

BRITISH FARMER & GROWER

The voice of British farming

MEDIA PACK 2024

THE VOICE OF **BRITISH FARMING**

REACH FARMERS
THROUGH COST
EFFECTIVE
ADVERTISING

WHAT YOU WILL
FIND INSIDE
RATES, STATS AND
PUBLISHING DATES

INDUSTRY EXPERTS, FOR
OVER 100 YEARS



WHY SHOULD YOU ADVERTISE IN BRITISH FARMER & GROWER?

British Farmer & Grower is a highly effective and targeted way of promoting your products and services aimed at the farming community. As the NFU's flagship title, British Farmer and Grower magazine is the leading voice on the big issues that impact agricultural businesses in England.

In every edition the NFU guides its visionary farming members, who own and run England's leading farm businesses, through some of the most turbulent times in politics and agriculture, providing in-depth analysis and information from the country's leading experts.

NFU members are at the forefront of the design of agricultural policy and frequently speak to MPs, supply chain leaders and retailers at the highest levels to ensure that British farmers get the best deal for a profitable and productive future for the sector. Our members rely on British Farmer & Grower to keep them informed and up to date on all farming issues.

75% of NFU members pick up and read the magazine every month and are highly responsive to the advertisements published. Businesses benefit from national coverage through four editions with an option of booking regionally if a more local focus is needed.

This gives flexibility in terms of coverage and marketing budget. With an ABC distribution to 48,074, British Farmer & Grower offers a cost-effective marketing opportunity for your business to reach this valuable sector.

STATISTICS

48,074

Avg circulation per issue
January - December 2022

Circulation independently
monitored and audited by ABC



READER HABITS

75%

read every,
or almost
every month

37%

spend a maximum
of 20 mins reading
the magazine.

69%

read by two
people or more

READER SATISFACTION

88%

satisfied with
quality of the
information
and articles

89%

members satisfied
with information
on key farming
issues

89%

members satisfied
with information on
specific farming
issues

91%

satisfied with
the business
advice

86%

satisfied with
practical advice
given

REASONS FOR READING

58%

read for key
issues in farming

62%

for farming
policy updates

55%

for sector
specific
information

62%

for business
advice

55%

for practical
advice

NATIONAL & REGIONAL COVERAGE

- Four regional editions
- Cost effective and flexible advertising solutions
- A unique marketing opportunity
- Contact

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MIDLANDS

Circulation

12415

Derbyshire
Herefordshire
Leicestershire
Lincolnshire
Northamptonshire
Nottinghamshire
Rutland
Shropshire
Staffordshire
Warwickshire
Worcestershire

**Call for more
information
on Farming
Wales
Magazine**

NORTH

Circulation

12918

Cheshire
Durham
Cleveland
Cumbria
Greater Manchester
Lancashire
Merseyside
Northumberland
Tyne and Wear
Yorkshire

EAST

Circulation

8981

Bedfordshire
Cambridgeshire
East Sussex
Essex
Hertfordshire
Huntingdonshire
Greater London
Kent
Middlesex
Norfolk
Suffolk
Surrey
West Sussex

SOUTH

Circulation

13076

Berkshire
Buckinghamshire
Cornwall
Dorset
Devon
Gloucestershire
Hampshire
Isle of Wight
Oxfordshire
Somerset
Wiltshire



ADVERTISING RATES

NATIONAL RATES

For coverage in all 4 regional editions

FULL PAGE:	£2,625
HALF PAGE:	£1,415
QUARTER PAGE:	£865
EIGHTH PAGE:	£465
CLASSIFIED SCC:	£40

Premium positions

DPS:	£4,500
BACK COVER:	£3,245
INSIDE BACK:	£2,885

REGIONAL RATES

For coverage by individual region

FULL PAGE:	£1,340
HALF PAGE:	£770
QUARTER PAGE:	£460
EIGHTH PAGE:	£310
CLASSIFIED SCC:	£16.00

Premium positions

DPS:	£2,280
BACK COVER:	£1,550
INSIDE COVERS:	£1,650

INSERTS

As an addition to advertising why not consider inserts in British Farmer & Grower?

Inserts can be booked for all or selected regions.

WEIGHT OF INSERT	1-3 REGIONS	NATIONAL
Up to 5g	£70	£60
Up to 10g	£80	£70
Up to 15g	£90	£80
Up to 20g	£100	£90
Up to 25g	£1105	£100
Up to 30g	£120	£110
Up to 35g	£130	£120
Up to 40g	£140	£130

Rates available for other weights on request

DEADLINE AND PUBLICATION SCHEDULE 2024

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS FROM
Jan-24	13-Nov-23	15-Nov-23	22-Nov-23	27-Nov-23	08-Dec-23
Feb-24	14-Dec-23	15-Dec-23	18-Dec-23	3-Jan-24	12-Jan-24
Mar-24	15-Jan-24	17-Jan-24	24-Jan-24	29-Jan-24	09-Feb-24
Apr-24	12-Feb-24	14-Feb-24	21-Feb-24	26-Feb-24	08-Mar-24
May-24	18-Mar-24	20-Mar-24	28-Mar-24	2-Apr-24	12-Apr-24
Jun-24	22-Apr-24	24-Apr-24	02-May-24	7-May-24	17-May-24
Jul-24	20-May-24	22-May-24	30-May-24	03-Jun-24	14-Jun-24
Aug-24	17-Jun-24	19-Jun-24	27-Jun-24	01-Jul-24	12-Jul-24
Sep-24	22-Jul-24	24-Jul-24	01-Aug-24	05-Aug-24	16-Aug-24
Oct-24	19-Aug-24	21-Aug-24	29-Aug-24	02-Sep-24	13-Sep-24
Nov-24	16-Sep-24	18-Sep-24	26-Sep-24	30-Sep-24	11-Oct-24
Dec-24	14-Oct-24	16-Oct-24	24-Oct-24	28-Oct-24	08-Nov-24
Jan-25	11-Nov-24	13-Nov-24	21-Nov-24	25-Nov-24	06-Dec-24

SUPPLEMENT SCHEDULE 2024

JANUARY

THE YEAR AHEAD

Machinery • Innovation • Technology

MARCH

WOODLAND & FORESTRY

Tree planting • Hedge planting
Forestry equipment • Biodiversity

JULY

PROPERTY & MAINTENANCE

Maintenance • Construction
Finance Legal Advice • Flood prevention

SEPTEMBER

RURAL CRIME

Security services • Lighting
CCTV • Poacher prevention • Fencing

OCTOBER

DIVERSIFICATION

Renewable energy
Glamping / Holiday lets • Weddings
Alternative crops • Biodiversity

NOVEMBER

WOODLAND & FORESTRY

Tree planting • Hedge planting
Forestry equipment • Biodiversity

DECEMBER

WINTER IS COMING

Slurry • Flood prevention
Health and Safety • Food supplements
Heating/Energy • Equipment servicing

CONTACT DETAILS

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