

Farmers Guardian

THE HEART OF AGRICULTURE

Media pack 2023

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

- About us
- Key statistics
- Readership
- Advertising
- Sister brands

farmersguardian.com/advertisewithus





MEDIA PACK

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FROM THE

EDITOR

FOR almost 180 years, Farmers Guardian has covered the latest news, events and people who make agriculture tick.

We have sought to be at the forefront of agricultural journalism and farm trading and those principles remain true today, even if the modes of delivery have grown in the modern era.

Farmers Guardian in the print format continues to prosper, with an award-winning team of journalists and content creators ensuring that readers are up to date with the latest news and technical information from within the agricultural sector.

With large numbers harnessing our digital presence at Farmersguardian.com, as well as staying tuned in via our thriving social media channels on Facebook, Twitter, Instagram and LinkedIn, there are more ways than ever before to engage with Farmers Guardian.

But 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.

In an era in which farming's importance has been reinforced by the Covid-19 pandemic, 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.

Olivia Midgley

EDITOR, FARMERS GUARDIAN



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, increase sales and much more

CONTACT US TO FIND OUT WHAT WE CAN DO FOR YOU

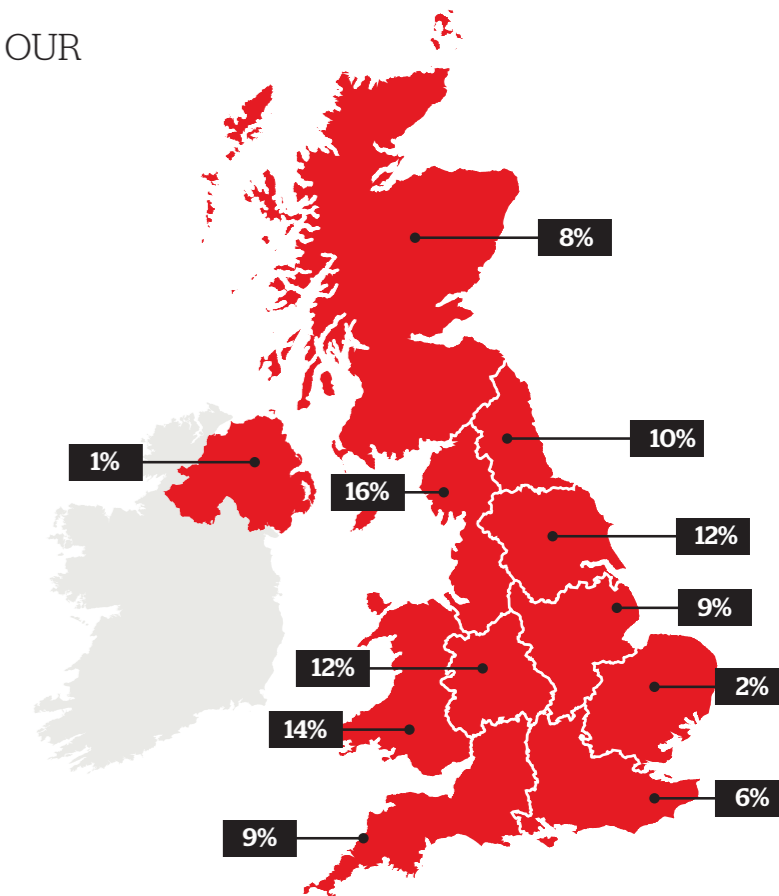
01772 799500 | fgclassified@farmersguardian.com



GEOGRAPHICAL BREAKDOWN OF OUR READERSHIP

TOTAL READERSHIP = 71, 972

REGION	% SHARE
North East	10%
North West	16%
Yorkshire and the Humber	12%
East Midlands	9%
West Midlands	12%
East Anglia	2%
South East	6%
South West	9%
Scotland	8%
Wales	14%
Northern Ireland	1%
Rest of world	1%



Who are our readers?

<p>2,771,164 total volumes hectares</p> <p>CROPS & GRASS</p>	<p>1,263,366 total volumes hectares</p> <p>ARABLE</p>	<p>804,653 Total volumes head of cattle</p> <p>DAIRY</p>	<p>11,300,966 Total volumes head of sheep</p> <p>SHEEP</p>	<p>1,842,374 Total volumes head of cattle</p> <p>BEEF</p>
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*Data source, Map of Ag, Farm Structures Model Harvest 2022



KEY STATISTICS

Farmers Guardian in numbers

Established
176
years

Readership
71,972
Each issue loved and shared by 2.9 people

Average read time
90
minutes

Circulation
24,818* Made up of subscribers, newtrade purchasers and farming events



Farmersguardian.com, the online home of Farmers Guardian
220,000+
Page views per month

103,000+
Website users per month

**Source: abc.org.uk Jan - Dec 2022*

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.

