

Dairy Farmer™

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Media pack 2024

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

- ▶▶ About us
- ▶▶ Readership statistics
- ▶▶ Advertising
- ▶▶ Additional opportunities
- ▶▶ Sister brands

farmersguardian.com/advertise-with-us



Agriconnect™
part of the Arc network

BFA™
BRITISH FARMING AWARDS

The CROPTec SHOW™
INNOVATION • KNOWLEDGE • PROFIT

Farmers Guardian™

FGBuyandSell™
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land leisure & tourism show.™

LAMMA™



MEDIA PACK
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FROM THE **EDITOR**

» Welcome to Dairy Farmer, the publication providing insights into the latest trends and emerging innovations within the dairy sector.

We aim to give dairy farmers pricing information so they can keep abreast of the latest milk price moves and what it means for them and for the industry.

We also ensure the voice of the farmer is featured, with a publication that is packed with farm features from around the UK and overseas, as well as the well-liked regular columns from Roger Evans and our Dairy Talk farmers.

Our opinion section, Dairy Matters, gives a platform for industry representatives to give their views on topical issues and promote wider debate among our readers.

Throughout the year we will include timely and topical technical content covering areas such as animal health, nutrition, breeding, net zero, grassland and technology.

We want to provide readers with the information they need to thrive in a highly competitive dairy world.

We work closely with Kynetec Farm Structures Model to ensure the largest, industry leading businesses in the sector receive the magazine.

Katie Jones

Editor, Dairy Farmer



ABOUT

DAIRY FARMER

About us

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

Serving the UK dairy sector for over 90 years, Dairy Farmer continues to serve its sector with the information it needs. It has grown from its humble beginnings in 1929 to become the best read monthly dairy title for GB producers.

total circulation of 9,850, which comprises milk producers and 431 large animal vet practices.

With its far-reaching reporting, it is designed to keep its readership up to the mark with all the latest technological developments they will

need to remain competitive in this fast-changing marketplace.

These include the latest on dairy cow feeding, breeding and computer monitoring, and full veterinary advice on keeping those cows in tip top health so they can fulfil their potential.

Dairy Farmer contains all you need to know about dairy developments and is a must read for all those looking to prepare themselves for the challenges ahead.

With total circulation over 9,850 per month, Dairy Farmer is one of the best read and most recognised titles in agriculture.

Why choose Dairy Farmer?

✓ 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 Dairy Farmer.

✓ 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 Dairy Farmer provides them with the information they need.

✓ Reviewing our circulation of 8,169 dairy farmers and 1,681 dairy professionals ensures we continue to be 100% GDPR compliant. That's

how we know our readership consists of the most pioneering and proactive dairy farmers.

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

✓ We are the publisher partner of choice for the dairy industry. Dairy Farmer is the exclusive media partners of market leading events, UK Dairy Day, DairyExpo and The Dairy Show.

✓ 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.

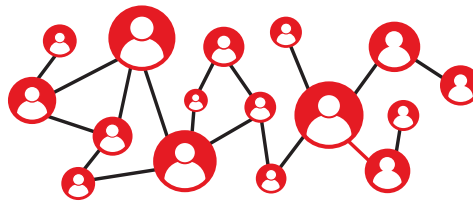


DAIRY FARMER'S READERSHIP STATISTICS

Circulation of over

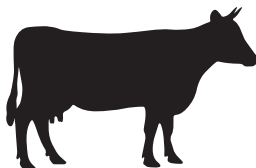
9,850

Made up of dairy professionals including **431** large animal vets



112

vet practices account for 80% of the dairy cows in the UK and each practice receives a copy of Dairy Farmer



