

**FG** Digital+Print

# Farmers Guardian™



hello@farmersguardian.com



Media Pack  
**2025**



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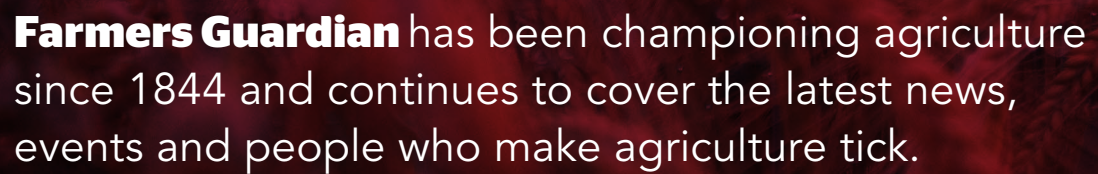
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## Our brands



**Farmers  
Guardian**<sup>™</sup>

**FGBuyandSell**<sup>™</sup>  
Powered by **FarmersGuardian**

**Auctionfinder**<sup>™</sup>  
Powered by **FarmersGuardian**

Powered by **FarmersGuardian**  
**Mart's the Heart**<sup>™</sup>  
The pulse of the rural community

**ArableFarming**<sup>™</sup>  
Powered by **FarmersGuardian**

**DairyFarmer**<sup>™</sup>  
Powered by **FarmersGuardian**

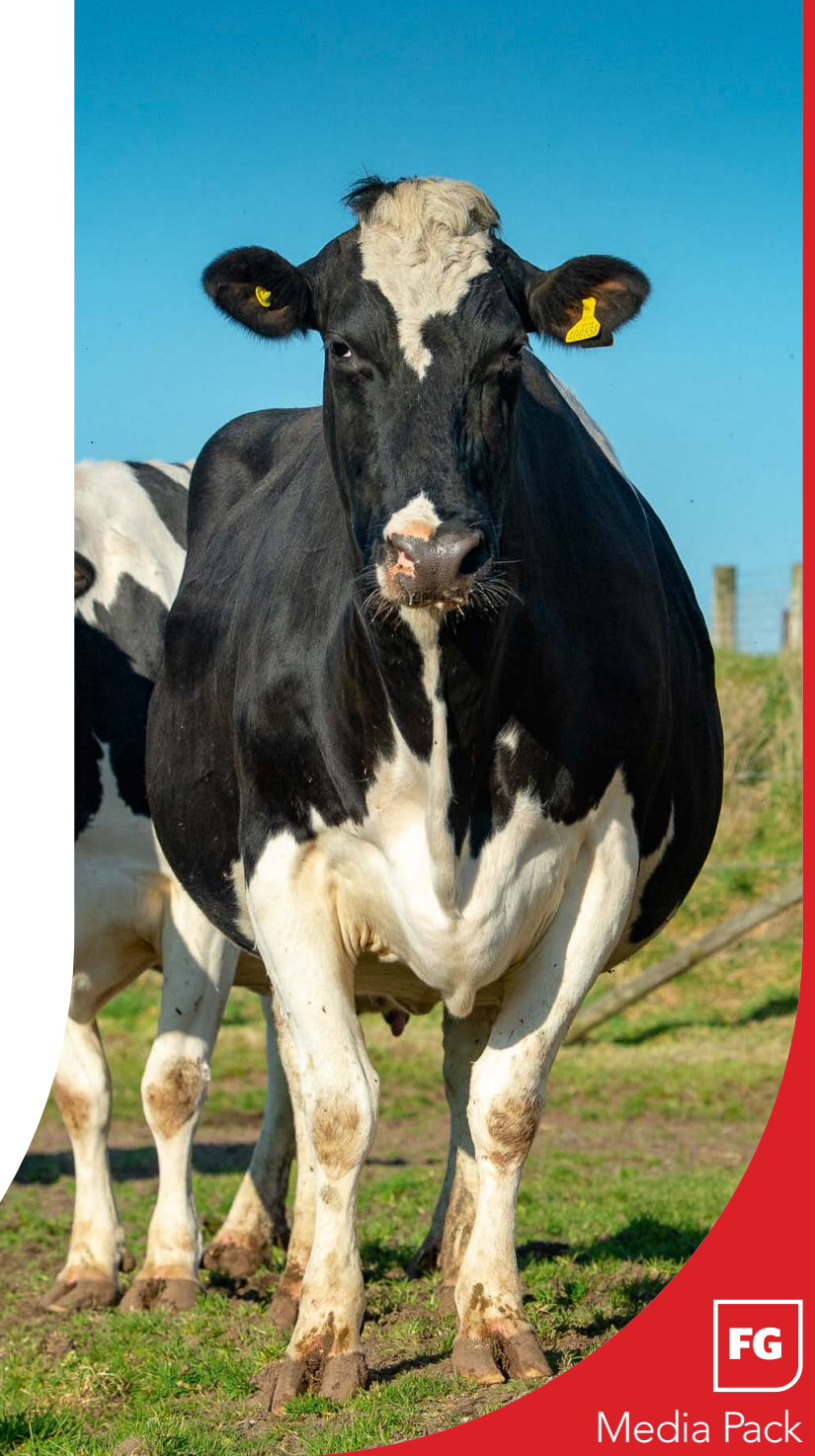


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## Farmers Guardian sister brands

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.

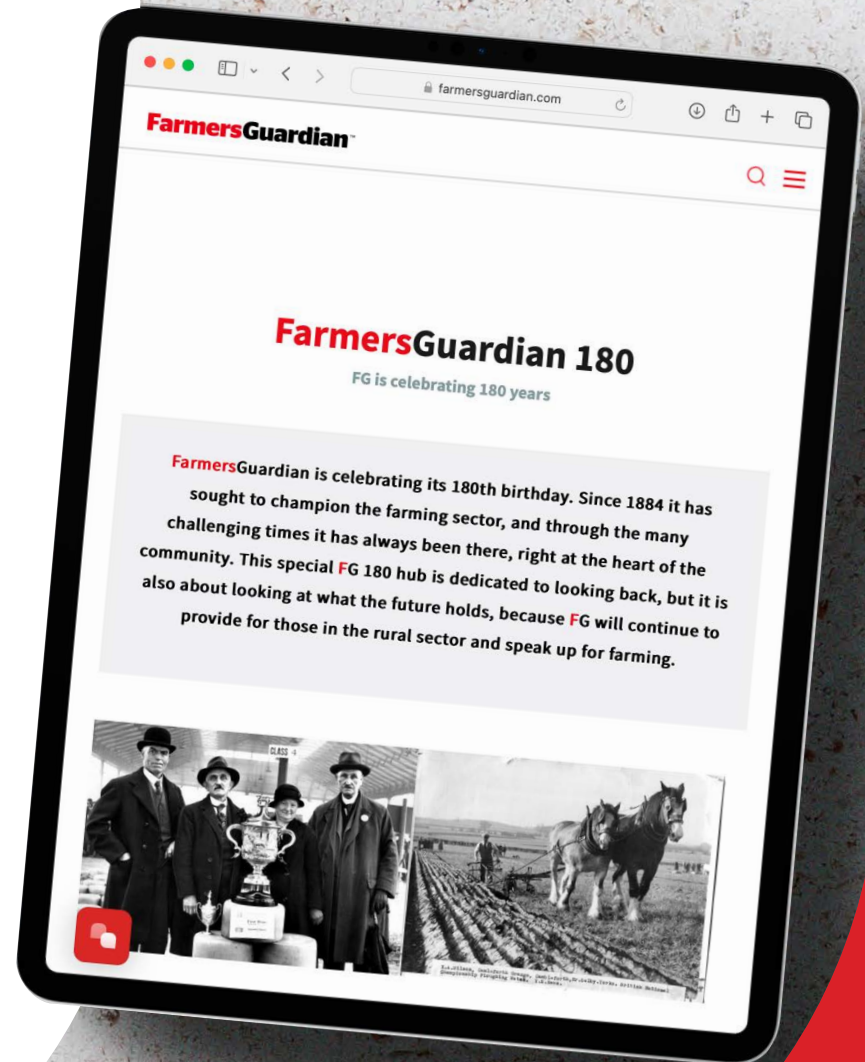
**So, why not join us and become part of our story?**

