

THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893



MEDIA PACK 2017

THE SCOTTISH Farmer

INTRODUCTION

Welcome to the Media Pack for 2017



THE Scottish Farmer Media Pack and Features List for 2017 offers more advertising solutions than ever before through another record number of features and supplements and bespoke event programmes. In addition, we offer an unrivalled Digital Media strategy to enable advertisers to get their message across 24 hours a day, seven days a week.

2017 will be a significant year for Scottish agriculture. As 2017 progresses, the extent of the challenges, and opportunities, following the Brexit vote will unfold. As ever, The Scottish Farmer will be in the forefront of news and comment, giving you, our advertisers, the perfect platform to showcase your products and services.

These points, in addition to our unrivalled livestock and arable coverage, will ensure The Scottish Farmer remains essential reading for the whole broad spectrum of Scottish farmers and their suppliers. Why not join us to become part of this journey throughout 2017 and reach 100k readers every week in print and online!

Please don't forget our sibling titles which are published the length and breadth of Great Britain, enabling 'The Farmer' brand to deliver a truly nationwide advertising programme both in-print and on-line.

As ever, please feel free to discuss your requirements with any of our advertising sales team who will be happy to offer a bespoke package for all your advertising needs, be it for supplements, features, sponsorship, general display, classified or digital campaign, including on-line 'native' advertising campaigns.

Alasdair Fletcher

ALASDAIR FLETCHER
Editor



RATES & POSITIONS

Display

THE DISPLAY ADVERTISING RATES SET SIZES

King Size Page	£2400
Mag Page	£2200
Mini Page.....	£2000
Half	£1800
Quarter	£1240

Front Cover Strip	£1100
Front Cover Ear Tag	£450
All other covers	£2600
Scc colour.....	£25.00
Scc mono.....	£20.00

Individual Classified Categories

All classified (excluding property & sits vac/wanted) ..	Scc mono £14.30
Recruitment & Property	Scc mono £16.00

Scc colour.....	£20.50
Scc colour.....	£20.50

Inserts

Costs from **£P.O.A. - from £1995**

(based on a full print run dependent on weight with a sample copy to be provided prior to final quote)

Web Upload

ADVERT COST

Up to £100.00.....	£13.25
£201 to £500.00	£45.00
£1001.00 plus.....	£115.00

£109 to £200.00	£25.00
£501 to £1000.00	£70.00

Deadlines

Classified Advertising	3 pm, Wednesday same week
Display Advertising.....	2 pm, Tuesday same week
Inserts	10 days prior to publication date

GENERAL CONDITIONS

Copy submission

Please see production details listed here or request a full Digital Electronic Specification from your sales representative.

No liability

As Publishers, we accept no responsibility for loss through omission from an issue, or failure from any cause, whether error, late publication or the failure of any advertisement to appear for any reason.

The advertiser shall be responsible for the insurance of all advertising material delivered by him to the publisher and the publisher cannot accept any liability for any loss or damage. The advertiser will indemnify us as publishers against any damage and, or loss or expense which may be incurred as a consequence of the advertiser's announcement.

Advertisements are accepted on the understanding that any discrepancies of goods, stocks etc., are accurate to comply with the Trade Descriptions Act 1968.

Copy approval

As publishers, we reserve the right to approve or amend copy, or to decline it, at our absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.

Cancellations

Suspension or cancellation of orders must be in writing 14 days ahead of publication date.

Advertising material

No liability is accepted for safe keeping of Advertisers material, etc., which will in any case be destroyed after a 3 month period unless clear instructions to the contrary are given. Pre-printed material, inserts etc., will be held only for a 4 week period prior to publication and at Advertisers own risk.

Contracts

Any special conditions relating to the placing of a contract must be clearly stated in writing, and will be acknowledged by the Publisher.

Series discount

These are based on initial contract and space must be taken up within the 12 month period. Cancellation or suspension will result in surcharge.

Copy delays

If copy instructions are not given to us as Publishers by the due date, the right is reserved to repeat Advertisers last copy without further application and with no responsibility for errors. In the case of pre-prints or inserts not delivered up to the deadline, the right is reserved to charge for loss of business resulting.

Proofing

At client/advertiser request, a full colour pdf can be supplied for approval. As Publishers we do not accept obligation to supply proofs to Advertisers. Use of photographic reproduction ISDN, email, CD etc. render such service unnecessary.

