

ARABLE

FARMING

Media pack 2023

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

- ▶▶ About us
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- ▶▶ Advertising
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fginsight.com/advertisewithus





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FROM THE EDITOR

» Welcome to Arable Farming, the must-read title for progressive growers and agronomists across the UK.

Between us, the Arable Farming editorial team has over four decades of experience in journalism within the agricultural sector. In each issue my experienced team of journalists covers key developments in crop protection, plant breeding, crop nutrition, machinery, business, politics and new technology to ensure readers are kept fully up to speed with innovation and latest thinking across the sector.

We work in close partnership with Map of Agriculture to source a unique readership of over 9,000 GDPR-qualified progressive arable farmers and 1,152 BASIS-registered agronomists. This circulation includes progressive growers identified from CropTec and LAMMA visitors. Together, using ongoing research, we identify leading-edge thinkers making business-focused, technically-led investments on their farms.

Results from reader research revealed agronomy, machinery, new technology, product news, and business topics consistently featured in the top five most-read articles and also among the top five topics readers would like to see more of. With this in mind, we make sure the content of Arable Farming aligns closely with the wants and needs of our readership.

In addition to the valued in-depth features, the latest developments in crop establishment, crop protection, crop nutrition, varieties and seeds and arable machinery are also covered. We also feature content focused on science, research and development, machinery tests and new products.

Our clean and fresh design, along with our dedication to quality journalism, enables us to offer the best advertising opportunities.

Teresa Rush

Group Editor - Arable, Agriconnect



ABOUT ARABLE FARMING

About us

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

Arable Farming, published 11 times a year, is a magazine dedicated to delving further into the arable sector to bring you more in-depth content, concentrating on that harder to reach part of the market.

This specialist arable publication focuses on arable business-led innovation and technical development, and covers the latest thinking in an accessible, practical way.

Aimed at farmers at the leading edge of arable production, our readers are thoughtful producers. They may not necessarily be the largest farmers - Arable Farming is about our readers' approach to crop production, which is

reflected in our tie-in with The CropTec Show. Our readers are progressive, enthusiastic and innovative when it comes to anything to do with their crops.

Arable Farming's independent, high-quality content is about bringing leading-edge thinking and research to farmers in a practical, applicable way. We challenge readers' thinking, find out how the latest UK and global research can be applied on-farm, and aim to help farmers meet the challenges of producing crops in a rapidly changing and challenging sector.

All articles have a high information yield and are easy to understand, with a focus on readability and breaking out key information.

It is read by 9,052 farms of all size and provides progressive arable farmers with the information they truly need.

Why choose Arable Farming?