## 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

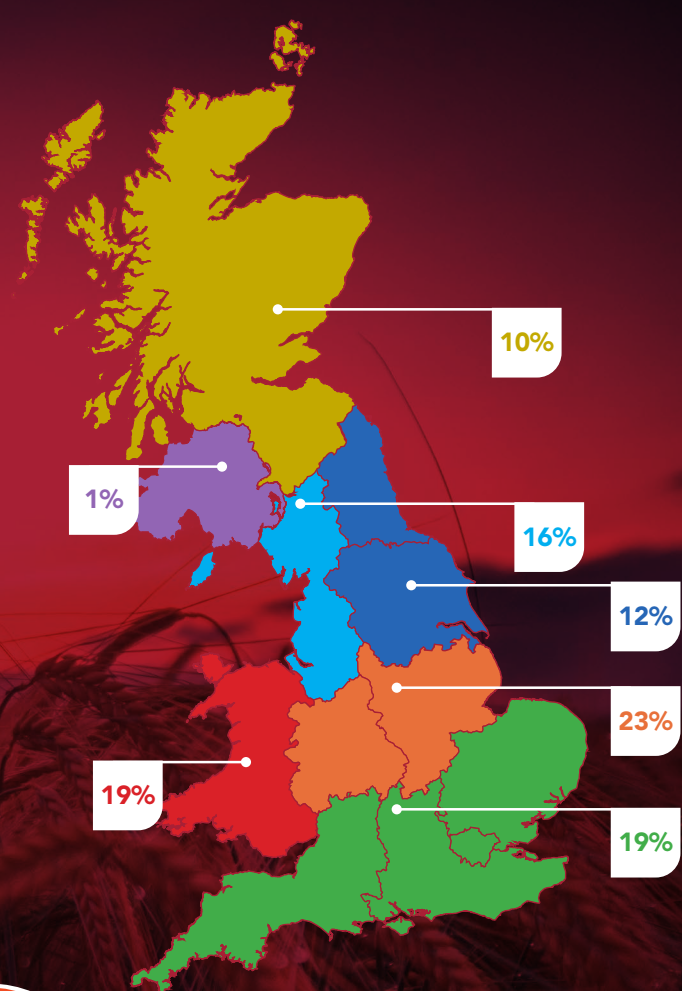
📞 01772 799500 ✉️ [hello@farmersguardian.com](mailto:hello@farmersguardian.com)



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## Geographical breakdown for readership

REGION	Mix By Region %
North West	16%
North East	12%
Midlands	23%
South	19%
Northern Ireland	1%
Scotland	10%
Wales	19%
<b>Total</b>	<b>100%</b>



## Who are our readers?



**4,091,240**  
total volumes  
hectares



**1,060,651**  
total volumes  
hectares



**950,123**  
total volumes  
head of cattle



**14,179,424**  
total volumes  
head of sheep



**2,274,592**  
total volumes  
head of cattle



**TOTAL READERSHIP**  
**52,000+**

\*Data source, Map of Ag, Farm Structures Model Harvest (FSM) 2023. FSM is a real-time model from Kynetec which analyses the structure and distribution of farming across the UK and Ireland, quantifying the market size and output volumes across all farming sectors



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# Key statistics

## Farmers Guardian in numbers

**117,000+**  
website users per month



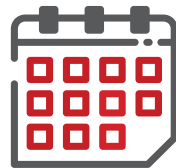
**246,000+**  
page views per month



Readership  
**52,000+**  
across print and digital



Established  
**1844**



Circulation  
**21,500+**  
Print and digital  
made up of members, retail  
purchasers and farming events



