

FG Digital+Print



Farmers Guardian™



hello@farmersguardian.com



Media Pack
2026

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CELEBRATING OVER

180 Years

Farmers Guardian



Farmers Guardian has been championing agriculture since 1844 and continues to cover the latest news, events and people who make agriculture tick.



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Our brands



Agriconnect™
part of the Arc network

**Farmers
Guardian**™

FGBuyandSell™
Powered by **FarmersGuardian**

Auctionfinder™
Powered by **FarmersGuardian**

Powered by **FarmersGuardian**
Mart's the Heart™
The pulse of the rural community

ArableFarming™
Powered by **FarmersGuardian**

DairyFarmer™
Powered by **FarmersGuardian**

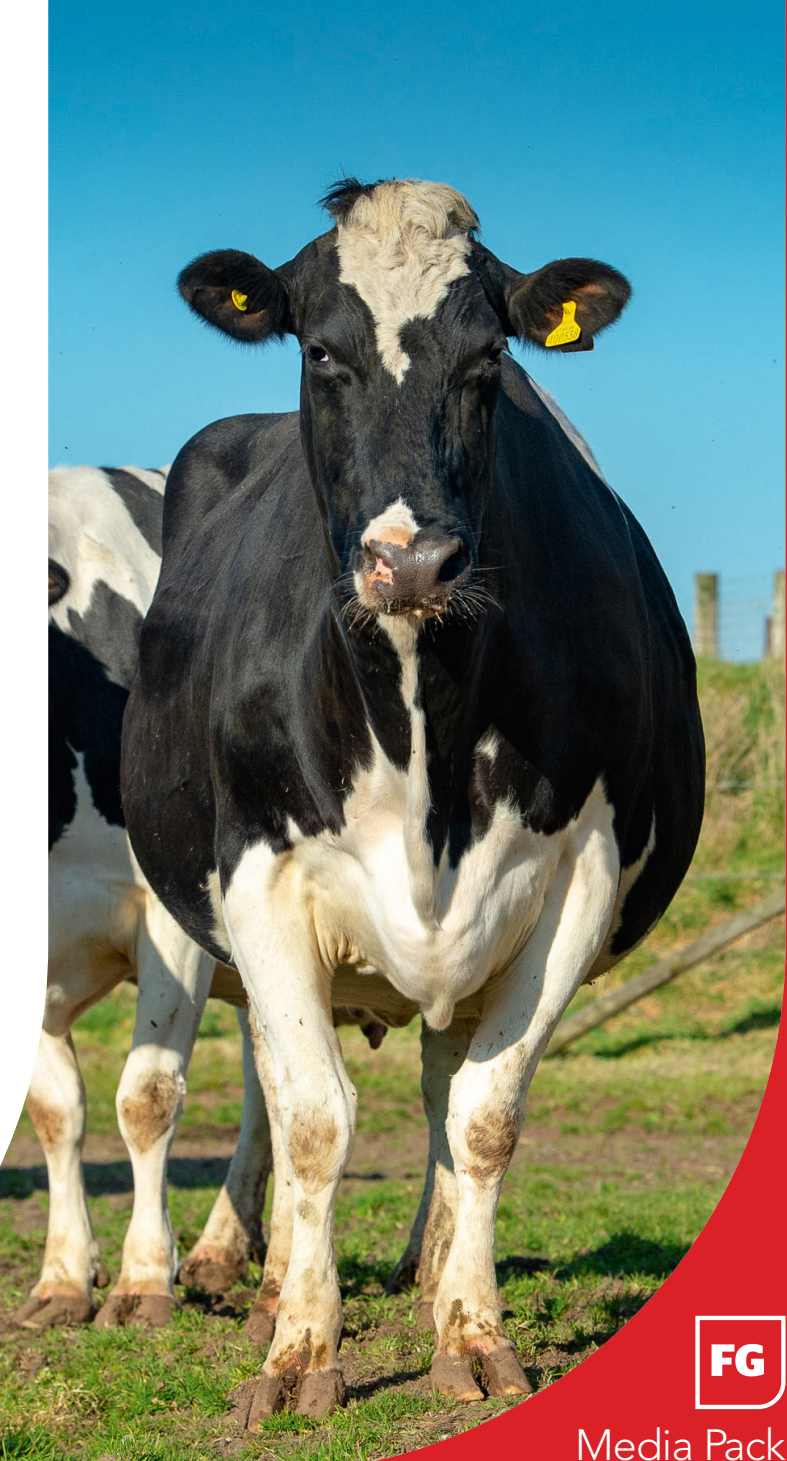


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Farmers Guardian sister brands

Unique opportunities to reach the vast **Agriconnect** events audience



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From the editor

Farmers Guardian has been **at the forefront of agricultural journalism since 1844** and our founding principles of providing accurate information and intelligent analysis remain true today, even though the modes of delivery have evolved to suit the modern world.

Our reinvigorated weekly print publication is led by our award winning team of journalists and content creators – many of them from farming families themselves - ensuring our readers are up to date with the latest news and technical information.

Our strong digital presence continues to thrive and our goal is to be a one stop shop for all your agricultural information needs. Our offering at **Farmersguardian.com**, along with our **FG App** and thriving social media channels - Facebook, X, Instagram, TikTok and LinkedIn – mean you can always stay plugged in to our award winning content.

Whether it is news and business coverage which increasingly sets the agenda, to technical livestock, machinery and arable content, or our reporting from the auction marts, it is our content in print and digital forms

which continues to set **Farmers Guardian** apart in the agricultural publishing sector. On the commercial and trade front, **FGBuyandSell** offers a huge host of advertising opportunities for our clients to engage with a loyal audience, or if you are in the market for a deal, then you can access this via either the print or digital platforms.

Farmers Guardian has also sought to take agriculture's message beyond the confines of the industry, with hugely successful campaigns such as **#FarmingCAN** and **24 Hours in Farming** positively showcasing agriculture's role as a force for good and garnering huge national media attention.

Farmers Guardian offers a range of engaging resources to keep you informed wherever you are. Our podcasts bring you in-depth interviews, market insights, and

topical discussions straight from industry experts, while our webinars provide interactive opportunities to learn and ask questions. Our weekly newsletters deliver the latest headlines and market reports directly to your inbox.

