

Farmers Guardian™



farmersguardian.com

Media Pack 2024

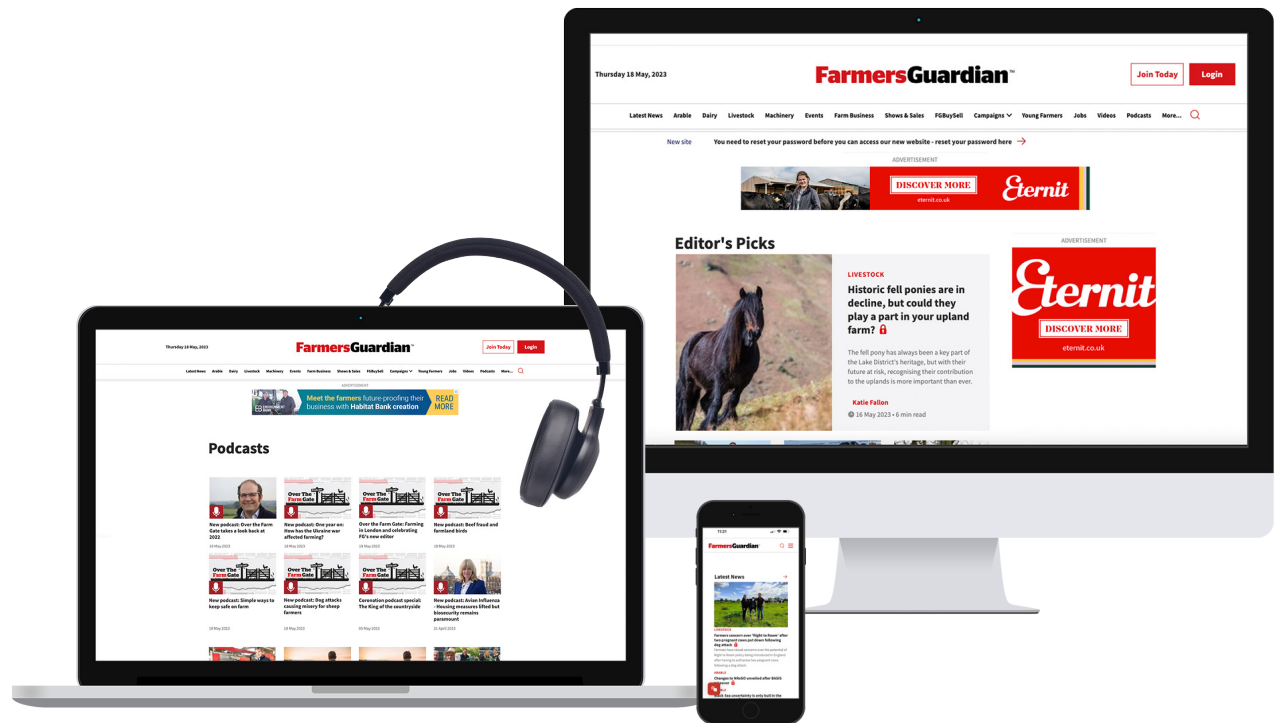
Overview

Farmers Guardian is the authentic voice of agriculture and beyond and is committed to ensuring a positive future for Britain's farmers.

Our brand reaches into the whole industry – from established farmers through to the next generation – with diverse content to inform, advise and entertain. Our readers trust Farmers Guardian to deliver the latest news, views, analysis and insights, through articles, blogs, videos, podcasts and more.