Over 66k
Twitter followers

Over 250k
Facebook followers

Over 48k
Instagram followers

Over 10k
LinkedIn followers

FARMERS GUARDIAN DISPLAY FEATURES LIST 2023

ADVERTISING OPPORTUNITIES

JANUARY

January 6: **Machinery & Tractor Magazine** (including LAMMA Preview)
January 13: LAMMA Review | Sheep and Lambing
January 20: LAMMA Review | Farm Business Diversification | Dairy-Tech Preview
January 27: Spring Weed Control | **Beef Supplement** (including Stirling Bull Sales Preview)

FEBRUARY

February 3: Spring Spraying (including fungicides and OSR PGRs) | Sprayers: Mounted and Trailed
February 10: Machinery Round-up - Latest 180hp-200hp tractors
February 17: **Dairy Supplement** | Maize for Feed and Energy | Machinery Product Focus: Farm Handling

MARCH

March 3: **Sheep Supplement** | Sheep Handling | Careers Special *
March 10: Dairy * | Cereal Disease Control 1 | Rural Crime and Security | Farm Buildings
March 17: Grants Special * | Focus On Potatoes
March 24: **Machinery & Tractor Supplement** (focus on contractors) | Cereal Disease Control 2 | Smallholder
March 31: Beef * | Trailers | Property Guide

APRIL

April 7: Maize | Pickups and Commercial Vehicles
April 14: Pigs and Poultry Special *
April 21: Farm Business Diversification

MAY

May 5: Careers Special * | NSA South West Sheep Preview | Focus on Potatoes (including crop protection) | Sheep | Property Guide | NSA Welsh Sheep Preview
May 12: **Machinery & Tractor Supplement** | Dairy | Biosecurity Special * | Grassland: Harvesting and Equipment
May 19: Property Special *
May 26: Breeding and Calves | NSA North Sheep Preview | Cereals 2023 Preview | Breed Society Special *

JUNE

June 2: Direct Drilling
June 9: OSR Varieties and Establishment
June 16: **Royal Highland Show Supplement** | Farm Buildings (including handling focus, drying and storage) | Summer Property Highlights
June 23: Cereals 2023 Report | Grants Special * | Machinery Round-up - latest 100hp-150hp tractors | Sheep | NSA Northern Ireland Sheep Preview
June 30: Great Yorkshire Show Preview | Diversification

JULY

July 7: Royal Welsh Show Preview | Tedders and Rakes
July 14: Pigs and Poultry | Lifestyle
July 21: **Machinery & Tractor Supplement** (tractors and loaders special) | Varieties Focus (cereals and oilseed rape) | Property Guide | Farm Safety

AUGUST

August 4: **Sheep Supplement** (pedigree focus) | Crop Establishment | College Clearance | Machinery
August 11: Cultivations Special * | Beef | Autumn Herbicides 1 | Rural Crime and Security
August 18: Property Special *

SEPTEMBER

September 1: **Sheep Supplement** (commercial focus) | Autumn Herbicides 2 | Farm Business Diversification | Combines
September 8: **Dairy Supplement** (including UK Dairy Day Preview) | Dairy Equipment
September 15: Grants Special * | Autumn Pest Control | Irish Ploughing | Match Report | Property Guide | Dairy (including Dairy Show Preview)

OCTOBER

October 6: Animal Health | Tractors 250hp+
October 13: **Beef Supplement** | Breeding and Calves | Farm Buildings
October 20: Smallholder | Pigs and Poultry
October 27: Careers Special * | Vermin Control | Sheep | Christmas Gift Guide

NOVEMBER

November 3: **Farm Business Diversification (including FBI Show Preview)** | Biosecurity | Christmas Gift Guide | Powertools
November 10: CropTec Show Preview | Beef * | Christmas Gift Guide
November 17: ATVs | Renewables | Rural Crime and Security | Property Highlights
November 24: **Machinery & Tractor Supplement** (arable and root crops) | Dairy

DECEMBER

December 1: Grants Special * | Machinery Round-up: Balers, Forage Wagons | Spring Cropping
December 8: AHDB Recommended Lists report (cereals and OSR)
December 15: Muck and Slurry

