mailto:fgdisplay@farmersguardian.com)

 [fginsight.com/advertisewithus](https://fginsight.com/advertisewithus)