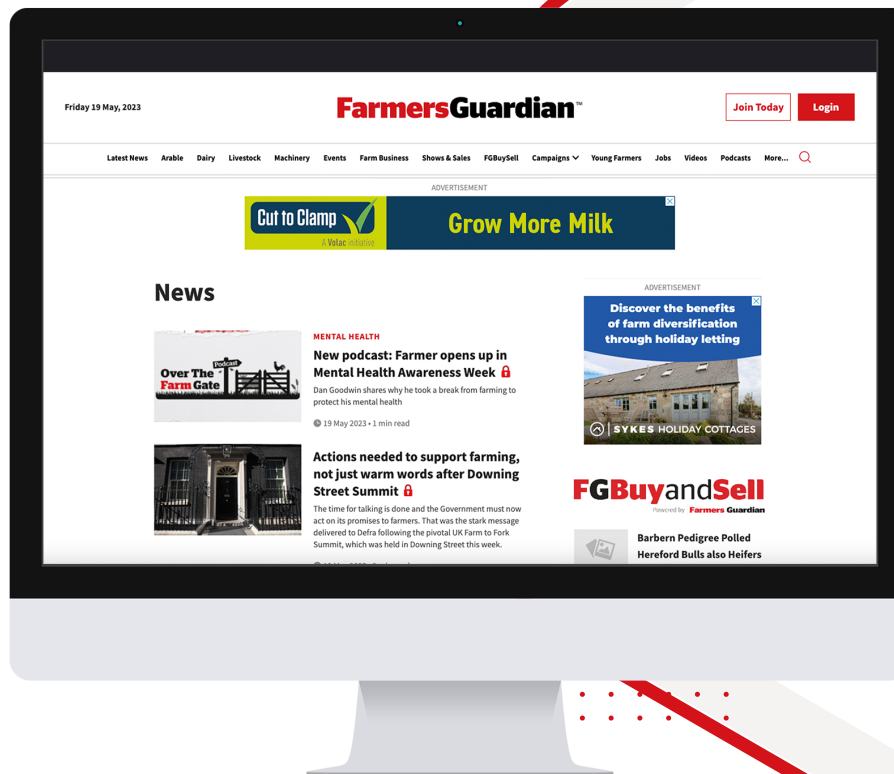
You can communicate the value and benefit of your brand, product or campaign with our range of advertising solutions. Reach the decision makers and influencers operating at the heart of agriculture.

We connect buyers with sellers and build long-lasting customer relationships.



Highlights

- We are a multi-platform agricultural information business in the UK.
- Our brands reach deeply into all the major agricultural sectors - arable, dairy, livestock, agricultural machinery, finance and equipment.
- We take a farmer-centric approach to media and provide the most effective way to reach the agricultural community and wider industry in the UK.
- Our award-winning team of journalists and content creators provide the latest news, insightful analysis and technical information.
- Farmers Guardian is part of Agriconnect which also owns the Arable Farming and Dairy Farmer brands and the CropTec, LAMMA and the British Farming Awards events.
- As part of this group, we can provide access to an unrivalled audience across all our platforms.



Services

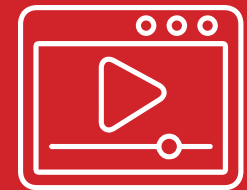
Communicate the value and benefit of your product or brand with our range of advertising solutions. We can ensure your message reaches the agricultural industry through insightful and powerful content.



Content creation



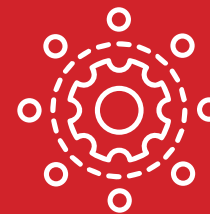
Podcasts



Bespoke videos



Digital advertising



Lead generation



Product focused email

An engaged audience

Farmersguardian.com

157,569

Average page views per month

75,126

Average website views per month

1.5

Pages viewed per session



Stats based on June 2022-May 2023

FGBuyandSell.com



Website users per month



Average engagement time

1min 45sec

Stats based on June 2022-May 2023

Farmers Guardian social channels



Over 66k

Twitter followers



Over 257k

Facebook followers



Over 48k

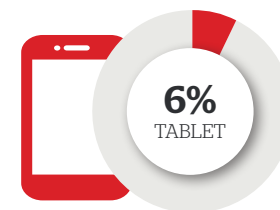
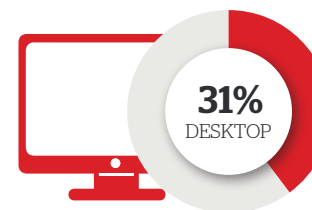
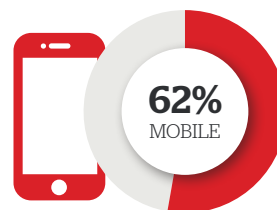
Instagram followers