With global events highlighting farming's importance, **Farmers Guardian** continues to provide an unrivalled insight into the industry for its readers, both old and new alike.

I am incredibly proud to head up the **Farmers Guardian team** and hope you enjoy our offering.



Editor

Farmers Guardian

katie.jones@farmersguardian.com



About **Farmers Guardian**

About us

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

Our publication reaches into the whole industry – from established farmer 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 insight every Friday.

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.

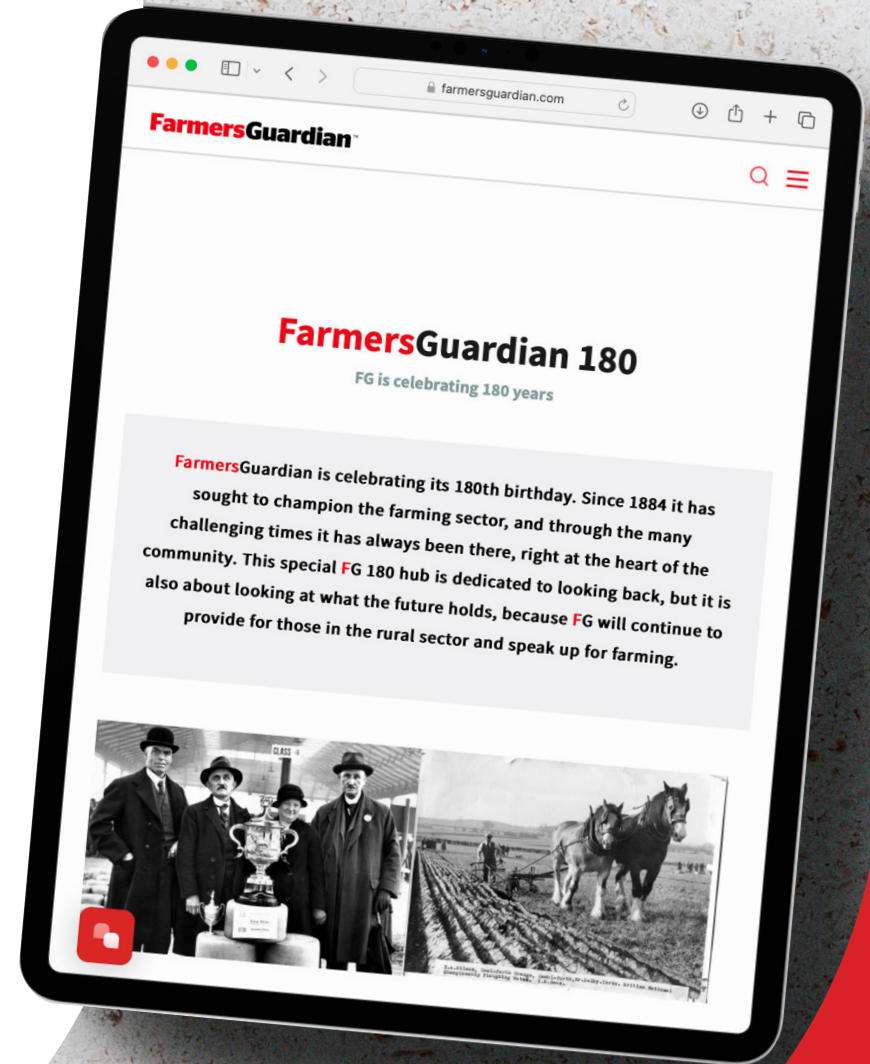
So, why not join us and become part of our story?

Why choose **Farmers Guardian**?

- ✓ **Farmers Guardian** provides you with direct access into the heart of farming
- ✓ Our multiple platforms are the most effective way to reach farming communities in the UK
- ✓ Reach thousands of decision makers via a cost effective channel
- ✓ Choosing **Farmers Guardian** ensures your brand is featured in a trusted, insightful, market-leading title alongside our unrivalled journalism
- ✓ Our brands can help you raise your brand awareness, launch new products, generate leads, increase sales and much more

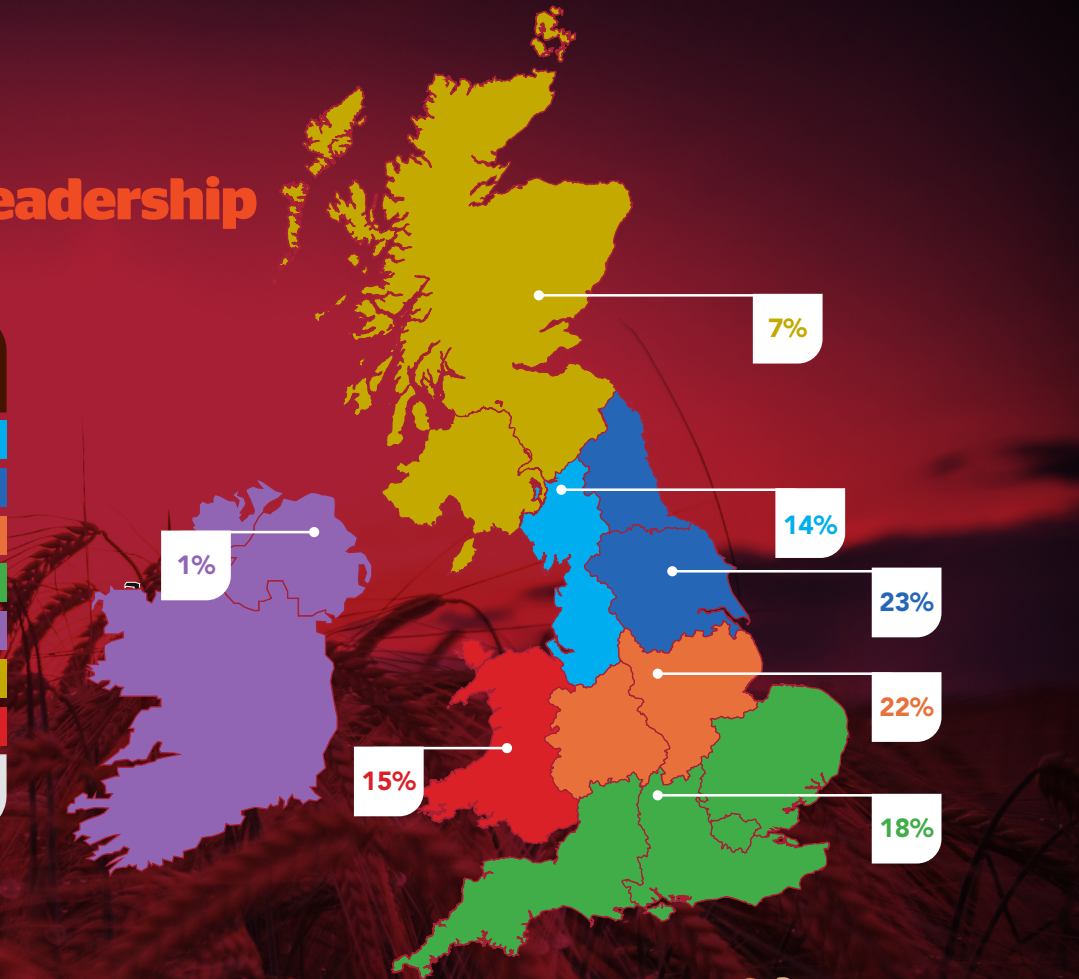
Contact us to find out what we can do for you