Average read time  
**90  
minutes**



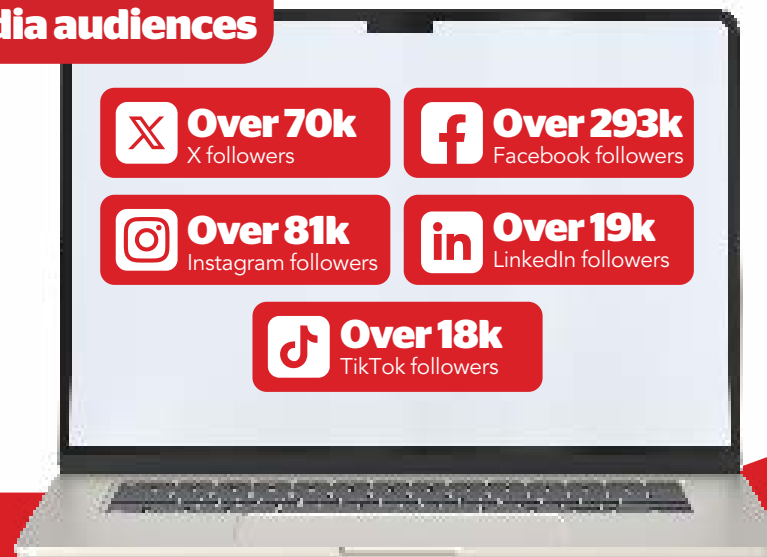
## Speak directly to our engaged social media audiences

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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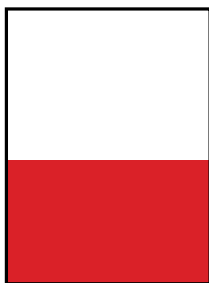
## Print advertising

### Print advert sizes



#### Full page display

Width: 213mm  
Height: 300mm  
Bleed: 3mm



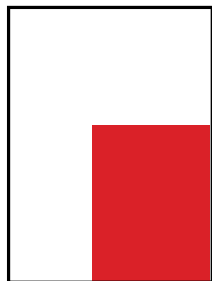
#### Half page horizontal

Width: 195mm  
Height: 135mm



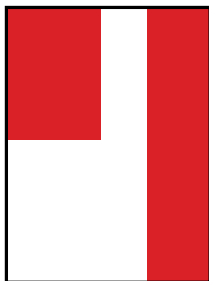
#### Half page vertical

Width: 95mm  
Height: 280mm



#### Mini page

Width: 145mm  
Height: 180mm

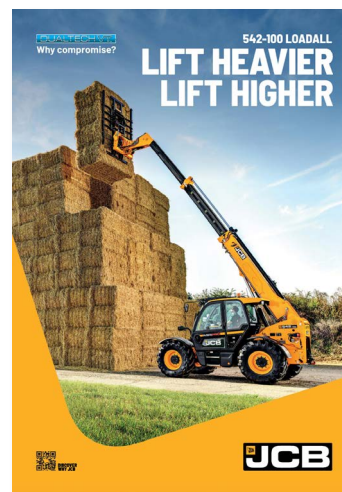


#### Quarter page

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](mailto:hello@farmersguardian.com)





# Advertising opportunities

## FarmersGuardian Classified Features list 2025

### January

- January 3: Equestrian Buildings | Livestock Equipment | Pig & Poultry
- January 10: **Machinery & Tractor Magazine** \*\* | Official LAMMA Preview | Parts & Tyres | ATVs | Winter Feeding & Housing | Parts | Ready for Lambing
- January 17: Livestock Equipment | Official LAMMA Review Part 1
- January 24: **Beef Supplement** \*\* | Muck & Slurry | Winter Housing & Feeding | Official LAMMA Review Part 2
- January 31: Livestock Equipment | Stirling Bull Sales

### February

- February 7: Livestock Equipment | Equestrian Buildings | ATVs | Muck & Slurry | Breed Directory
- February 14: Ready for Lambing | Feeding & Housing | Parts & Tyres
- February 21: **Dairy Supplement** \*\* | Livestock Equipment | Muck & Slurry
- February 28: Feeding & Housing | Careers Special\*

### March

- March 7: **Sheep Supplement** | Livestock Equipment | Grassland | Equestrian Buildings | ATVs | Muck & Slurry
- March 14: Dairy Special \* | Show Guide | Parts & Tyres
- March 21: Muck & Slurry | Livestock Equipment | Smallholder | Grassland | Grants Special \*
- March 28: **Machinery & Tractor Supplement** | ATVs & Groundcare | Muck & Slurry

### April

- April 4: Beef Special \* | ATVs | Muck & Slurry | Livestock Equipment | Trailers | Equestrian Buildings
- April 11: Pig & Poultry Special \* | Parts & Tyres | Grassland
- April 18: Muck & Slurry | Forthcoming Shows | Livestock Equipment | Property