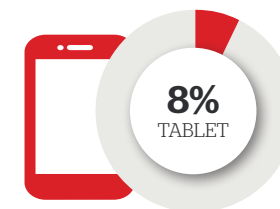
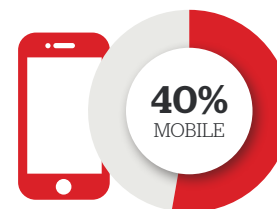
Over 10k

LinkedIn followers

Farmersguardian.com - traffic by device



FGBuyandSell.com - traffic by device



Choose your sector

Who are our audience?

2,771,164

total volumes
hectares



CROPS & GRASS

1,263,366

total volumes
hectares



ARABLE

804,653

Total volumes
head of cattle



DAIRY

11,300,966

Total volumes
head of sheep



SHEEP

1,842,374

Total volumes
head of cattle



BEEF



**YOUNG FARMERS
AND CAREERS**



**SHOWS AND
SALES**



FARM BUSINESS



MACHINERY



LIVESTOCK



ARABLE



DAIRY

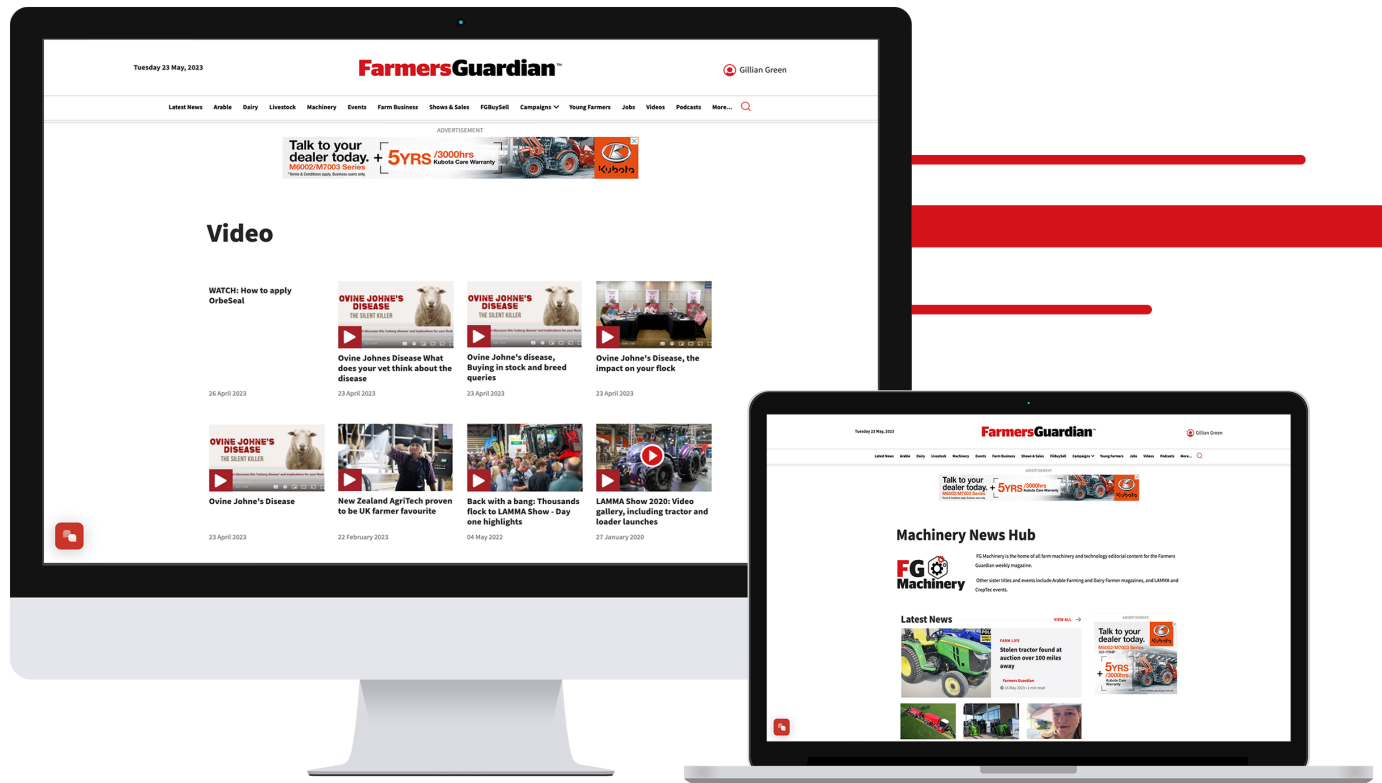


Advertising opportunities

After extensive research, feedback and user testing with our readers and clients, Farmers Guardian has launched **farmersguardian.com**.

This allows us to deliver more of the content our readers enjoy and give our award-winning team of journalists an improved platform for hosting videos and podcasts.

We can provide you with a range of options to promote your message on our website, including billboards, MPUs, HPUs, skyscrapers to full-site takeovers. You can also target your key audience by specifying the content you want your ad to appear alongside.



Advertising platforms



DIGITAL MEDIA OPPORTUNITIES

