# Farmers Guardian

THE HEART OF AGRICULTURE

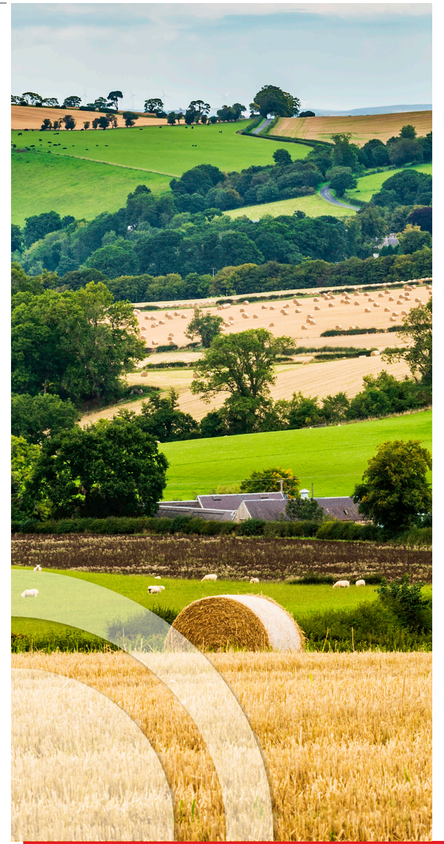
## Media pack 2024

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

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

farmersguardian.com/advertise-with-us

Agriconnect™ part of the Arc network | ArableFarming™ Powered by Farmers Guardian | Auctionfinder™ Powered by Farmers Guardian | BFA™ BRITISH FARMING AWARDS | DairyFarmer™ Powered by Farmers Guardian | Farmers Guardian™ | FGBuyandSell™ Powered by Farmers Guardian | JobsinAgriculture™ Powered by Farmers Guardian | Powered by Farmers Guardian Mart's the Heart™ The pulse of the rural community



MEDIA PACK

# CONTENTS


From the editor ..... 3
About Farmers Guardian ..... 4
Readership ..... 5
Key statistics ..... 6
Display advertising opportunities ..... 7
Classified advertising opportunities ..... 8
Print adverts ..... 9
Product Focus bespoke email ..... 10
Email newsletter adverts ..... 11
Website adverts ..... 12
Additional opportunities ..... 13
FGBuyandsell.com and Auction Finder ..... 14
Sister brands ..... 15
Contact us ..... 17

FROM THE

# EDITOR

2024 will be Farmers Guardian's 180th year and throughout it has continued to cover 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**

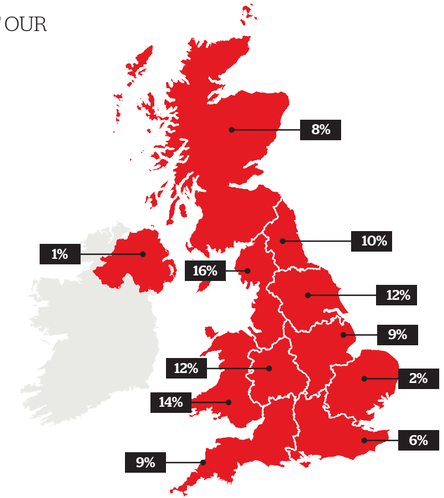
01772 799500 fgclassified@farmersguardian.com

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?

**Data source, Map of Ag, Farm Structures Model Harvest 2022*

**2,771,164** total volumes hectares — **CROPS & GRASS**

**1,263,366** total volumes hectares — **ARABLE**

**804,653** Total volumes head of cattle — **DAIRY**

**11,300,966** Total volumes head of sheep — **SHEEP**

**1,842,374** Total volumes head of cattle — **BEEF**

KEY

# STATISTICS

## Farmers Guardian in numbers

**Established**
**180 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, newstrade purchasers and farming events

**Farmersguardian.com, the online home of Farmers Guardian**
**425,000+**
Page views per month

**60,000+**
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 68k** Twitter followers

**Over 262k** Facebook followers

**Over 55k** Instagram followers

**Over 13k** LinkedIn followers

**Over 7k** TikTok followers



FARMERS GUARDIAN DISPLAY FEATURES LIST 2024

# ADVERTISING OPPORTUNITIES

## JANUARY

| | |
|---|---|
| January 12: | **Machinery & Tractor Magazine** \| LAMMA Preview \| Sheep and Lambing |
| January 19: | LAMMA Review Part 1\| Farm Business Diversification \| Dairy-Tech Preview |
| January 26: | **Beef Supplement** (including Stirling Bull Sales Preview) \| LAMMA Review Part 2\| Spring Weed Control |

## February

| | |
|---|---|
| February 2: | Spring Spraying (including fungicides and OSR PGRs) \| Sprayers: High Capacity Trailed |
| February 9: | Machinery Product Focus: Workwear |
| February 16: | **Dairy Supplement** \| Maize for Feed and Energy \| Machinery: Maize Establishment |