Dairy Farmer readers own over

1.9 million dairy cows

More farms reached with 200+ dairy cows than ever before

Each year Dairy Farmer readers cumulatively produce nearly



11.4 billion litres of milk



96%

of our readership reads every issue of Dairy Farmer

88%

positively rated the sponsored editorial in Dairy Farmer

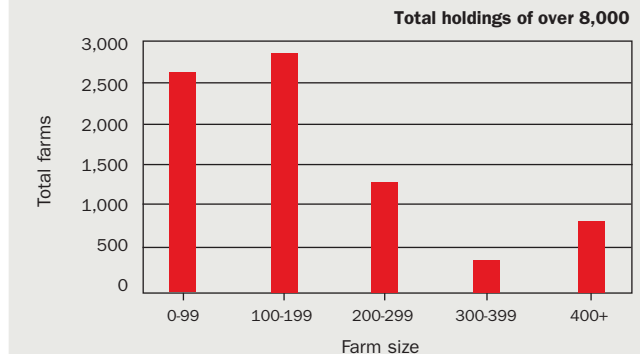
86%

read Dairy Farmer for more than 30 minutes

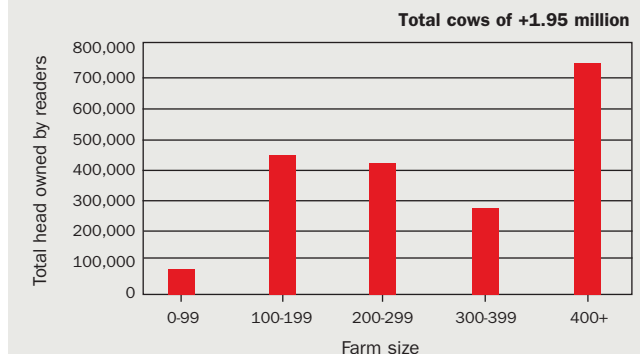
87%

pass the magazine on to other family members or colleagues

Number of farm holdings reading Dairy Farmer by size



Number of dairy cows owned by Dairy Farmer readers





DAIRY FARMER FEATURES 2024

ADVERTISING OPPORTUNITIES

Every issue contains:



Breeding



Business Clinic



Cowmen Comment



Roger Evans

ISSUE MONTH	PUBLICATION DATE	FEATURE
January	January 12	Maize: New varieties and cultivation tips Dairy-Tech 2024 preview
February	January 26	Breeding and fertility: Improving herd performance
March	February 16	Grassland and forage: Harvesting, silage machinery and technology
April	March 22	Animal health 1: Preparing for turnout
May	April 19	Animal health 2: Summer welfare and disease protection Grassland
June	May 17	Dry and transition cow management Dairy technology: Latest management aids
July	June 21	Grassland establishment Breeding and fertility: Beef from dairy, dairy genetics and AI
August	July 19	Housing and slurry Youngstock rearing: Feeding and nutrition, calf health and housing
September	August 16	UK Dairy Day preview Dairy Show preview
October	September 20	Nutrition: Winter feeding strategies UK Dairy Day report
November	October 18	Animal health: Combating disease at housing Dairy Show report Fodder and forage crops special focus (including maize)
December	November 22	Milking: Latest parlours and milking technology Muck and slurry

DAIRY FARMER 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.

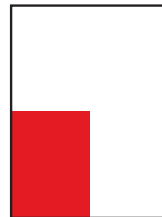
Most popular choices



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.






PRODUCT FOCUS

BESPOKE EMAIL

£1,095
+VAT

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

AUDIENCE	DELIVERED ON	BESPOKE EMAIL	BANNER & ADVERT
 General agricultural news contacts	Weekly: Tuesday and Friday	Delivered to 13,510	Delivered to 12,532
 Dairy contacts	Monthly: Friday	Delivered to 4,021	Delivered to 5,131
 Livestock contacts	Monthly: Friday	Delivered to 8,664	Delivered to 10,103
 Machinery contacts	Monthly: Friday	Delivered to 3,000	Delivered to 3,311
 FG Buy and Sell	Weekly: Saturday	N/A	Delivered to 5,153
 Auction Finder	Weekly: Wednesday	N/A	Delivered to 8,325