We provide a range of digital advertising options, including Billboards, MPUs, Skycrapers and homepage takeovers, so you have a diverse range of options to promote your message to a targeted audience. The site has been optimised for mobile and tablets using the latest technology and initiatives for unique marketing campaigns.

NATIVE ADVERTISING

Promote your brand or product with native advertising which run across farmersguardian.com and provides an opportunity to offer thought-leadership and drive traffic through to content pieces.

PODCAST ADVERTISEMENT

Showcase your brand alongside our leading podcasts. Choose from our weekly Farmers Guardian podcast where we cover the latest issues facing the industry hosted by our award-winning journalists and featuring industry experts, or our arable-specific monthly Crop It Like It's Hot podcast to reach an engaged arable audience.

Content creation

FG ENGAGE

Dynamic content marketing service providing measured results via emails and native ads. Choose your audience and let us create bespoke content to promote your message across both channels.

Tier 1	Tier 2	Tier 3
3 x supplied articles/content	6 x supplied articles/content	9 x supplied articles/content
Email promotion	Email promotion	Email promotion
Ads Native Unit Impressions	Ads Native Unit Impressions	Ads Native Unit Impressions

FG SPOTLIGHT

A trackable, digital content experience combining adverts with bespoke editorial, social media and targeted email marketing.