📞 01772 799500 ✉️ hello@farmersguardian.com



Geographical breakdown for readership

REGION	Mix By Region %
North West	14%
North East	23%
Midlands	22%
South	18%
Northern Ireland	1%
Scotland	7%
Wales	15%
Total	100%



% for each sector

Crops & Grass



6%

Arable



19%

Dairy



16%

Sheep



27%

Beef



21%

Mixed



21%

Other



7%



TOTAL READERSHIP

65,883

**Percentages will not total 100% as some farmers will be a combination of different types of farming*



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Key statistics

Farmers Guardian in numbers

138,000+

website users per month



272,000+

page views per month



Readership

65,883

across print and digital



Established

1844



Circulation

33,261

Print and digital

made up of members, retail purchasers and farming events



Average read time

90 minutes



Speak directly to our engaged social media audiences

Reinforce the credibility of your brand by promoting your business on our social media channels, hosted under the trusted name of **Farmers Guardian**.

Launch new products, advertise your services, or position your business as a thought leader on a relevant agricultural topic.

With sponsored social media posts, the possibilities open up even more. You can choose exactly who you want to talk to and specify an age range, location, interests and even industry. It's a guaranteed way to make sure you're talking to exactly who you're aiming to reach.

**Source: abc.org.uk Jan – Dec 2024*



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About **Arable Farming**

Arable Farming is now a dedicated supplement within **Farmers Guardian**, published four times a year and supported by a digital hub with year-round access. It delivers trusted technical insight, market analysis and innovation updates for UK crop producers, agronomists, contractors, and advisors, ensuring your brand is seen by the decision-makers shaping arable production.

As **Farmers Guardian** is part of the organisation behind LAMMA, the UK's leading agricultural machinery event, our arable audience is constantly growing and highly relevant to brands like yours.

With a strong print presence and extended online reach, **Arable Farming** provides advertisers with unrivalled opportunities to engage a highly targeted audience. From display ads to sponsored content, your message will sit alongside respected editorial, giving it long-term credibility and visibility.

By aligning with **Arable Farming**, your brand benefits from the trusted voice of **Farmers Guardian** while maintaining a specialist focus on arable production, research and innovation. Whether it's showcasing new products, highlighting expertise, or leading the conversation on sustainability and technology, this is the perfect platform to connect with progressive arable farmers throughout the year.

Get in touch today to find out more about our digital, print and content marketing options in **Arable Farming**, email hello@farmersguardian.com

Contact us to find out what we can do for you

 01772 799500  hello@farmersguardian.com

Spring – March 20

Spring weed control
Potatoes
OSR
Plant protection products
Tractors

Summer – June 5

Cereals Preview
Tractors
Seed varieties
Forage crops

Autumn – August 7

Cereal varieties
Pest control
Tillage & Cultivation
Autumn weed control

Winter – October 2

Crop established and nutrition
Tractors/Combines
Tillage & Cultivation
Regenerative farming

Arable FarmingTM
Powered by | **Farmers Guardian**

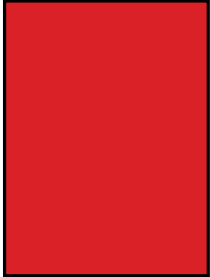
Ash Effwood
Head of Arable



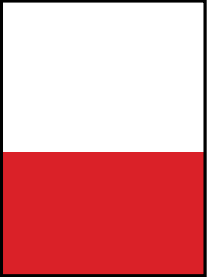
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Print advertising


Print advert sizes



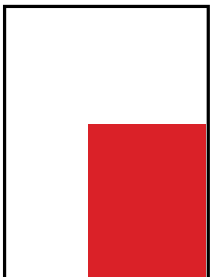
Full page display
Width: 213mm
Height: 300mm
Bleed: 3mm



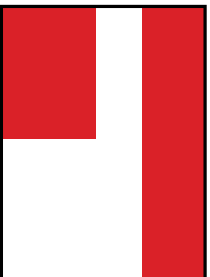
Half page horizontal
Width: 195mm
Height: 135mm



Half page vertical
Width: 95mm
Height: 280mm

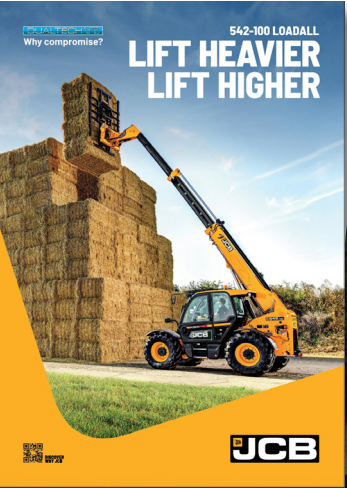


Mini page
Width: 145mm
Height: 180mm



Quarter page
Width: 95mm
Height: 135mm

Quarter page Strip
Width: 45mm
Height: 280mm



Special positions available

Contact our commercial team for special positions including double-page spreads, outside back cover and inside covers. Email hello@farmersguardian.com



Print advertising

Farmers Guardian Wallplanner 2027

The Farmers Guardian Wall Planner remains one of our most popular and longest-lasting advertising opportunities - valued, retained and referenced daily on farms, in offices, and in workshops across the UK.