* Specials are a specialist blend of classified and editorial

ADVERTISING OPPORTUNITIES

JANUARY

January 6: **Machinery & Tractor Magazine (including LAMMA Preview)** | Equestrian Buildings | Livestock Equipment | Pig & Poultry | Parts & Tyres | Winter Housing & Feeding | Muck & Slurry
 LAMMA Review | New Products | Winter Housing & Feeding | Parts | Ready for Lambing
 January 13: Muck & Slurry | LAMMA Review
 January 20: **Beef Supplement** | Livestock Equipment | Winter Housing & Feeding
 January 27: **Beef Supplement** | Livestock Equipment | Winter Housing & Feeding

February

February 3: Lambing & ATVs | Breed Directory | Muck & Slurry | Equestrian Buildings | Pig & Poultry
 February 10: Parts & Tyres | Livestock Equipment
 February 17: Ready for Lambing | **Dairy Supplement** | Muck & Slurry
 February 24: Livestock & Equipment

March

March 3: Careers Special * | ATVs | Equestrian Buildings | Muck & Slurry | **Sheep Supplement**
 March 10: Livestock Equipment | Dairy * | Parts & Tyres | Grassland | Show Guide
 March 17: Grants
 March 24: **Machinery & Tractor Supplement** | Muck & Slurry | Livestock Equipment | Smallholder | Grassland
 March 31: Beef * | Trailers | Property Guide | ATVs & Groundcare | Equestrian Buildings | Muck & Slurry

April

April 7: Diversification | ATVs | Muck & Slurry | Livestock Equipment | New Products | Easter Clearance
 April 14: Dairy Focus | Pig & Poultry * | Parts & Tyres | Grassland
 April 21: Muck & Slurry | Forthcoming Shows | Livestock Equipment
 April 28: Livestock Equipment | Grassland

May

May 5: Careers Special * | ATVs | Equestrian Buildings | Muck & Slurry | Pig & Poultry | Property Guide | Livestock Equipment
 May 12: **Machinery & Tractor Supplement** | New Products | Forthcoming Shows | Parts & Tyres | Livestock Equipment | Grassland
 May 19: Property Special * | Contractors Directory | Muck & Slurry
 May 26: Livestock Equipment | Grassland

June

June 2: Muck & Slurry | Equestrian Buildings | Property Guide | ATVs | Livestock Equipment | Show Guide
 June 9: Pig & Poultry | Parts & Tyres | Scottish Regional | Grassland
 June 16: Royal Highland Show Supplement | Animal Health | Livestock Equipment | Muck & Slurry | Summer Property Highlights
 June 23: Grants Special * | Beef | Grassland | Contractors Directory | Livestock Equipment

July

July 7: ATVs | Muck & Slurry | Equestrian Buildings | Livestock Equipment
 July 14: Forthcoming Shows | Contractors Directory | Pig & Poultry | **Machinery & Tractor Supplement** | Parts & Tyres | Grassland
 July 21: Property Guide | Muck & Slurry
 July 28: Grassland | Livestock Equipment

August

August 4: **Sheep Supplement** | ATVs | Muck & Slurry | Equestrian Buildings | College Clearance
 August 11: Livestock Equipment | Parts & Tyres | Grassland | Pig & Poultry | Beef
 August 18: Breed Directory | Muck & Slurry | Property Special *
 August 25: Livestock Equipment | Grassland

September

September 1: **Sheep Supplement** | ATVs | Sucklers
 September 8: **Dairy Supplement** | Parts & Tyres | Livestock Equipment | Muck & Slurry | Feeding & Housing
 Grants Special *
 September 15: Property Guide | Livestock Equipment | Muck & Slurry
 September 22: Winter Housing & Feeding
 September 29: Winter Housing & Feeding

October

October 6: Muck & Slurry | ATVs | Equestrian Buildings | Livestock Equipment | Pig & Poultry | **Beef Supplement** | New Products | Breeding & Calves | Winter Feeding & Housing | Parts & Tyres
 October 13: Agri-Expo Preview | Livestock Equipment | Animal Health | Muck & Slurry
 October 20: Careers Special * | Contractors Directory | Property Highlights | Winter Feeding & Housing | Sheep
 October 27: Property Highlights | Winter Feeding & Housing | Sheep

November

November 3: ATVs | Vets Directory | Muck & Slurry | Equestrian Buildings | Livestock Equipment | Winter Bedding | AgriScot
 November 10: Parts & Tyres | Festive Fatstock | Pig & Poultry | Winter Housing & Feeding
 November 17: Muck & Slurry | Winter Bedding | Property Highlights | Livestock Equipment
 November 24: **Machinery & Tractor Supplement** - The CropTec Show | Livestock Equipment | Winter Housing & Feeding | Dairy