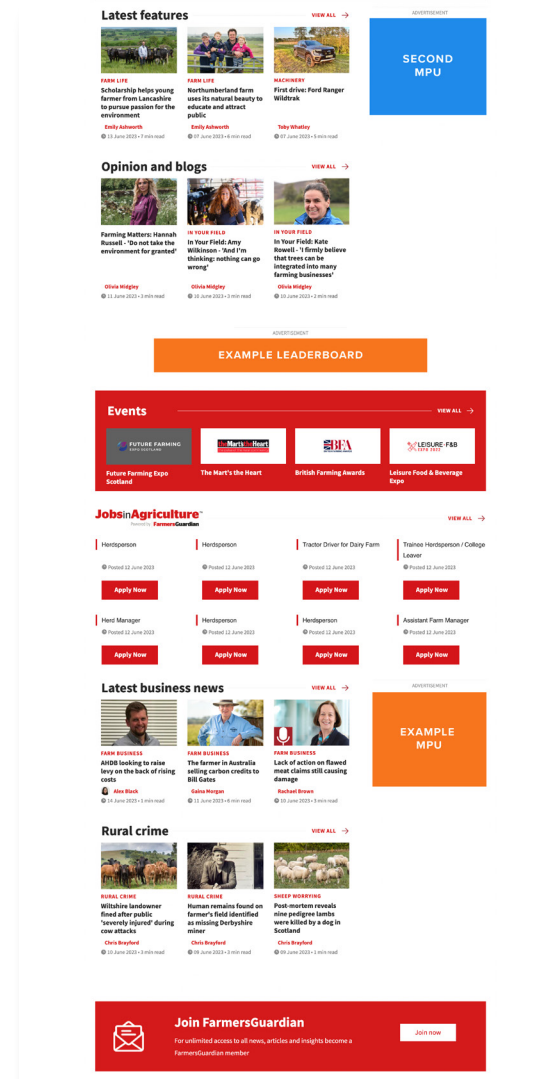
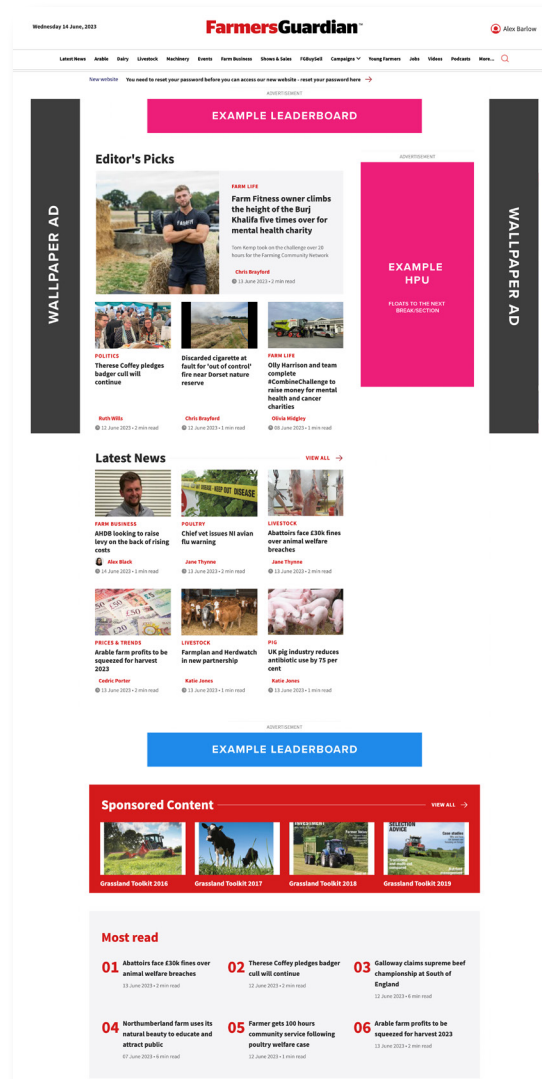
Advertising opportunities

We can create tailored advertising solutions for your brand or product via bespoke dynamic digital content.