### May

- May 2: Careers Special \* | ATVs | Equestrian Buildings | Muck & Slurry | Pig & Poultry | Property Guide | Livestock Equipment

- May 9: Forthcoming Shows | Parts & Tyres | Grassland
- May 16: Muck & Slurry | Livestock Equipment | Pig & Poultry
- May 23: **Machinery & Tractor Supplement** \*\* | Grassland | **Property Special** \* | Contractors Directory
- May 30: Breed Society Special \* | Livestock Equipment | Show Guide

### June

- June 6: Cereals Preview \*\* | Equestrian Buildings | ATVs | Muck & Slurry
- June 13: **Royal Highland Show Supplement** \*\* | Parts & Tyres | Animal Health | Livestock Equipment | Grassland | Summer Property Highlights
- June 20: Grants Special \* | Contractors Directory | Muck & Slurry | Sheep
- June 27: **NEW** Regen Special\* | Grassland | Livestock Equipment

### July

- July 4: ATVs | Muck & Slurry | Equestrian Buildings | Livestock Equipment
- July 11: Forthcoming Shows | Contractors Directory | Pig & Poultry | Parts & Tyres | Grassland
- July 18: **Machinery & Tractor Supplement** \*\* | Property Guide | Muck & Slurry | Livestock Equipment
- July 25: Grassland

### August

- August 1: **Sheep Supplement** | ATVs | Muck & Slurry | Equestrian Buildings | College Clearance | Livestock Equipment
- August 8: Parts & Tyres | Grassland | Beef
- August 15: **Arable Special** | Livestock Equipment | Breed Directory | Muck & Slurry | Property Special \*
- August 22: Grassland | **Water Special**
- August 29: **Sheep Supplement** | Livestock Equipment

\* Specials are a specialist blend of classified and editorial

\*\* These will be handed out at the relevant shows

### September

- September 5: **Dairy Supplement** \*\* | Livestock Equipment | Muck & Slurry | Feeding & Housing | ATVs | Sucklers | Equestrian Buildings
- September 12: Grants Special \* | Parts & Tyres
- September 19: **Regen Special** | Property Guide | Livestock Equipment | Muck & Slurry
- September 26: Winter Housing & Feeding

### October

- October 3: Arable Special | Muck & Slurry | ATVs | Equestrian Buildings | Livestock Equipment  
**Arable Special\***
- October 10: **Beef Supplement** \*\* | Breeding & Calves | Winter Feeding & Housing | Parts & Tyres
- October 17: Livestock Equipment | Animal Health | Muck & Slurry | Pig & Poultry
- October 24: Contractors Directory | Property Highlights | Winter Feeding & Housing | Sheep
- October 31: Livestock Equipment | AgriScot Preview

### November

- November 7: Careers Special \* | Festive Fatstock | Equestrian Buildings | ATVs | Muck & Slurry | Beef | Livestock Equipment
- November 14: Property Highlights | Parts & Tyres | Winter Feeding & Housing
- November 21: Livestock Equipment | Muck & Slurry | Dairy
- November 28: **Machinery & Tractor Supplement**

### December

- December 5: Grants Special \* | Equestrian Buildings | Ready for Lambing | ATVs | Muck & Slurry | Christmas Pig & Poultry | Livestock Equipment | Semen & Breeding
- December 12: Parts & Tyres | Winter Housing and Feeding
- December 19: Livestock Equipment | Muck & Slurry | **Regen Special**



# Advertising opportunities

## FarmersGuardian Display Features List 2025

\* Specials are a specialist blend of classified and editorial

\*\* These will be handed out at the relevant shows

### January

January 3:	Sheep and Lambing
January 10:	<b>Machinery &amp; Tractor Magazine</b> **   Official LAMMA Preview
January 17:	Official LAMMA Review Part 1   Farm Business Diversification   Dairy-Tech Preview
January 24:	<b>Beef Supplement</b> (including Stirling Bull Sales Preview) **   Official LAMMA Review Part 2   Spring Weed Control
January 31:	Stirling Bull Sales