The Wall Planner is distributed to all Farmers Guardian subscribers and included in newsstand copies alongside the Machinery & Tractor Supplement November issue, providing your brand with 12 months of high-impact, high-frequency visibility.

Why advertise on the Wall Planner?

- Year-round exposure to Farmers Guardian's engaged readership
- A cost-effective way to extend the lifespan and reach of your campaign
- Association with one of the most trusted and recognised names in UK agriculture

We also offer a dedicated Wall Planner for our Dairy Farmer audience, which will be distributed within the December issue of Dairy Farmer.



Advertising opportunities

FarmersGuardian Classified Features list 2026

January

- January 2: Equestrian Buildings | Livestock Equipment | Pig & Poultry
- January 9: **Machinery & Tractor Magazine** ** | Official LAMMA Preview, Low Carbon and CropTec Preview | Parts & Tyres | ATVs | Winter Feeding & Housing | Parts | Ready for Lambing
- January 16: Livestock Equipment | Official LAMMA Review Part 1
- January 23: **Beef Supplement** ** | Muck & Slurry | Winter Housing & Feeding | Official LAMMA Review Part 2
- January 30: Livestock Equipment | Winter Feeding & Housing | Stirling Bull Sales | Dairy Tech Preview | YAMS Preview**

February

- February 6: Livestock Equipment | Equestrian Buildings | ATVs | Muck & Slurry | Breed Directory
- February 13: Ready for Lambing | Feeding & Housing | Parts & Tyres
- February 20: **Dairy Supplement** ** | Livestock Equipment | Muck & Slurry
- February 27: Feeding & Housing | Careers Special*

March

- March 6: **Sheep Supplement** ** | Livestock Equipment | Equestrian Buildings | ATVs | Muck & Slurry
- March 13: Dairy Special * | Show Guide | Parts & Tyres | Grassland | Regen Special*
- March 20: Muck & Slurry | Livestock Equipment | Smallholder | Grants Special * | Arable Special* | Water Special*
- March 27: **Machinery & Tractor Supplement** ** | ATVs & Groundcare | Grassland

April

- April 3: Beef Special * | ATVs | Muck & Slurry | Livestock Equipment | Trailers | Equestrian Buildings | Property Guide
- April 10: Pig & Poultry Special * | Parts & Tyres | Grassland
- April 17: Muck & Slurry | Forthcoming Shows | Livestock Equipment
- April 24: Grassland

May

- May 1: Careers Special * | ATVs | Equestrian Buildings | Muck & Slurry | Pig & Poultry (Including Pig and Poultry Fair Preview) | Property Guide | Livestock Equipment
- May 8: **Machinery & Tractor Supplement** ** | Including ScotGrass Preview | Forthcoming Shows | Parts & Tyres | Grassland
- May 15: Muck & Slurry
- May 22: Beef Expo Preview | Grassland | Property Special * | Contractors Directory
- May 29: Breed Society Special * | Livestock Equipment | Show Guide | NSA Scot Sheep Preview

June

- June 5: Arable Special (Including Cereals Preview) ** | Equestrian Buildings | ATVs | Muck & Slurry
- June 12: **Royal Highland Show Supplement** ** | Parts & Tyres | Animal Health | Livestock Equipment | Grassland | Summer Property Highlights
- June 19: Grants Special * | Contractors Directory | Muck & Slurry | Sheep
- June 26: Regen Special** | Grassland | Livestock Equipment

July

- July 3: The Royal Welsh Show Preview ** | ATVs | Muck & Slurry | Equestrian Buildings | Livestock Equipment
- July 10: Forthcoming Shows | Contractors Directory | Pig & Poultry | Parts & Tyres | Grassland
- July 17: **Machinery & Tractor Supplement** ** | Property Guide | Muck & Slurry | Livestock Equipment | Game Fair Preview
- July 24: Grassland
- July 31: **Sheep Supplement** (Pedigree Focus)*

August

- August 7: ATVs | Muck & Slurry | Equestrian Buildings | College Clearance | Arable Special*
- August 14: Livestock Equipment | Parts & Tyres | Grassland | Beef
- August 21: Livestock Equipment | Breed Directory | Muck & Slurry | Property Special *
- August 28: Water Special* | Livestock Equipment | Grassland

* Specials are a specialist blend of classified and editorial

** These will be handed out at the relevant shows

September

- September 4: **Sheep Supplement** (Commercial focus)* | Livestock Equipment | Muck & Slurry | Feeding & Housing | ATVs | Sucklers | Equestrian Buildings
- September 11: **Dairy Supplement** ** | Grants Special * | Parts & Tyres | Winter Housing & Feeding
- September 18: Regen Special | Property Guide | Livestock Equipment | Muck & Slurry
- September 25: Winter Housing & Feeding

October

- October 2: Arable Special* | Muck & Slurry | ATVs | Equestrian Buildings | Livestock Equipment
- October 9: **Beef Supplement** ** | Breeding & Calves | Winter Feeding & Housing | Parts & Tyres
- October 16: Livestock Equipment | Animal Health | Muck & Slurry | Pig & Poultry
- October 23: Contractors Directory | Winter Feeding & Housing | Sheep
- October 30: Livestock Equipment | AgriScot Preview

November

- November 6: Festive Fatstock | Equestrian Buildings | ATVs | Muck & Slurry | Beef Special * | Livestock Equipment
- November 13: Parts & Tyres | Winter Feeding & Housing
- November 20: Livestock Equipment | Muck & Slurry | Dairy
- November 27: **Machinery & Tractor Supplement** * | Winter Housing & Feeding

December

- December 4: Grants Special * | Equestrian Buildings | Ready for Lambing | ATVs | Muck & Slurry | Christmas Pig & Poultry | Livestock Equipment | Semen & Breeding
- December 11: Regen Special* | Parts & Tyres | Winter Housing and Feeding
- December 18: Livestock Equipment | Muck & Slurry
- December 25: Winter Housing and Feeding