Supplementary charges

Will be imposed where copy is late, involves heavy setting of type, or otherwise has special production requirements. Change of dates etc., notified verbally must be followed by timely written amendment, otherwise no responsibility can be accepted.

Renewals

In no circumstances does the placing of an order confer the right to renew on similar terms, nor is there automatic re-booking of premium positions.

Payment

Credit terms are strictly net and must be settled within one month. If an advertiser's account becomes overdue, then as Publishers we reserve the right to suspend insertions and shall take steps to recover the debt. Any cost involved in recovery of such debt will be added to the amount due.

Agencies

Failure to pay account in accordance with our terms and conditions will render Advertising Agencies liable to reduction of commission.

Insertions

Change of dates etc. notified verbally must be followed by timely written amendments, otherwise no responsibility can be accepted.

JANUARY		Issue Date	
Show & Sale Directory		07.01.17	
LAMMA Preview		14.01.17	
Lambing Special		21.01.17	
Renewables		21.01.17	
Motoring		21.01.17	
SCOTTISH HORSE		21.01.17	
Stirling Bull Sales Preview (wk1)		28.01.17	
ATV Special		28.01.17	
Health & Safety		28.01.17	
FEBRUARY		Issue Date	
Galloway Cattle		04.02.17	
Highland Cattle		04.02.17	
Luing Cattle		04.02.17	
Succession Planning & Inheritance		04.02.17	
SPRING LIVESTOCK SPECIAL		11.02.17	
Stirling Bull Sales Preview (Wk2)		11.02.17	
Renewables		11.02.17	
SPRING ARABLE SPECIAL		18.02.17	
Aberdeen Spring Show Preview		18.02.17	
Motoring		18.02.17	
Precision Farming		25.02.17	
SIMA Show Preview		25.02.17	
SCOTTISH HORSE		25.02.17	
MARCH		Issue Date	
Fencing/Field Boundaries		04.03.17	
GRASS & SILAGE SPECIAL		11.03.17	
UK Dairy Expo Preview		11.03.17	
Forestry		11.03.17	
Renewables		11.03.17	
Meet the Surveyors		11.03.17	
DAIRYING SPECIAL		18.03.17	
Motoring		18.03.17	
Crop Disease Control		18.03.17	
Skills Training and Apprenticeships		18.03.17	
Property		25.03.17	
Hill Lambing Preview		25.03.17	
Materials Handling		25.03.17	
COUNTRY LIFESTYLE SCOTLAND A4		25.03.17	
SCOTTISH HORSE		25.03.17	
APRIL		Issue Date	
Sheep Health		01.04.17	
YFC Special		01.04.17	
Renewables		08.04.17	
Potato Planting Focus		08.04.17	
Meet the Architects		08.04.17	
Nutrition		15.04.17	
Carlisle Bull Sales Preview (wk1)		22.04.17	
SCOTTISH HORSE		22.04.17	
Spring Crop Spraying		29.04.17	
Cereals Disease Control		29.04.17	
All Energy Preview (TBC)		29.04.17	
MAY		Issue Date	
Ayr Show Preview		06.05.17	
Carlisle Bull Sales Preview (wk2)		06.05.17	
Balmoral Show Preview		06.05.17	
Shearing		13.05.17	
Property		13.05.17	
Renewables		13.05.17	
Beef Events Previews		13.05.17	
Beef herd management		13.05.17	
Motoring		13.05.17	
Grass & Muck		20.05.17	
SCOTTISH HORSE		20.05.17	
Health & Safety		20.05.17	
Highland Sheep		27.05.17	
Tractor Buyers Guide		27.05.17	
JUNE		Issue Date	
North Sheep Preview		03.06.17	
Cereals Event Preview		10.06.17	
Renewables		10.06.17	
Motoring		10.06.17	
RHS PREVIEW		17.06.17	
COUNTRY LIFESTYLE SCOTLAND A4		17.06.17	
Calf Rearing		24.06.17	
2nd Cut Silage		24.06.17	
SCOTTISH HORSE		24.06.17	

For further information call the sales team on **0141 302 7777**
or email us on **sales@thescottishfarmer.co.uk**
www.thescottishfarmer.co.uk