### February

February 7:	Spring Spraying (including fungicides and OSR PGRs)   Fencing Equipment and Technologies
February 14:	Grassland (inc Reseeding and Rejuvenation)
February 21:	<b>Dairy Supplement</b> **   Maize for Feed and Energy   Machinery: Maize Establishment   Farm Buildings (inc Robotic Technologies)
February 28:	Low Carbon Ag Preview **   Machinery - Renewable Energy on Farm   Careers Special *

### March

March 7:	Sheep Supplement   ATV & UTV Attachments & Accessories
March 14:	<b>Dairy Special</b> : focusing on regenerative Dairy Farming*   Cereal Disease Control 1   Rural Crime and Security
March 21:	Grants Special *   Focus On Potatoes
March 28:	<b>Machinery &amp; Tractor Supplement</b> (inc Grassland)   Cereal Disease Control 2   Property Guide

### April

April 4:	Beef Special *   Trailers
April 11:	Maize Establishment   Pickups and Commercial Vehicles
April 18:	Property Guide
April 25:	Farm Business Diversification   Machinery Focus - Grassland (inc Rakes and Mergers)

### May

May 2:	Careers Special *   Focus on Potatoes (including crop protection)   Sheep   Property Guide   Sprayers and Sprayer Tech
May 9:	Dairy   Biosecurity Special *   NSA Welsh Sheep Preview **
May 16:	Pig & Poultry
May 23:	<b>Machinery &amp; Tractor Supplement</b> **   Breeding and Calves   NSA North Sheep Preview **   Property Special *
May 30:	Breed Society Special *   NSA Highland Sheep Preview **   Farm Materials Handling

### June

June 6:	OSR Varieties and Establishment   Cereals Preview **
June 13:	<b>Royal Highland Show Supplement</b> **   Summer Property Highlights   Farm Buildings (inc Crop Storage)
June 20:	Cereals 2025 Report   Grants Special *   Machinery Focus - 180-250 Horsepower Tractors   Sheep   NSA Ireland Sheep preview **
June 27:	<b>NEW</b> Regen Special*   Great Yorkshire Show Preview **   Farm Business Diversification

### July

July 4:	The Royal Welsh Show Preview **   Machinery Focus - Precision Farming Technology
July 11:	Pig and Poultry   Groundswell Show Report
July 18:	<b>Machinery &amp; Tractor Supplement</b> (inc Grassland) **   Varieties Focus (cereals and oilseed rape)   Property Guide   Farm Safety
July 25:	News & Farm Business Diversification

### August

August 1:	<b>Sheep Supplement (pedigree focus)</b>   Machinery Focus: Mixed Farm Tractors 90-140 Horsepower   College Clearance
August 8:	Beef   Autumn Herbicides 1   Rural Crime and Security
August 15:	<b>Arable Special</b>   Property Special *
August 22:	News & Farm Business Diversification
August 29:	<b>Sheep Supplement (commercial)</b>

### September

September 5:	<b>Dairy Supplement</b> (including UK Dairy Day Preview) **   Dairy Equipment   Autumn Herbicides 2
September 12:	Grants Special *   Autumn Pest Control   Combines
September 19:	<b>Regen Special</b>   Property Guide   Dairy (including Dairy Show Preview)   Machinery Focus: Forage Harvesting
September 26:	Farm Business Diversification   Hedge Cutters & Vegetation Machinery

### October

October 3:	<b>Arable Special</b>   Animal Health   Machinery Focus: High Horsepower Tractors
October 10:	<b>Beef Supplement</b> **   Breeding and Calves   Cattle Handling Equipment   Grassland (inc Balers and Baling Technologies)
October 17:	Smallholder   Pig and Poultry
October 24:	Farm Business Diversification Supplement (including FBI Show Preview) **   Careers Special *   Vermin Control   Sheep   Tyre and Track Technology
October 31:	Biosecurity   Machinery Focus: Feeding & Bedding Machinery   AgriScot Preview

### November

November 7:	Beef Special *   Christmas Gift Guide
November 14:	ATVs and UTVs   Renewables   Rural Crime and Security   Property Highlights   Royal Welsh Winter air Preview   Christmas Gift Guide
November 21:	CropTec Show Preview   Dairy   Christmas Gift Guide
November 28:	<b>Machinery &amp; Tractor Supplement</b> (inc first look at LAMMA 2026, Agritechnica report)