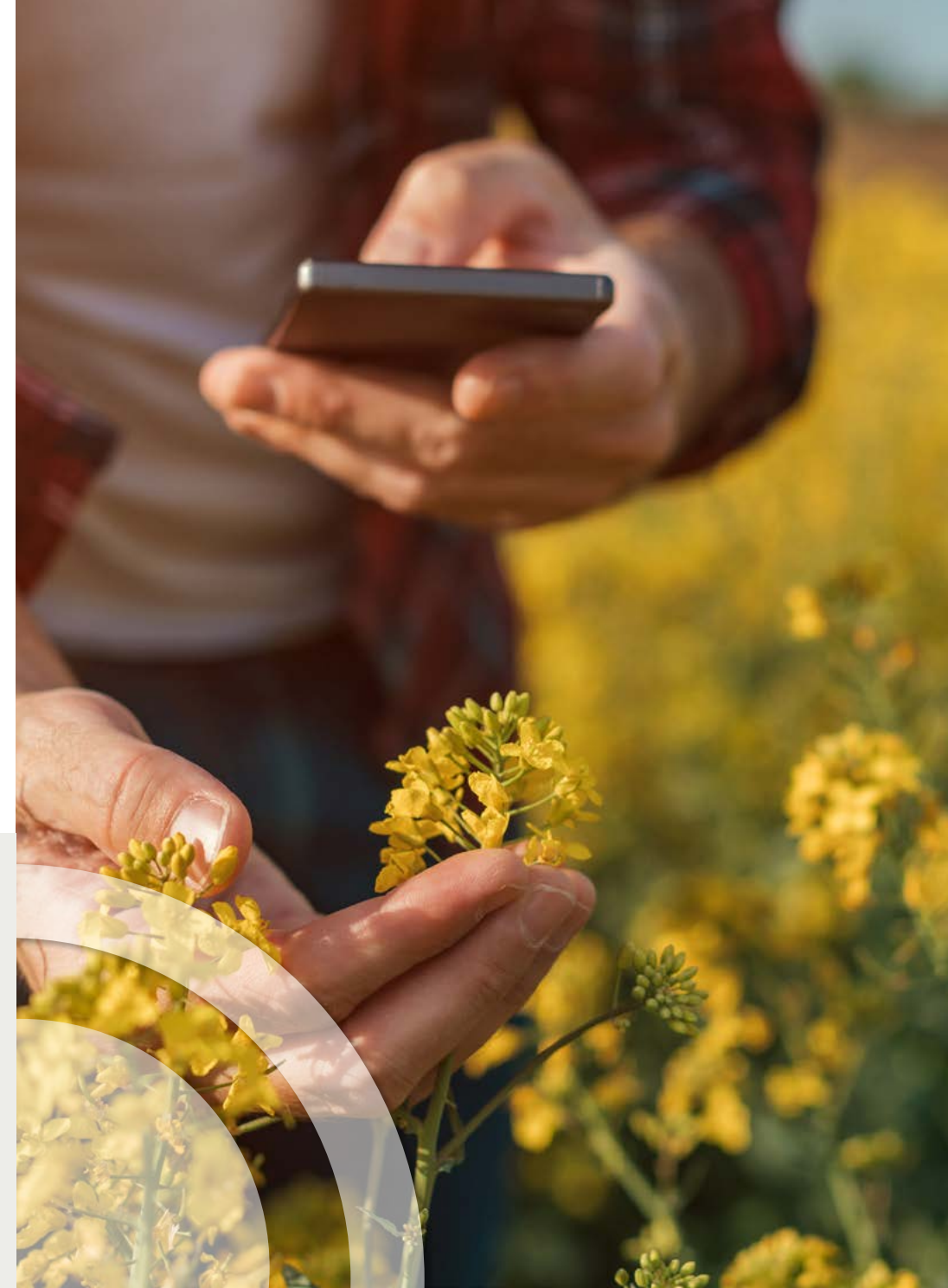
✓ Ensure your brand, products and services are seen by the people you want to communicate with. We place a high value on developing our editorial. So, to make sure your advert is effective, we will only position it next to the most relevant content in Arable Farming.

✓ 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 Arable Farming provides them with the information they need.

✓ Reviewing our circulation ensures we continue to be 100% GDPR-compliant. That's how we know our readership consists of the most pioneering and proactive arable farmers.

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

✓ 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.



ARABLE FARMING AUDIENCE

The reader

POTATO GROWERS	CEREAL GROWERS	SUGAR BEET GROWERS	OSR GROWERS
1,194	7,891	937	3,737

In addition, we are also read by more than 1,152 BASIS-qualified agronomists who work hand in hand with this highly engaged audience of progressive growers.

Area under production



Potatoes: 74,919 hectares



Cereals: 1,513,626 hectares



Sugar beet: 53,890 hectares



Oilseed rape: 258,376 hectares

Cumulatively, Arable Farming's readers work a total area of **2,554,886** hectares.

ARABLE FARMING

READERSHIP STATISTICS



10,204

9,052 qualified farmers and 1,152 BASIS qualified readers

100%

of our readership are decision makers or have influence



68%

Reaching 68% of all 200-400 hectare arable farms in the UK*

90%

400+ hectare arable farms

*against the Farm Structures 2021 harvest modelled data comparison



7,891

cereal growers



3,737

OSR growers



1,194

potato growers



937

sugar beet growers

DIGITAL EDITION

» In December 2020, Arable Farming launched as a digital edition to the AgriConnect Arable audience. As of October 2022, the digital edition has achieved:



2,020

total subscribers

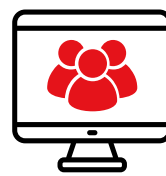


A totally unique subscriber audience with only **25** receiving both digital and print editions



7min

Average 7 minutes read time



298

Each issue is read by an average of 298 farmers

ARABLE FARMING FEATURES 2023

ADVERTISING OPPORTUNITIES

Every issue contains: ✓ Talking Agronomy ✓ Talking Roots ✓ Talking Policy ✓ BASIS news