FEATURES LIST 2017

JULY		Issue Date	OCTOBER		Issue Date
RHS Results issue		01.07.17	Stirling Bulls Sales Preview Precision Farming Preview		07.10.17 07.10.17
Great Yorkshire Show Preview Agricultural Solicitors Drones and GPS Systems		08.07.17 08.07.17 08.07.17	Borderway Expo Preview Renewables TRACTOR/TELEHANDLER BUYERS GUIDE		14.10.17 14.10.17 14.10.17
Sheep Special		15.07.17	Combines Salers Cattle SCOTTISH HORSE		21.10.17 21.10.17 21.10.17
Livestock Nutrition ATV Special SCOTTISH HORSE		22.07.17 22.07.17 22.07.17	Cultivation Equipment Farm Security		28.10.17 28.10.17
Renewables		29.07.17			
AUGUST		Issue Date	NOVEMBER		Issue Date
NCC Beltex Sheep Agricultural Colleges Special		05.08.17 05.08.17 05.08.17	Stars of the Future Renewables Tyres		04.11.17 04.11.17 04.11.17
ARABLE SPECIAL (Varieties Focus) Texel Sheep		12.08.17 12.08.17	AGRISCOT PROGRAMME A4 Croptec Preview Farm Maintenance		11.11.17 11.11.17 11.11.17
Renewables SCOTTISH HORSE		19.08.17 19.08.17	Dairy Breeds/Genetics LiveScot Preview SCOTTISH HORSE		18.11.17 18.11.17 18.11.17
Property		26.08.17			
SEPTEMBER		Issue Date	DECEMBER		Issue Date
Kelso Ram Sales Preview Bluefaced Leicester Tillage Preview (TBC) Davidson's Dairy Event UK Dairy Preview (TBC)		02.09.17 02.09.17 02.09.17 02.09.17 02.09.17	Christmas Classic Preview COUNTRY LIFESTYLE SCOTLAND A4		25.11.17 25.11.17
AUTUMN LIVESTOCK SPECIAL Renewables Autumn Sowing		09.09.17 09.09.17 09.09.17	Farm Buildings		02.12.17
Blackface Sheep SCOTTISH HORSE		16.09.17 16.09.17	Muck and Slurry Renewables		09.12.17 09.12.17
South Country Cheviot Soil Management & Fertiliser COUNTRY LIFESTYLE SCOTLAND A4		23.09.17 23.09.17 23.09.17	Spring Crops/Seeds SCOTTISH HORSE		16.12.17 16.12.17
Livestock Housing / Health		30.09.17	Scottish Horse Wallchart (A1) Scottish Farmer Wallchart (A1)		23.12.17 23.12.17
			That Was The Year That Was		30.12.17

CONTACTS

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THE FACTS

Reach an audience of more than 100,000 readers.

93% of our readers agree that The Scottish Farmer provides up to date information on farming issues – our reader loyalty remains strong and constant.

Our award winning editorial team ensures you have the reassurance of using the widely recognised and leading industry publication that provides excellent coverage on key topics such as livestock, arable, renewables and business - not forgetting our superb show and sales coverage.

Our features list reflects the vital timings within the unique agricultural market.

83% of our readers agree that The Scottish Farmer gets involved in Scottish farming life better than any other publication or media.

For businesses looking to reach Scotland's agricultural community our title is second to none and offers a superb advertising platform to promote products and services.

71% of our readers agree that if they were to read only 1 farming publication it would be The Scottish Farmer.

With a total Scottish agricultural coverage, 86% of our readers are the main buyers of agriculturally related products and agree that The Scottish Farmer helps with business and purchasing decisions.

88% of our readers shop online (22% every week and 65% every month).

80% of our readers use the internet every day. This allows you to reach the maximum audience who are financially active within your sector.

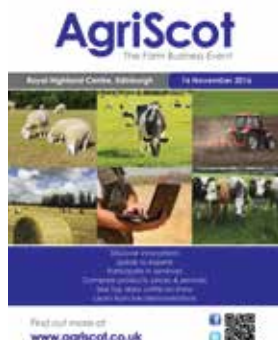
The Scottish Farmer is an excellent sales driver with 75% of our readers having purchased goods and services advertised in the magazine.

90% of our readers state that up to 7 persons read their copy of The Scottish Farmer.