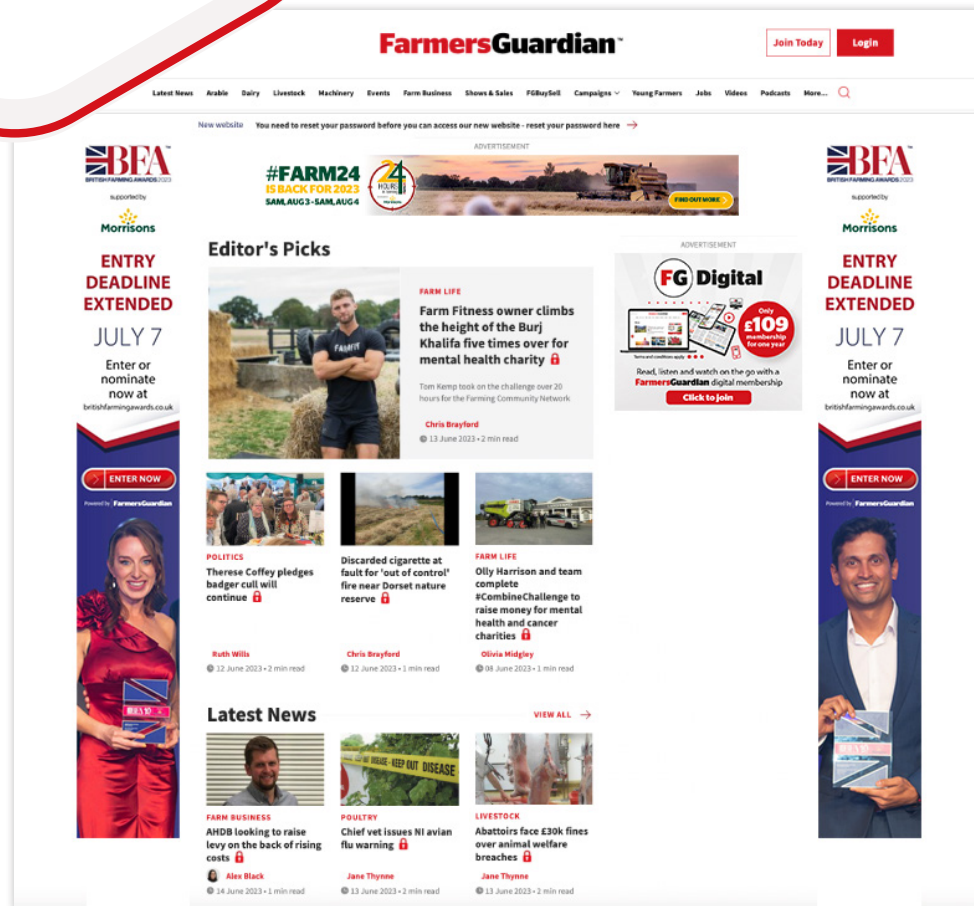
Advertising opportunities

Example



Advertising opportunities

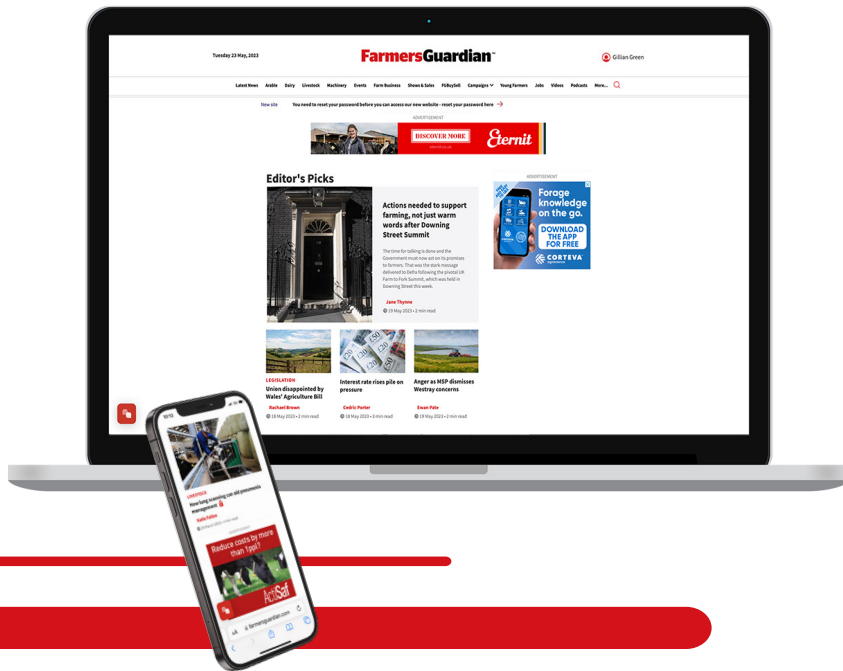
Example



FarmersGuardian.com on-page advertising opportunities

Advert	Size	Price
Billboard	970x250	£40+VAT per 1,000 impressions
MPU	300x250	£40+VAT per 1,000 impressions
HPU	300x600	£40+VAT per 1,000 impressions
Skyscraper	131x900	£50+VAT per 1,000 impressions
Topper bar		POA
Portrait ad		POA
Homepage takeover		POA
Homepage section sponsorship		POA
Page peel		POA
Entry point takeover		POA

Advertising opportunities



Digital media opportunities

Advert

Leaderboard on sector specific newsletter

Price

£500+VAT

Bespoke product focus email

£1,095+VAT

Lead generation

POA

FG Engage

POA

FG Spotlight

POA

Podcast advertisement placement in weekly Farmer Guardian podcast

POA

Podcast advertisement placement in monthly Crop It Like It's Hot podcast

POA

FarmersGuardian.com content opportunities

■ Embedded PDF page turners

■ Article/advertorial

Bespoke social media campaigns

■ Across our Facebook, Twitter, Instagram, LinkedIn channels

Video content opportunities

■ Bespoke video content produced by in-house digital production team

■ Bespoke animated video infographics

Product focused opportunities

The latest from **Arable** **Farmers Guardian**



A word from the editor



UK grain markets are still trying to work out if they believe the latest UK cereal supply and demand data. As the 2022/23 season draws to a close, the real question will be: 'Are there 2.44 million tonnes of wheat left in the country before the combines roll?'