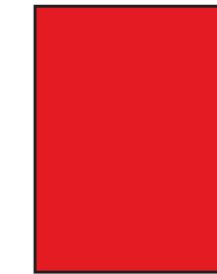
December

December 1: Grants Special * | Equestrian Buildings | Ready for Lambing | ATVs | Winter Bedding
 December 8: Parts & Tyres | Muck & Slurry | Christmas Pig & Poultry | Livestock Equipment | Semen & Breeding
 December 15: Winter Bedding | Winter Housing and Feeding
 December 22: Livestock Equipment | Muck & Slurry
 December 29: Winter Housing and Feeding



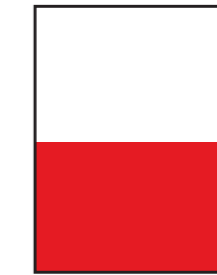
PRINT ADVERTS

Print advert sizes



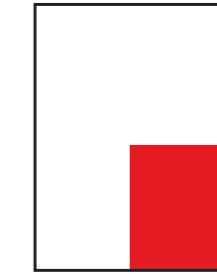
• **Full page display**
 Width: 195mm
 Height: 280mm

• **Full page classified**
 Width: 200mm
 Height: 270mm



• **Half page display**
 Width: 195mm
 Height: 135mm

• **Half page classified**
 Width: 200mm
 Height: 130mm



• **Quarter page display**
 Width: 95mm
 Height: 135mm

• **Quarter page classified**
 Width: 98mm
 Height: 130mm

SPECIAL POSITIONS AVAILABLE

Contact our commercial team for special positions including double-page spreads.





PRODUCT FOCUS

BESPOKE EMAIL

Stand out from the crowd with a product focus bespoke email

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

£1,075
+VAT

AUDIENCE	DELIVERED ON	BESPOKE EMAIL	BANNER & ADVERT
General agricultural news contacts	Weekly: Tuesday and Friday	Delivered to 13,281	Delivered to 12,631
Dairy contacts	Monthly: Friday	Delivered to 3,980	Delivered to 5,006
Livestock contacts	Monthly: Friday	Delivered to 8,596	Delivered to 10,500
Arable contacts	Monthly: Friday	Delivered to 6,187	Delivered to 7,538
Machinery contacts	Monthly: Friday	Delivered to 3,200	Delivered to 3,312
FG Buy and Sell	Weekly: Saturday	N/A	Delivered to 4,964
Auction Finder	Weekly: Wednesday	N/A	Delivered to 7,590