ISSUE MONTH	PUBLICATION DATE	FEATURE	MACHINERY AND TECHNOLOGY
January	December 16, 2022	The Machinery Issue The CropTec Show Report LAMMA Preview	LAMMA Preview
February	February 3	Spring weed control Profiting from potatoes LAMMA report	Precision farming 1: Machinery and technology for soil, harvest and store management LAMMA report
March	February 24	Spring spraying decisions - incorporating weed and disease control Profiting from potatoes	High horsepower tractors Self-propelled and high capacity sprayers
April	March 31	Oilseed rape special	Profiting from potatoes - machinery and technology
May	April 28	Precision farming: Data generation and management	Tractors and materials handling Drills
	May 12	Essential OSR supplement*	
June	May 26	Cereals event preview	
	June 16	Essential Varieties: Cereals and oilseeds supplement*	
July	June 30	Crop nutrition Varieties: Market focus	Cereals event report
August	July 28	Focus on grass-weed control Crop establishment Slug control	Tillage equipment and cultivators
	August 18	Essential grass-weed control supplement*	
September	September 1	Tyres and tracks Oilseed rape disease control Autumn weed control	Mid-horsepower tractors
October	September 29	Growing for energy production Farm storage, incorporating grain and root crop storage, agrochemical stores and vermin control	Nozzles and spray application Combines
November/December	October 27	The agritech issue, incorporating The CropTec Show preview Crop protection Crop nutrition Varieties and seeds	Precision technology: automation, data harvesting and application



ARABLE FARMING 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.



THE CROPTEC SHOW

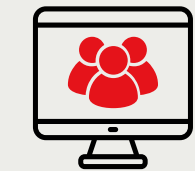
» Arable Farming belongs to the Agriconnect portfolio of brands which includes Farmers Guardian, The LAMMA Show, The CropTec Show and The British Farming Awards. Arable Farming works together with The CropTec Show to share its relevant, progressive content to a highly engaged audience.

ARABLE FARMING

The CROPTEC SHOW
INNOVATION • KNOWLEDGE • PROFIT

Digital content

» All seminar content for The CropTec Show, which attracts over 5,000 farmers and industry specialists, is produced and curated by the Arable Farming team. A range of digital content from Arable Farming magazine is also hosted on The CropTec Show website, with over 34,300 users throughout 2022.