Advertising opportunities

FarmersGuardian Display Features List 2026

January

- January 9: **Machinery & Tractor Magazine** ** | Official LAMMA Preview, Low Carbon and CropTec Preview | Sheep and Lambing
- January 16: Official LAMMA Review Part 1 | Farm Business Diversification
- January 23: **Beef Supplement** (including Stirling Bull Sales Preview) ** | Official LAMMA Review Part 2 | Spring Weed Control
- January 30: Stirling Bull Sales | Dairy Tech Preview | YAMS Preview**

February

- February 6: Spring Spraying (including fungicides and OSR PGRs) | Fencing Equipment and Technologies
- February 13: Grassland (inc Reseeding and Rejuvenation)
- February 20: **Dairy Supplement** ** | Maize for Feed and Energy Machinery : Maize Establishment | Farm Buildings (inc Robotic Technologies)
- February 27: Machinery – Renewable Energy on Farm | Careers Special *

March

- March 6: **Sheep Supplement** ** | ATV & UTV Attachments & Accessories
- March 13: Dairy Special: Focusing on Regenerative Dairy Farming* | Regen Special* | Cereal Disease Control 1 | Rural Crime and Security
- March 20: Grants Special* | Focus on Potatoes | Water Special* | Arable Special*
- March 27: **Machinery & Tractor Supplement** ** (inc Grassland) | Cereal Disease Control 2 | Property Guide

April

- April 3: Beef Special* | Trailers | Property Guide
- April 10: Maize Establishment | Pickups and Commercial Vehicles | Grants special*
- April 17: Sugar beet
- April 24: Farm Business Diversification | Machinery Focus Grassland (inc Mowers and Tedders)

May

- May 1: Focus on Potatoes (including crop protection) | Sheep | Property Guide | Sprayers and Sprayer Tech | Pig & Poultry (Including Pig and Poultry Fair Preview) | **Future of Farming Livestock Special***
- May 8: **Machinery & Tractor Supplement** ** Including ScotGrass Preview | Dairy | Biosecurity Special *
- May 15: Careers Special*
- May 22: Beef Expo Preview | Breeding and Calves | Property Special *
- May 29: Breed Society Special ** | Farm Materials Handling | NSA Scot Sheep Preview

June

- June 5: OSR Varieties and Establishment | Arable Special (Including Cereals Preview) **
- June 12: **Royal Highland Show Supplement** ** | Summer Property Highlights | Farm Buildings (inc Crop Storage)
- June 19: Cereals 2026 Report | Grants Special * | Machinery Focus – High HP Four Cylinder Tractors | Sheep
- June 26: Regen Special ** | Farm Business Diversification

July

- July 3: Great Yorkshire Show Preview ** | Machinery Focus Precision Farming Technology
- July 10: The Royal Welsh Show Preview** | Pig and Poultry | Groundswell Show Report
- July 17: **Machinery & Tractor Supplement** ** (inc Grassland) | Game Fair Preview | Varieties Focus (cereals and oilseed rape) | Property Guide | Farm Safety | NSA Malvern Preview
- July 24: News & Farm Business Diversification
- July 31: **Sheep Supplement** (Pedigree Focus)*

August

- August 7: Machinery Focus: Mixed Farm Tractors 120 – 180 Horsepower | Arable Special* | College Clearance
- August 14: Beef | Autumn Herbicides 1 | Rural Crime and Security | **Future of Farming Arable Special***
- August 21: Property Special *
- August 28: Water Special* | News & Farm Business Diversification

* Specials are a specialist blend of classified and editorial

** These will be handed out at the relevant shows

September

- September 4: **Sheep Supplement** (Commercial focus)* | Autumn Herbicides 2
- September 11: **Dairy Supplement** (including UK Dairy Day Preview)** | Grants Special * | Autumn Pest Control | Combines
- September 18: Regen Special* | Property Guide | Dairy (including Dairy Show Preview) | Machinery Focus: Forage Technology | Dairy Equipment
- September 25: Farm Business Diversification | Hedge Cutters & Vegetation Machinery

October

- October 2: Arable Special* | Career Special | Animal Health | Machinery Focus : High Horsepower Tractors | APF Event Report
- October 9: **Beef Supplement**** | Breeding and Calves | Cattle Handling Equipment | Grassland (inc Balers and Bailing Equipment)
- October 16: Direct Drilling | Pig and Poultry
- October 23: **Farm Business Diversification Supplement** (including FBI Show Preview)** | Cereals Special* | Vermin Control | Sheep | Tyre and Track Technology
- October 30: Machinery Focus: Feeding & Bedding Machinery | AgriScot Preview

November

- November 6: Beef Special * | Christmas Gift Guide
- November 13: ATVs and UTVs | Renewables | Rural Crime and Security | Royal Welsh Winter Fair Preview | Christmas Gift Guide
- November 20: Dairy | Christmas Gift Guide
- November 27: **Machinery & Tractor Supplement** *(inc first look at LAMMA 2027)

December

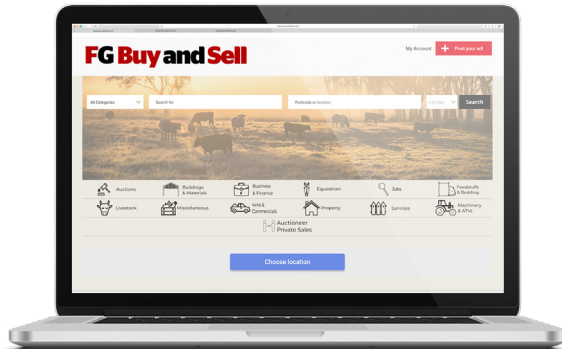
- December 4: Grants Special * | AHDB Recommended Lists report (cereals and OSR) | Workshop Tools | **Future of Farming Innovation Special***
- December 11: Muck and Slurry | Regen Special*
- December 18: Direct Drilling
- December 25: 2026 Year Review



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Shows and Sales

FGBuyandSell.com



Part of the growing **Farmers Guardian** family, **FGBuyandSell.com** connects you directly with sellers across the country. Traditional and trusted, it is the go-to place to buy or sell machinery and equipment, livestock and property in the UK.