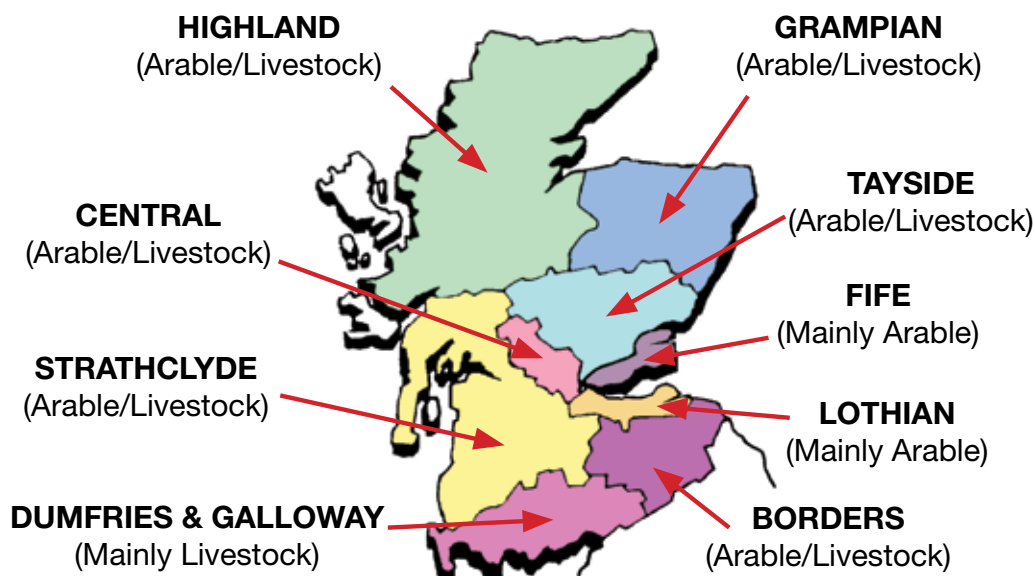
97% of our readers stated that The Scottish Farmer offers better value for money than any other farming publication.

81% of our readers read The Scottish Farmer every week.

(*Source: TSF Readers Survey.) 2016.



Definition of Agricultural areas by region



The Scottish Farmer has been a fundamental part of farming life in Scotland since 1893. Supplying news and information, the paper is in close contact with the industry through a team of highly qualified and very experienced journalists. This is complemented by technical and scientific writers from Scotland's agricultural colleges and research institutions.

The Scottish Farmer is read by more Farmers in Scotland than any other Farming media.

15,528 paid for copies every week.
100% actively purchased.

(1st January 2015 - 31st December 2015)



Winner



Best Online Presence

PRINT & DIGITAL OPPORTUNITIES

Scotland's Most Targeted Online Agricultural News Site

Our agricultural media brings together two of Scotland's leading brands. The Scottish Farmer and www.thescottishfarmer.co.uk

Combining print and digital has many benefits:

- Reach a larger audience.
- Reach a new audience.
- More exposures to your advert.
- Your advert is accessible 24/7.
- There are no geographic restrictions.
- Proven to increase response.

Website

Many more of our regular readers and your consumers now spend more and more time online as every minute becomes even more precious. Our website offers you the chance to interactively showcase your products and services to our significant and growing online audience. Combine this with print and you are able to reach a massive 104,000 readers each week. Choose your preferred display option on our site from a Leader board, skyscraper, MPU, button, etc and have it positioned to appear run of site or tailor to a specific section or sub header within our site map. E.g. News, Renewables, Lifestyle, Livestock, Business, etc.

RATES Run of Site or Channel specific – we can ensure that your campaign is tailored to any specific areas of our sitemap. (Rates are based on tenancy for 1 month)

SKIN - Dimensions: 1280 x 960 x 160, File Formats: GIF, HTML5, Max File Size: 40KB
- £1000 per month
* 'THICK' SKIN ALSO AVAILABLE: 1280 x 960 x 250



LEADERBOARD - Dimensions: 728 x 90
Expandable: 728 x 300 File Formats: GIF, HTML5 Max File Size: 40KB - £395 per month



MPU - Dimensions: 300 x 250,
Expandable: 600 x 300, File Formats: GIF, HTML5, Max File Size: 40KB - £350 per month



BILLBOARD - Dimensions: 960 x 250,
File Formats: GIF, HTML5, Max File Size: 60KB - £700 PER MONTH