34,346 users

1:41

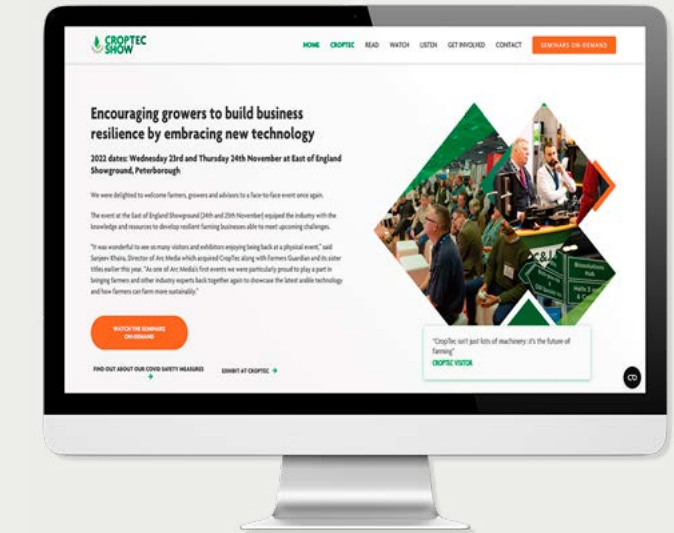
average session duration



81%
decision makers or influencers

£138,000
average intended annual spend

93%
attendees rated the usefulness of the seminar content as good or excellent





PRODUCT FOCUS BESPOKE EMAIL

Stand out from the crowd with a product focus bespoke email

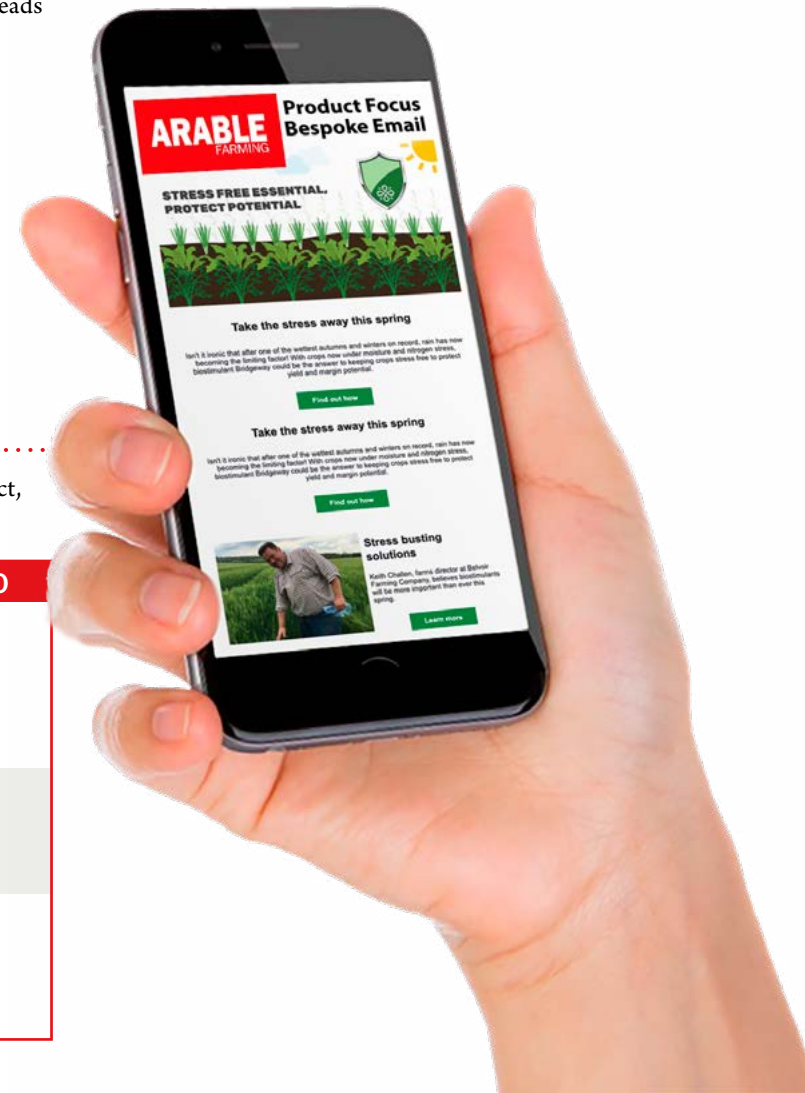
» Make sure farmers at the forefront of the arable sector are talking about your brands, products and campaigns and generate leads from our vast audience of engaged arable professionals:

- ✓ 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 options

Choose the audience you want to reach with your product, services or campaign information

AUDIENCE	DELIVERED TO
General agricultural news contacts	13,281
Arable contacts	5,896
Machinery contacts	3,200



EMAIL NEWSLETTER BANNER AND NATIVE SPOT ADVERTS

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

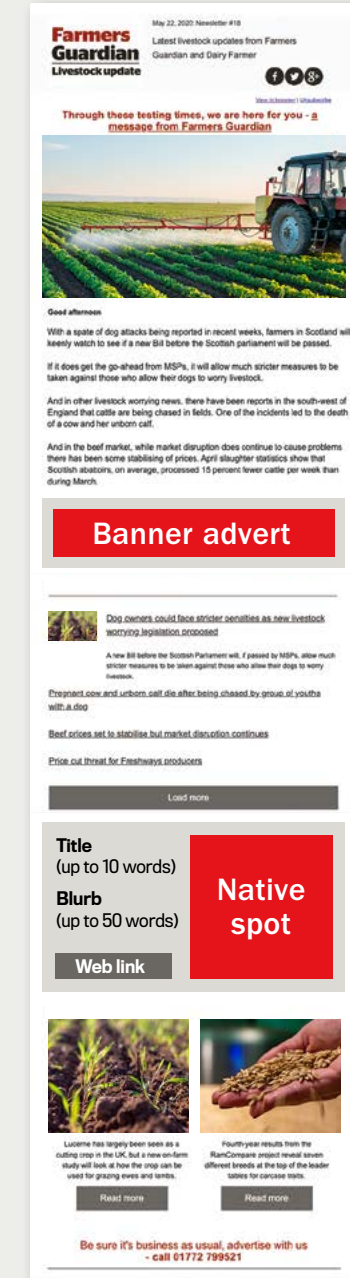
- Reach a growing engaged audience in your sector
- Increase your brand and product awareness
- Benefit from a strong association with the trusted Agriconnect brands

Audience options

Which audience do you want to reach with your product, services or campaign information?

AUDIENCE	DELIVERED TO	SENT
General agricultural news contacts	12,631	Weekly: Tuesday and Friday
Arable contacts	7,380	Monthly: Friday
Machinery contacts	3,312	Monthly: Friday
Grain contacts	1,597	Weekly: Thursday

Popular email advert sizes



Banner advert:
Width: 830px
Height: 150px

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

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
Text: Up to 50 words
Call to action: Up to 5 words with a URL link



ARABLE FARMING

ADDITIONAL OPPORTUNITIES

Content marketing options brought to you by Insightful Communications

» Arable Farming is part of the Agriconnect group which also owns the The CropTec Show, LAMMA and the British Farming Awards events and the Farmers Guardian and Dairy Farmer brands.

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, videos and other media 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

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

» We also offer special opportunities in partnership with the Agriconnect portfolio of brands which includes:




Media pack 2023



ARABLE FARMING

Innovation in action for the progressive arable farmer

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

 01772 799 500

 fgdisplay@farmersguardian.com

 fginsight.com/advertisewithus