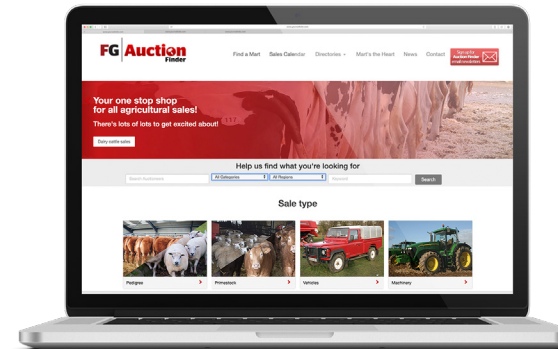
FGBuyandSell.com links buyers and sellers while building networks and keeping the process quick and easy. With traditional sales at your fingertips, users can search by category, keyword or location to easily find the ads they are looking for.

Advertise your products or services

To find out more about advertising your products or services with **FGBuyandSell**:

📞 01772 799500 🌐 fgbuyandsell.com

Shows & sales



Brought to you by **Farmers Guardian**, **Auction Finder** is the UK's largest and most comprehensive auction website. It's a one-stop shop auction website designed to keep farmers up-to-date with all the latest auction mart and sale information from around the UK. Its auction mart locator tool means you can find full details on 100's of active marts from around the UK.

There are also opportunities to feature in the **Auction Finder** weekly newsletter which has one of the highest open rates out of all our regular weekly emails.

Audience	Delivered to	Opens	Sent
Shows & sales	8,000	35%	Weekly: Wednesday









Email advertising opportunities

Reach thousands of engaged agricultural professionals directly in their inbox with a Solus email through **Farmers Guardian**. Put your message and branding front and centre with unrivalled targeting and trusted industry reach.

We also offer email advertisements in our weekly **Farmers Guardian** newsletters.

- ✓ 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

Audience	Delivered on	Delivered to weekly
 General agricultural news contacts	Thursday	34,000+
 Dairy contacts	Wednesday	56,000+
 Sheep contacts	Tuesday	39,000+
 Arable contacts	Thursday	75,000+
 Machinery contacts	Tuesday	32,000+
 Shows & sales contacts	Wednesday	8,000+
 Careers contacts	Monday	8,000+
 Farm Business	Friday	31,000+
 Pigs & Poultry	Monthly	9,000+
 Regenerative Farming	Monthly	16,000+
 Beef Contacts	Monday	45,000+

Email Advert Sizes

Product Focus

600 x 400px image

10 word headline and 100 word text

Supplier Spotlight

260 x 260px image

10 word headline, 50 word text

Leaderboard

728 x 90px

MPU

300 x 250px

Native Ad

530 x 250px image

75 character headline recommended,
200 character text recommended



Stand out from the crowd

with a bespoke weekly newsletter email ad



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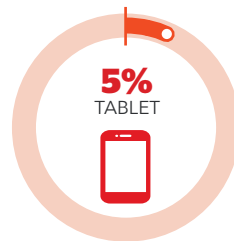
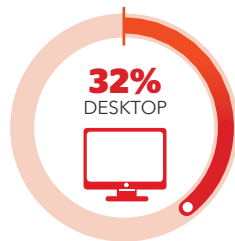
Website adverts

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 – **Arable, Dairy, Livestock** or **Machinery**.

Online advertising is perfect if you want to:

- ✓ Reach a bigger audience online and add even more value to your advertising
- ✓ Make your brand even more reputable by advertising on a trustworthy and well-respected website
- ✓ Get personal with your messaging and engage with the specific audience you want to target
- ✓ Increase your brand awareness with repetition of your key messages across the website



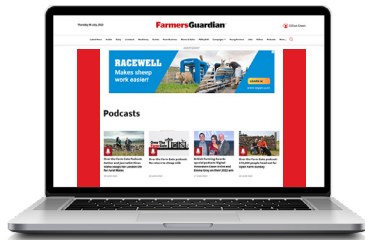
 **For more information** about the options available, contact your sales representative.



Media Pack
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Website adverts

Popular website advert sizes



Wallpaper

Creative to be supplied as one file that is 1366x900 in dimensions, built out as follows;

Left Sidebar: 131x900px
Central Mandatory White Area: 1104x900 px
Right Sidebar: 131x900px

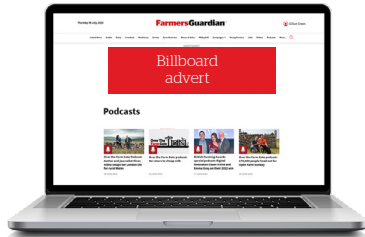


HPU advert

Width: 300px
Height: 600px

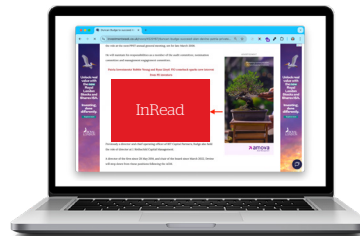


For more information about the options available, contact your sales representative.



Billboard advert

Width: 970px
Height: 250px



InRead Videos

Ratio 16:9 MP4
Mobile: max 15 seconds
Desktop: max 30 seconds



Topper

All ad sizes to be supplied
300 x 90px
750 x 90px
970 x 90px
1280 x 90px
1366 x 90px



Native Ad

Width: 780px
Height: 480px
100 character headline, 40 character text.



Social media campaigns

In today's fast-paced digital world, a strong social media presence is essential for any brand looking to connect with the agricultural community. At **Farmers Guardian**, we offer you the opportunity to leverage our extensive social media platforms and audiences to amplify your message and engage directly with a highly targeted audience.

Why choose Farmers Guardian social media campaigns?

Targeted audience: Our social media channels are followed by a vibrant community of farming professionals, industry influencers, and decision-makers. When you run a campaign with us, you're reaching the people who matter most to your business.

Multi-platform reach: From X and Facebook to Instagram and LinkedIn, our social media presence is robust and diverse. We tailor your campaign to the platforms that best align with your goals, ensuring maximum visibility and engagement.