## March

| | |
|---|---|
| March 1: | **Sheep Supplement** \| Farm Materials Handling \| Careers Special * |
| March 8: | Dairy Special * \| Cereal Disease Control 1 \| Rural Crime and Security \| Farm Buildings: Livestock Housing |
| March 15: | Grants Special * \| Focus On Potatoes |
| March 22: | **Machinery & Tractor Supplement** \| Cereal Disease Control 2 \| Smallholder |
| March 29: | Beef Special * \| Trailers \| Property Guide |

## April

| | |
|---|---|
| April 5: | Maize \| Pickups and Commercial Vehicles |
| April 12: | Beef Expo preview |
| April 19: | Farm Business Diversification \| Mechanical Weed Control |

## May

| | |
|---|---|
| May 3: | Careers Special * \| Focus on Potatoes (including crop protection) \| Sheep \| Property Guide \| Pig & Poultry Fair Preview |
| May 10: | **Machinery & Tractor Supplement** \| Dairy \| Biosecurity Special * |
| May 17: | Property Special * |
| May 24: | Breeding and Calves \| Cereals 2024 Preview \| Breed Society Special * |
| May 31: | Direct Drilling \| Cereals preview |

## June

| | |
|---|---|
| June 7: | OSR Varieties and Establishment |
| June 14: | **Royal Highland Show Supplement** \| Grain Handling and Cleaning \| Summer Property Highlights |
| June 21: | Cereals 2024 Report \| Grants Special * \| Machinery Round-up - mid-horsepower 6 cylinder tractors \| Sheep |
| June 28: | Great Yorkshire Show Preview \| Diversification |

## July

| | |
|---|---|
| July 5: | Royal Welsh Show Preview \| Tedders and Rakes \| Groundswell Show Report |
| July 12: | Pigs and Poultry \| Lifestyle |
| July 19: | **Machinery & Tractor Supplement** \| Varieties Focus (cereals and oilseed rape) \| Property Guide \| Farm Safety \| NSA Malvern Preview |

## August

| | |
|---|---|
| August 2: | **Sheep Supplement** (pedigree focus) \| College Clearance \| Machinery: High Horsepower Four-Cylinder Tractors |
| August 9: | Beef \| Autumn Herbicides 1 \| Rural Crime and Security |
| August 16: | Property Special * |
| August 30: | **Sheep Supplement** (commercial focus) \| Cultivation and Crop Establishment |

## September

| | |
|---|---|
| September 6: | **Dairy Supplement** (including UK Dairy Day Preview) \| Dairy Equipment \| Autumn Herbicides 2 |
| September 13: | Grants Special * \| Autumn Pest Control \| Combines |
| September 20: | Property Guide \| Dairy (including Dairy Show Preview) |
| September 27: | **Farm Business Diversification** (Including APF Show Report) |

## October

| | |
|---|---|
| October 4: | Animal Health \| Tractors 300hp+ |
| October 11: | **Beef Supplement** \| Breeding and Calves \| Machinery: Cattle Handling Equipment |
| October 18: | Smallholder \| Pigs and Poultry \| AgriScot Preview |
| October 25: | **Farm Business Diversification** (including FBI Show Preview) \| Careers Special * \| Vermin Control \| Sheep \| Christmas Gift Guide \| Tyre and Track Technology |

## November

| | |
|---|---|
| November 1: | Biosecurity \| Christmas Gift Guide \| Combi Balers and Wrappers |
| November 8: | CropTec Show Preview \| Beef * \| Christmas Gift Guide \| AgriScot Preview |
| November 15: | ATVs and UTVs \| Renewables \| Rural Crime and Security \| Property Highlights \| Croptec preview \| Royal Welsh Winter Fair Preview |
| November 22: | Dairy |
| November 29: | **Machinery & Tractor Supplement** |

## December

| | |
|---|---|
| December 6: | Grants Special * \| AHDB Recommended Lists report (cereals and OSR) \| Workshop Tools |
| December 13: | Muck and Slurry |

* Specials are a specialist blend of classified and editorial

# ADVERTISING OPPORTUNITIES

## JANUARY

| | |
|---|---|
| January 5: | Equestrian Buildings \| Livestock Equipment \| Pig & Poultry \| Winter Housing & Feeding \| Muck & Slurry |
| January 12: | **Machinery & Tractor Magazine** \| LAMMA Preview \| Parts & Tyres \| New Products \| Winter Housing & Feeding \| Parts \| Ready for Lambing |
| January 29: | Muck & Slurry \| LAMMA Review Part 1 |
| January 26: | **Beef Supplement** \| Livestock Equipment \| Winter Housing & Feeding \| LAMMA Review Part 2 |

## February

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

## March

| | |
|---|---|
| March 1: | **Sheep Supplement** \| Careers Special * \| ATVs \| Equestrian Buildings \| Muck & Slurry |
| March 8: | Livestock Equipment \| Dairy * \| Parts & Tyres \| Grassland \| Show Guide |
| March 15: | Grant Special * |
| March 22: | **Machinery & Tractor Supplement** \| Muck & Slurry \| Livestock Equipment \| Smallholder \| Grassland |
| March 29: | Beef * \| Trailers \| Property Guide \| ATVs & Groundcare \| Equestrian Buildings \| Muck & Slurry |