### December

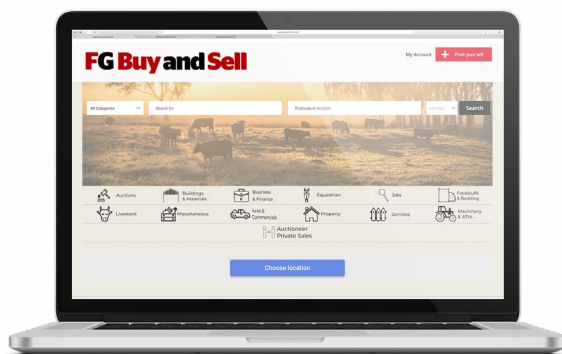
December 5:	Grants Special *   AHDB Recommended Lists report (cereals and OSR)   Workshop Tools
December 12:	<b>Regen Special</b>   Muck and Slurry
December 19:	Direct Drilling December 26: 2025 Year Review





# 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.

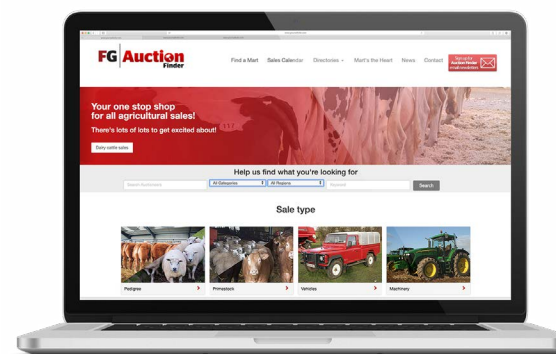
**FGBuyandSell.com** links buyers and sellers while building networks and keeping the process quick and easy. With traditional sales at your fingertips, users can search by category, keyword or location to easily find the ads they are looking for.

### Advertise your products or services

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

01772 799500 [fgbuyandsell.com](https://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



# Product Focus Email Advertisements

- ✓ 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	18,000+
 Dairy contacts	Wednesday	44,000+
 Sheep contacts	Tuesday	33,000+
 Arable contacts	Thursday	56,000+
 Machinery contacts	Tuesday	23,000+
 Shows & sales contacts	Wednesday	8,000+
 Careers contacts	Monday	8,000+
 Farm Business	Friday	22,000+
 Pigs & Poultry	Monthly	9,000+



**Stand out from the crowd**

with a bespoke weekly newsletter email ad





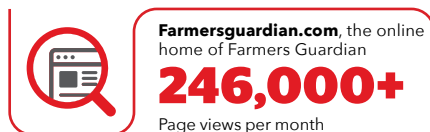
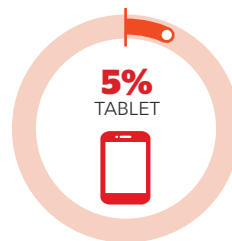
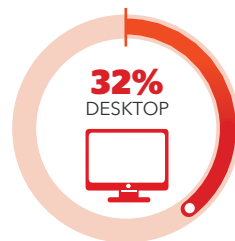
# Website adverts

## 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**.

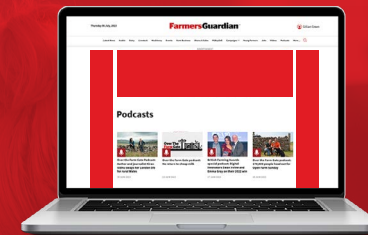
**Online advertising is perfect if you want to:**

- ✓ 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



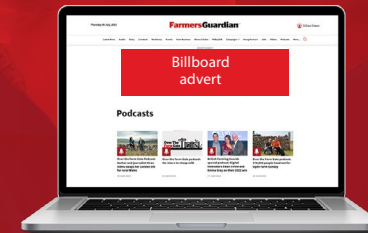
**For more information** about the options available, contact your sales representative.