Engaging content: Our creative team can work with you to craft compelling content that resonates with our audience. Whether it's eye-catching graphics, informative videos, or engaging posts, we can ensure your message is delivered in a way that captures attention and drives action.

Whether you're launching a new product, promoting an event, or simply wanting to increase your brand's visibility, our social media channels are the perfect vehicle to achieve your goals.



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Podcasts

Reach, engage, and influence with Farmers Guardian Podcasts

- In the ever-evolving agricultural industry, staying informed and connected is crucial. **Farmers Guardian podcasts** offer your brand a unique opportunity to engage with a dedicated audience of farming professionals, industry experts, and key decision-makers. Whether you're looking to advertise in our popular episodes or create a special branded episode, we provide the perfect platform to amplify your message.



- Looking to reach the heart of the agricultural community? **The Farmers Guardian Podcast** is published weekly and offers the perfect platform to connect your brand with farming professionals, industry experts, and decision-makers. With engaging content covering everything from market trends to innovative technology, our podcast is a trusted resource for listeners. By advertising with us, you can position your brand in front of a dedicated audience. Get in touch to explore the opportunities available to feature your business on one of our popular episodes.



Listen to our podcasts
farmersguardian.com/podcasts



- **Crop It Like It's Hot** is the monthly, must-listen podcast for arable farmers. Focused on the latest developments, insights, and expert opinions, this podcast is tailored specifically for those passionate about crop production. Whether it's new technologies, innovative farming practices, or the latest market trends, **Crop It Like It's Hot** delivers the information that matters most to growers.



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Webinars

At **Farmers Guardian**, we understand that launching a new product or building brand awareness in the agricultural industry requires more than just visibility - it demands engagement. Our webinar platform offers you a unique opportunity to connect with a highly engaged and targeted audience of farming professionals and industry stakeholders.

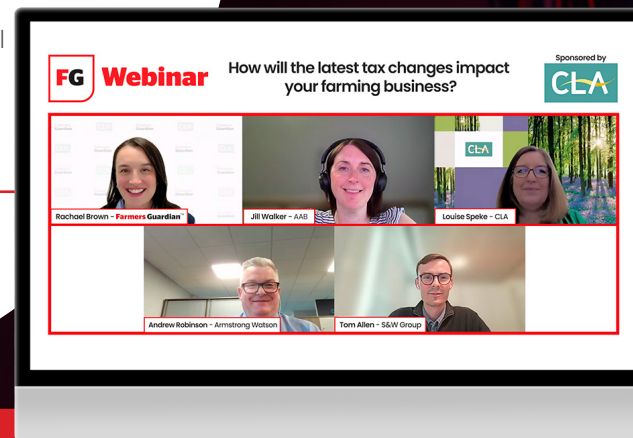
Why choose Farmers Guardian Webinars?

- Our webinars attract a dedicated audience that is actively seeking knowledge and innovation in agriculture. This ensures your message reaches the right people - decision-makers, influencers, and those on the front line of farming.
- Showcase your product, share your expertise, and engage directly with potential customers in real time. This immediate feedback loop allows for meaningful connections that can drive purchasing decisions.
- Position your brand as a leader in the industry by aligning with **Farmers Guardian's** trusted voice. Our webinars are hosted by one of the **Farmers Guardian** editorial team and provide the perfect platform to demonstrate your expertise, share insights, and influence market trends. They are also a powerful tool for generating high-quality leads.
- Benefit from our extensive promotional efforts, including pre-webinar marketing, post-webinar follow-ups, and cross-platform advertising.

→ Watch our webinars
farmersguardian.com/future-farming-hub

Why advertise with us

- Reach a highly engaged audience of farmers and industry professionals who tune in regularly to stay ahead of the curve.
- Your brand will be positioned alongside respected industry experts, enhancing your credibility and trustworthiness in the eyes of listeners.
- Webinars are an intimate medium, with viewers tuning in live to ask questions or watching on demand in their own time so you have their full attention.
- Take it a step further by planning a special webinar focused solely on your brand. Collaborate with us to create content that dives deep into your products, services, or expertise. This is your chance to be the voice of the episode, leading the conversation and leaving a lasting impression on an audience eager for knowledge.



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Additional opportunities

Advertising targeted at specific audiences across multiple platforms

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 so you can reach your customers wherever they consume content, this includes the following:

In partnership with our content marketing team, Agri-works, 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, videos 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 who 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 on investment.

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



Contact us to find out what we can do for you

📞 01772 799500 ✉️ hello@farmersguardian.com



Engage

Engage campaigns offer a comprehensive platform to boost visibility and engagement with key agricultural audiences. The campaigns target **Farmers Guardian** audiences through our trusted digital channels, they allow brands to publish articles on a trusted website and be promoted through newsletters and social media.

With in-depth, transparent reporting and guaranteed performance, marketers can reach decision-makers in the farming industry. The service also integrates first-party data to refine audience targeting to enhance brand awareness, trust, and influence.