## April

| | |
|---|---|
| April 5: | Diversification \| ATVs \| Muck & Slurry \| Livestock Equipment \| New Products \| Easter Clearance |
| April 12: | Dairy Focus \| Pig & Poultry * \| Parts & Tyres \| Grassland |
| April 19: | Muck & Slurry \| Forthcoming Shows \| Livestock Equipment |
| April 26: | Livestock Equipment \| Grassland |

## May

| | |
|---|---|
| May 3: | Careers Special *\| ATVs \| Equestrian Buildings \| Muck & Slurry \| Pig & Poultry \| Property Guide \| Livestock Equipment |
| May 10: | **Machinery & Tractor Supplement** \| New Products \| Forthcoming Shows \| Parts & Tyres \| Livestock Equipment \| Grassland |
| May 17: | Property Special * \| Contractors Directory \| Muck & Slurry |
| May 24: | Livestock Equipment \| Grassland |
| May 30: | Muck & Slurry \| Equestrian Buildings \| Property Guide \| ATVs \| Livestock Equipment \| Show Guide |

## June

| | |
|---|---|
| June 7: | Pig & Poultry \| Scottish Regional \| Grassland |
| June 14: | **Royal Highland Show Supplement** \| Parts & Tyres \| Animal Health \| Livestock Equipment \| Muck & Slurry \| Summer Property Highlights |
| June 21: | Grants Special * \| Beef \| Grassland \| Contractors Directory \| Livestock Equipment |

## July

| | |
|---|---|
| July 5: | ATVs \| Muck & Slurry \| Equestrian Buildings \| Livestock Equipment |
| July 12: | **Machinery & Tractor Supplement** \| Forthcoming Shows \| Contractors Directory \| Pig & Poultry \| Parts & Tyres \| Grassland |
| July 19: | Property Guide \| Muck & Slurry |
| July 26: | Grassland \| Livestock Equipment |

## August

| | |
|---|---|
| August 2: | **Sheep Supplement** \| ATVs \| Muck & Slurry \| Equestrian Buildings \| College Clearance |
| August 9: | Livestock Equipment \| Parts & Tyres \| Grassland \| Pig & Poultry \| Beef |
| August 16: | Breed Directory \| Muck & Slurry \| Property Special |
| August 23: | Livestock Equipment \| Grassland |
| August 30: | **Sheep Supplement** |

## September

| | |
|---|---|
| September 6: | **Dairy Supplement** \| Livestock Equipment \| Muck & Slurry \| Feeding & Housing \| ATVs \| Sucklers |
| September 13: | Grants Special * \| Parts & Tyres |
| September 20: | Property Guide \| Livestock Equipment \| Muck & Slurry |
| September 27: | Winter Housing & Feeding |

## October

| | |
|---|---|
| October 4: | Muck & Slurry \| ATVs \| Equestrian Buildings \| Livestock Equipment \| Pig & Poultry \| |
| October 11: | **Beef Supplement** \| New Products \| Breeding & Calves \| Winter Feeding & Housing \| Parts & Tyres |
| October 18: | Agri-Expo Preview \| Livestock Equipment \| Animal Health \| Muck & Slurry |
| October 25: | Careers Special * \| Contractors Directory \| Property Highlights \| Winter Feeding & Housing \| Sheep |

## November

| | |
|---|---|
| November 1: | ATVs \| Vets Directory \| Muck & Slurry \| Equestrian Buildings \| Livestock Equipment \| AgriScot |
| November 8: | Parts & Tyres \| Festive Fatstock \| Pig & Poultry \| Winter Housing & Feeding |
| November 15: | Muck & Slurry \| Property Highlights \| Livestock Equipment |
| November 22: | **Machinery & Tractor Supplement** \| Livestock Equipment \| Winter Housing & Feeding \| Dairy |

## December

| | |
|---|---|
| December 6: | Grants Special * \| Equestrian Buildings \| Ready for Lambing \| ATVs \| Winter Bedding Muck & Slurry \| Christmas Pig & Poultry \| Livestock Equipment \| Semen & Breeding |
| December 13: | Parts & Tyres \| Winter Housing and Feeding |
| December 20: | Livestock Equipment \| Muck & Slurry |
| December 27: | Winter Housing and Feeding |

* Specials are a specialist blend of classified and editorial

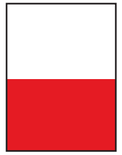




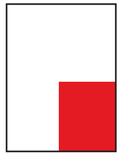
# PRINT ADVERTS

## 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.

ADVERTISER

# 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

Cornthwaite GROUP

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

BAGSHAWS Land · Property · Livestock

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

KIVELLS www.kivells.com



## Media pack 2024

Agriconnect part of the Arc network · ArableFarming Powered by FarmersGuardian · DairyFarmer Powered by FarmersGuardian

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