But while harvest may be just over the horizon, the focus at present is looking after crops in what is proving to be a challenging growing season. Sulphur deficiency is said to be widespread this season and wet followed by warm weather has ramped disease pressure up across rotations.

AHDB has shared initial findings from its review of the Recommended Lists. Growers appear overall to see value in the lists but have given a clear message that there is room for improvement.

The Government has this week unveiled a multi-million-pound package, along with a £12.5 million competition, to help drive on-farm innovation. It came as some farmers were left disappointed after finding out that their Farm Equipment Technology Fund grant applications had not been successful.



Latest news



Last ever BPS claims submitted

Farmers and land agents have now submitted their final BPS claims but there are few opportunities for those already engaged in environmental schemes to replace it

> Read more

>>> More news

Agromony



The latest from **DAIRY** **Farmers Guardian**

A word from the editor



Recently I listened to the International Dairy Federation's (IDF) webinar on global marketing trends. Some time was spent discussing the impact of the Covid-19 pandemic and how many of the consumer trends seen during this period had continued into the 'post-Covid-19' era.

In particular, the consumer trends highlighted by IDF were concerns about climate change, animal welfare and the demand for local produce.

The issues of inflation, the situation in Ukraine and the labour shortage were also highlighted as potential challenges in the future.

However, despite all of this, the webinar speakers were also at great pains to point out their optimism for the longer term prospects for the dairy sector.

This, they said, was mainly due to the growth in global population and the growth in per capita consumption of dairy products.

I always like to look on the more optimistic side of things, but this long-term view can be difficult to digest when on a domestic level the short-term situation is dominated by on-farm milk price cuts, and now price cuts for milk on the supermarket shelves.

The on-farm milk price reductions are being blamed on a lack of demand for dairy products coupled with a plentiful supply.

So could all of this be reversed by these price reductions on-farm and in the supermarkets? The market analysts tell us this is unlikely to be the case as we enter the spring flush period.

However, what is more certain is the need to weather the short-term challenges in order to benefit from the longer term optimism.



Latest news



Bovine TB to blame for farm vets leaving the job

Seeing the devastating impact of bovine TB week in, week out, is driving farm vets out of the profession.

> Read more



Paying for sustainability will save the dairy market

> Read more

> Texas farm blaze wake up call for

Product focus emails and newsletter advertising opportunities

Promote your brand or product by placing an advert in one of our regular sector specific newsletters, or in a product focused email. We can help you to reach the audience you want to target to make your business stand out, drive sales and deliver new leads.

Bespoke product focused email

- ✓ Target a specific audience - get your product or service seen by thousands of agricultural professionals in the sector most relevant for your brand
- ✓ Flexibility – choose your email send date
- ✓ Tailored message – whether you need to launch a new product or brand, you can customise your marketing message

Newsletters – banner and native spot adverts

- ✓ Engaged audience – reach an opted-in database of thousands
- ✓ Direct your message – have your brand reach directly into your targeted audience's inbox
- ✓ Measured – understand the reach of your message with analytics
- ✓ Align with our brands – benefit from a strong association with our trusted brands

Newsletter type	Delivered on	Delivered to	Average open rate
Most popular news	Tuesday and Friday	12,252	3,876
Arable news	Monthly: Friday	7,082	2,248
Dairy news	Bi-weekly: Friday	5,085	1,576
Grain news	Thursday	1,560	648
Livestock news	Friday	9,840	3,119
Machinery	Monthly: Friday	3,278	1,066

Example newsletters

Contacts

Get in touch with us to discuss how we can help you.

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