EMAIL NEWSLETTER

BANNER AND NATIVE SPOT ADVERTS

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

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

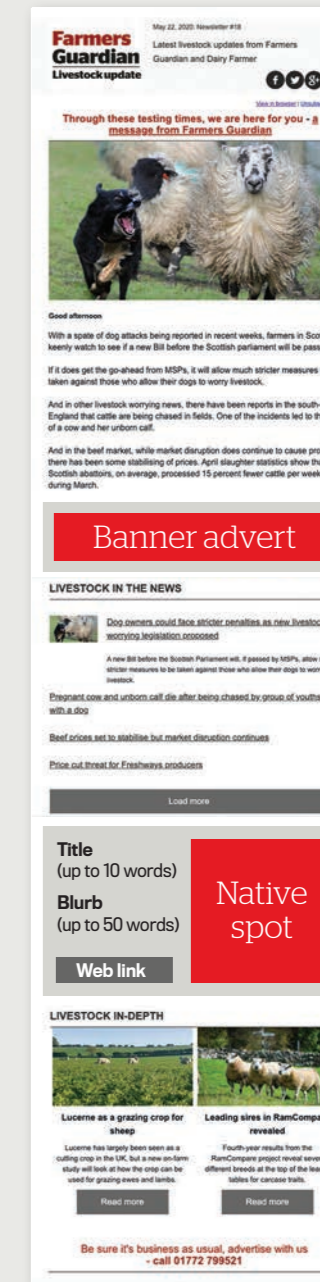
Starting from £550
+VAT

Audience options

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



Popular email advert sizes



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

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

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

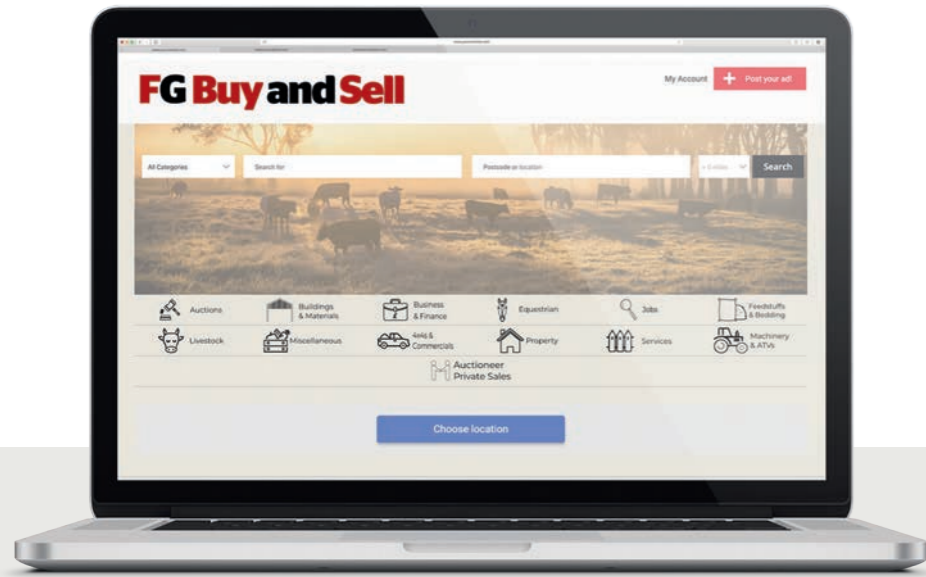
Native spot advert:
Width: 440px
Height: 440px
£825
+VAT per banner

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

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

FGBUYANDSELL.COM

AUCTION FINDER



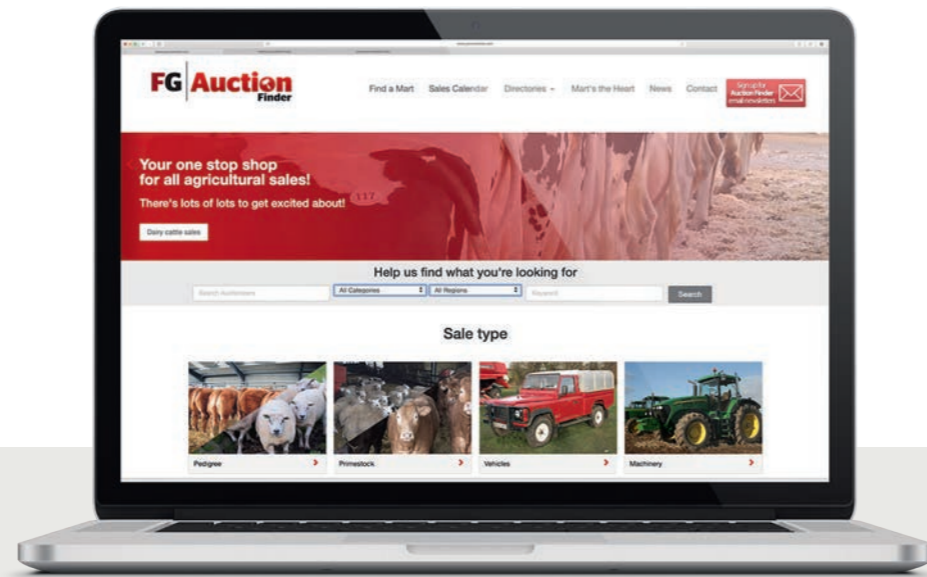
PART of the trusted Farmers Guardian family, FGBuyandSell.com connects you directly with sellers across the country. Traditional and trusted, it is the go-to place to buy or sell machinery and equipment, livestock and property in the UK.

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



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
Auction Finder email	8,325	29%	Weekly: Wednesday
FG Buy&Sell email	5,513	33%	Weekly: Saturday

FARMERS GUARDIAN

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:

- Bespoke inserts
- Advertorials
- Social media campaigns
- Sponsorship opportunities
- Multi-platform campaigns



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 of 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

FIND OUT WHAT WE CAN DO FOR YOU

☎ 01772 799500 ✉ fgclassified@farmersguardian.com

TESTIMONIALS



At Cornthwaite Group, we have advertised with Farmers Guardian for over eight years. With their large audience and readership and the support we receive from our account manager, we are pleased with the service we receive and continue to regularly use them as a platform to promote our machinery



In my opinion, FG is the number one publication to use for advertising and promoting dairy, livestock and on-farm sales. No other brand represents all sectors so thoroughly. They are also great advocates for the auctioneering industry, highlighting the very important role we play both through live sales and as a social forum for farmers through the initiative Mart's the Heart and other editorials



At Kivells we choose to advertise with Farmers Guardian because it gives us national coverage for our any of our auction sales in the Westcountry. We believe it is the go-to magazine for livestock farmers and certainly the best available for advertising auction sales



SISTER BRANDS

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



Media pack 2023



**Farmers
Guardian**
THE HEART OF AGRICULTURE

WE KNOW FARMING

TRUST US TO PUT YOUR BRAND AT THE HEART OF AGRICULTURE

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