## Popular website advert sizes



### Wallpaper

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



### Billboard advert

Width: 970px  
Height: 250px



### Topper

- 300 x 90
- 750 x 90
- 970 x 90
- 1280 x 90
- 1366 x 90



### HPU advert

Width: 300px  
Height: 600px



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## 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](https://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](https://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, 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 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](mailto: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

## Tier1

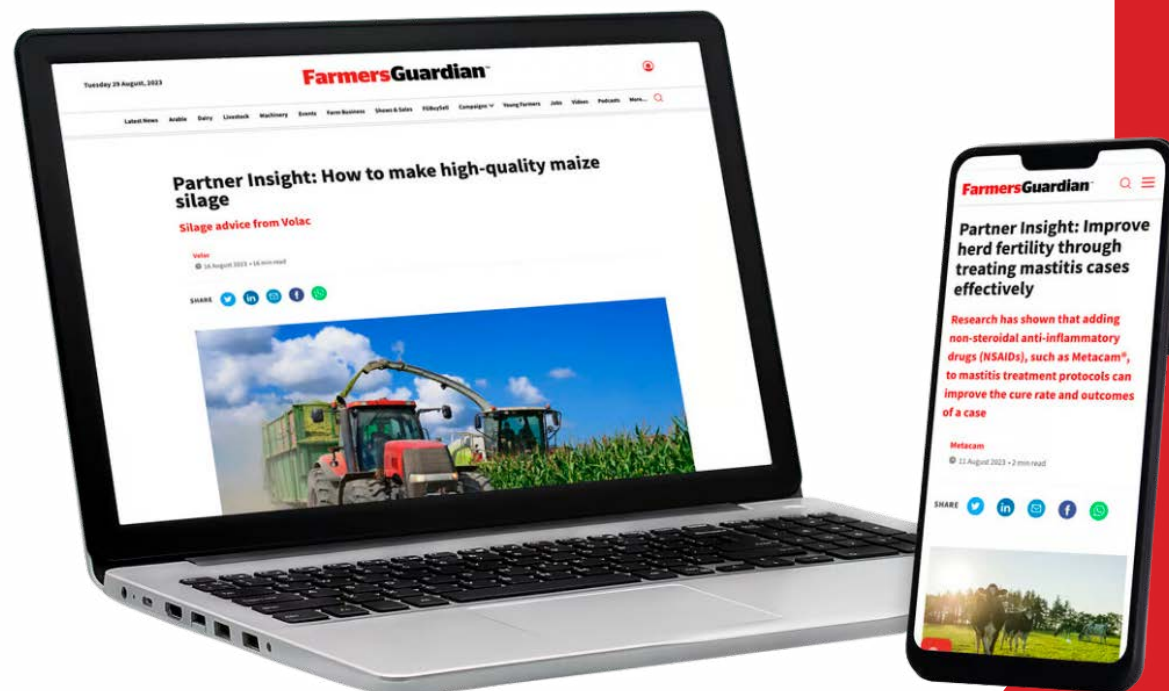
**2500** views  
3 article

## Tier2

**5000** views  
6 article

## Tier3

**7500** views  
9 article



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## Multi sponsor guides

Looking to amplify your voice in the farming industry? Partner with **Farmers Guardian** multi-sponsored guides to showcase your expertise through targeted, engaging content. Position yourself as a thought leader with guaranteed visibility across digital and print platforms, leveraging first-party data to reach your desired audience.

With options to include videos, infographics, and custom articles, this opportunity ensures maximum engagement with farmers at key decision-making moments. Raise your profile and be part of the conversation shaping the future of agriculture.

Our multi-sponsor guides are tailored to various sectors of the agricultural industry. To learn more about our available guides, feel free to contact us for further details.

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



Thursday 16th October - VOX Birmingham

# 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
- Agri-Tech 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)
- Farming Hero: Flying the Flag for British Agriculture
- Farm Worker of the Year
- Grassland Farmer of the Year
- New Entrant: Against the Odds
- Outstanding Contribution to Farming
- Sheep Farmer of the Year
- Sustainable Farmer of the Year
- Family Farming Business of the Year
- Regenerative Farmer of the Year
- Employer of the Year
- Manufacturer of the Year
- Women in Agriculture Award

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](https://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/youngbfaawards2025](https://britishfarmingawards.co.uk/youngbfaawards2025)



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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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# Farmers Guardian™

**We know farming**

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



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**Contact our sales team:** ☎ 01772 799500 ✉ [hello@farmersguardian.com](mailto:hello@farmersguardian.com)