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

FARMERSGUARDIAN.COM

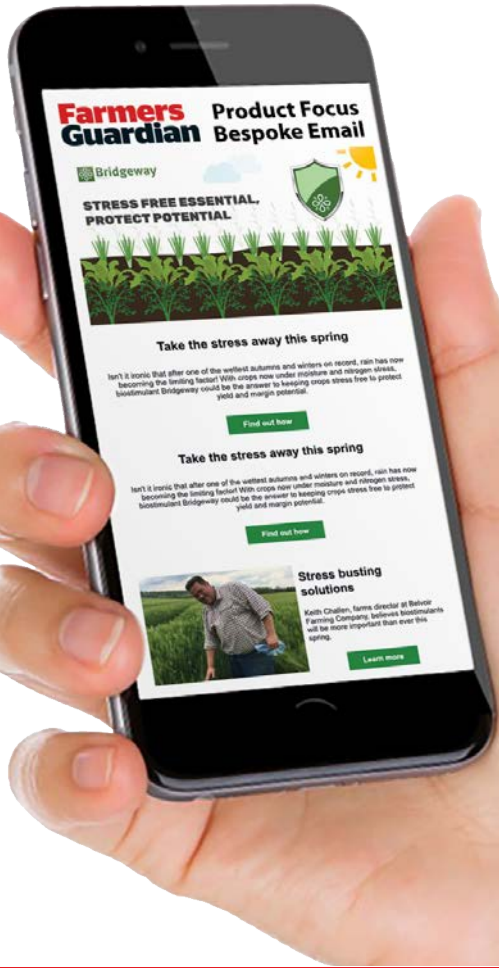
WEBSITE ADVERTS

Target your key audience with online advertising

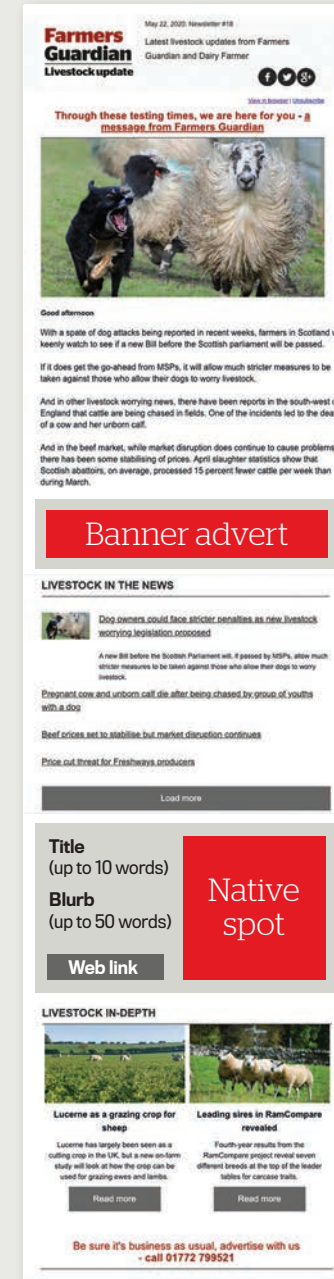
Target your key audience with online advertising. You can specify the content you wish for your advert to appear alongside – Dairy, Livestock or Machinery news sections.

PRICES

Run of site	£40+VAT per thousand
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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



DAIRY FARMER

ADDITIONAL OPPORTUNITIES

Content marketing options brought to you by Insightful Communications

» Dairy Farmer is part of Agriconnect which also owns the Farmers Guardian brand and the LAMMA and 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:

- ✓ 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, video's 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 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



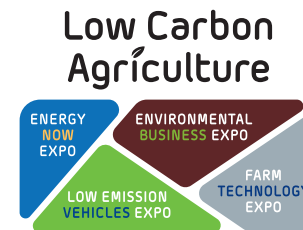
fgdisplay@farmersguardian.com



THE AGRICONNECT

PORTFOLIO OF BRANDS

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



Media pack 2024

Agriconnect™
part of the Arc network

ArableFarming™
Powered by FarmersGuardian


**Farmers
Guardian™**



DairyFarmer™
Powered by **FarmersGuardian**

The publication for forward-thinking and progressive dairy professionals

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

 01772 799 500

 fgdisplay@farmersguardian.com

 farmersguardian.com/advertise-with-us