Introductory level

750 views
1 article

Tier 1

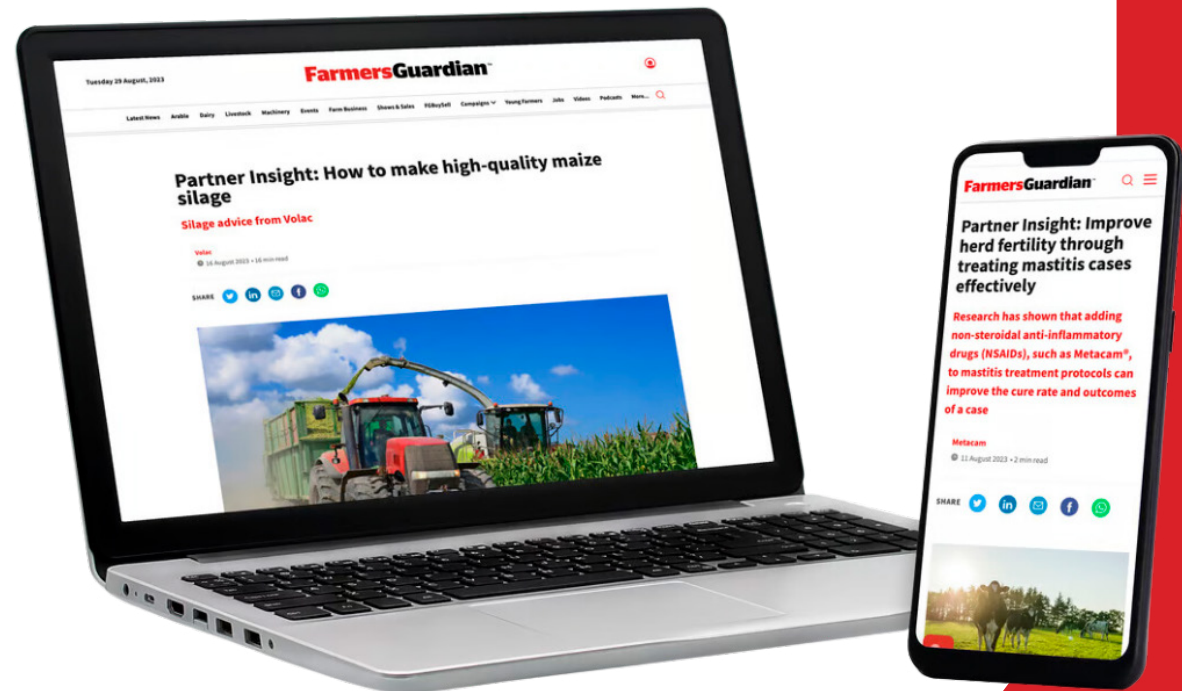
2500 views
3 articles

Tier 2

5000 views
6 articles

Tier 3

7500 views
9 articles



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Future of Farming

Farming is evolving faster than ever. In the last decade alone, **71% of farmers** say the industry has changed more than in the previous 50 years. In this period of transformation, brands that help drive innovation and practical progress won't just be suppliers - they'll be trusted partners in growth.

The Future of Farming campaign is a year-long, multi-channel content and thought-leadership initiative from **Farmers Guardian** designed to surface the ideas, tools and insight that farmers are hungry for.

Through print, digital, live events, webinars, roundtables and a dedicated content hub, this campaign builds an authoritative platform and gives you a genuine voice in shaping the conversation.

Get your content read by the right people and endorsed by the trusted voice of **Farmers Guardian**.

Find out more about the campaign and how you can be involved by emailing hello@farmersguardian.com



THURSDAY 15TH OCTOBER

British Farming Awards

Celebrating the heart of UK agriculture

The British Farming Awards, organised by **Farmers Guardian**, is a prestigious event that shines a spotlight on the innovative, determined, and extraordinary farmers who drive our nation's agricultural success.

Why sponsor the British Farming Awards?

By sponsoring the British Farming Awards, your business will be at the forefront of celebrating and supporting the heroes of UK agriculture.



Award categories

Our awards span across all sectors of farming, providing your brand with the opportunity to be associated with the most celebrated achievements in agriculture. Categories include:

- Arable Farmer of the Year
- Agricultural Student of the Year
- Agricultural Supplier of the Year
- Agriculture's Woman of the Year
- Agri Innovator of the Year
- Beef Farmer of the Year
- Contractor of the Year
- Dairy Farmer of the Year
- Diversification of the Year (Large & Small-Medium)
- Employer of the Year
- Family Farming Business of the Year
- Farming Hero: Flying the Flag for British Agriculture
- Farm Advisor of the Year
- Farm Worker of the Year
- Grassland Farmer of the Year
- New Entrant: Against the Odds
- Outstanding Contribution to British Agriculture
- Regenerative Farmer of the Year
- Sheep Farmer of the Year
- Sustainable Farmer of the Year

Join us in celebrating the pioneers of British farming and position your brand at the heart of the industry.



For more information and to secure your sponsorship, visit britishfarmingawards.co.uk



The Young BFA's is a celebration of young people in the farming industry and their successes. You can find out more about the awards here:

britishfarmingawards.co.uk/youngbfaawards2026



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Young British Farming Awards

The Young British Farming Awards, organised by Farmers Guardian are dedicated to celebrating the next generation of agricultural trailblazers and inspiring the continued growth and development of the British farming industry for generations to come.

The 2025 awards ceremony took place at Cannon Hall Farm. The event was hosted by prominent Farmer and Content Creator, Tom Pemberton, with appearances from guest judges such as Charlotte Ashley and Rebecca Wilson. We're making 2026 bigger and better to really celebrate the next generation of farmers and people who will make a big difference to the future of agriculture.

2026 categories

- Farmers Guardian Young Farming Hero
- Young Handler of the Year (Junior)
- Young Handler of the Year (Senior)
- New Entrant of the Year
- Young Farmers' Club of the year
- Young Farmers' Club Junior Member of the Year
- Young Farmers' Club Senior Member of the Year
- Young Fundraising Hero
- Young Farm Worker of the Year (Junior)
- Young Farm Worker of the Year (Senior)
- Young Farmer of the Future
- Young Innovator of the year



For more information and to secure your sponsorship, email hello@farmersguardian.com



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Advertiser testimonials



We'd absolutely recommend advertising with **Farmers Guardian** to any business in the agricultural space. If you're looking to build trust and visibility in this sector, there are few better places to start.

The publication reaches the right people – the ones who are actually making financial decisions on farms and in rural businesses.



The **Farmers Guardian** is a stable part of UK agriculture for many readers. McHale first entered the UK market over 30 years ago and the **Farmers Guardian** has been key in promoting our brand to contractors and farmers ever since.



The team at **Farmers Guardian** are a pleasure to work with, they take a collaborative, responsive, and solution-focused approach.

We continue to use their traditional print advertising because it consistently reaches a high-quality, targeted agricultural audience.

We've been advertising with **Farmers Guardian** for over 25 years. It was one of the few key agricultural publications back then and has remained a trusted, weekly presence ever since.

We'd highly recommend **Farmers Guardian** to any business looking to connect with the farming community.



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FG Digital + Print

Farmers Guardian™

We know farming

Trust us to put your brand at **the heart of agriculture**



Contact our sales team:  01772 799500  hello@farmersguardian.com



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