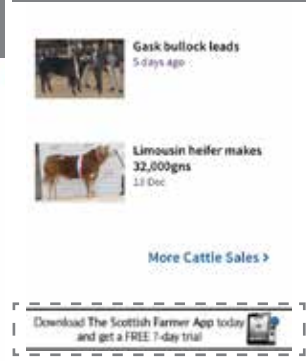
DOUBLE HEIGHT MPU - Dimensions: 300 x 600, File Formats: GIF, HTML5, Max File Size: 60KB - £650 per month



MOBILE LEADERBOARD & ADHESION BANNER - Dimensions: 320 x 50, File Formats: GIF, HTML5, Max File Size: 40KB - £300 PER MONTH



AD STRIPS - Dimensions: 320 x 50, File Formats: GIF, HTML5, Max File Size: 40KB - £300 PER MONTH



Weekly Newsletter/ Weekly Digital Mass-mailer

Email Marketing is the fastest and most cost effective way to reach an audience with a targeted message. Why not get your message delivered directly to farmer's mailboxes every Thursday with our weekly newsletter, which can have its own hyperlink to your website.

Newsletter Banner prices from £250 per weekly mailing.

E-shot Mailer - your message can be targeted up to 25k named contacts in the industry. For more information on how these digital platforms can help promote your business or to discuss a more tailored bespoke package please call 0141 302 7777 or speak to your regular contact here at The Scottish Farmer.

For more information please email: farmer.sales@thescottishfarmer.co.uk

DIGITAL & APP EDITION

ENJOY THE SCOTTISH FARMER
ANYTIME, ANYPLACE, ANYWHERE



The Scottish Farmer is also available in a Digital format with a supporting App which brings the same fantastic content of the print edition but emailed directly to your inbox or downloaded to your mobile device - so no waiting for the postman to arrive every Friday!

- **All advertisers email and website addresses automatically become hyperlinks.**
- **Multi media adverts are available on request.**

BENEFITS OF DIGITAL EDITION

- Zoom and keyword search facility on each page
- Archive for all previous editions purchased
- Videos, animated content and hyperlinks help make the issue become more interactive
- Access to Scottish Horse & Country Lifestyle Scotland supplements
- Paperless, making your copy environmentally friendly
- 12 noon Thursday delivery – 1 day before the paper hits the shops
- Exclusive Sponsorship Packages available on request £P.O.A

BENEFITS OF APP

- Automatically updated editions
- Pinch to zoom functionality
- Access to 29 archived editions
- Search facility
- Download full editions or individual pages to view offline
- Push notifications
- 12 noon Thursday delivery – 1 day before the paper hits the shops
- Available on Apple and Android devices





THE SCOTTISH
Farmer

BRAND EXTENSIONS

THE SCOTTISH
Farmer

SUPPORTING FARMERS IN SCOTLAND SINCE 1893



Our Growing Family of Agricultural Titles.....

The Scottish Farmer has been a fundamental part of life for farmers in Scotland since 1893 and is regarded as THE farming title to reach Scotland's agricultural and rural communities.

Supported by Newsquest, a UK wide Media Organisation, The Scottish Farmer offers a series of brand extension publications that gives coverage and audience reach throughout the length and breadth of the UK.

Led by the National Sales team here in Scotland we can offer you a range of tailored advertising solutions that are unique and deliver your products and services to all corners of the country and/or specifically targeted regions.



This new media opportunity offers –

- A massive 350,000 UK audience.
- Continuity in content.
- Fantastic feature opportunities.
- Specific geographic targeting.
- Cross Selling advertising packages.
- Superb Sponsorship Deals

All dealt with by your own dedicated and experienced sales person who will ensure that your bespoke solution gives you the opportunity to reach the maximum agricultural audience....

For more information and to let us help you with your business needs and expand your customer base please call 0141 302 7777 or your existing contact here at The Scottish Farmer

SALES CONTACTS

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THE SCOTTISH Farmer

TESTIMONIALS

Don't just take
our word for it...

Jeannette Kerr, Galebreaker Group

"In the last twelve months we have been given access to two sets of independent market research on what farmers in the UK read and where they look for information. Both reports showed Scottish Farmer to be the most read and most trusted source for information by farmers in Scotland. As a company we have always believed that Scottish Farmer gave us the best representation in Scotland and the best value for money but it is very reassuring to have those opinions confirmed by actual statistics".

Galebreaker Group

Jeannette Kerr, Marketing Manager
Galebreaker House, New Mills Industrial Estate, Ledbury, Herefordshire
HR8 2SS, UK.
+44 (0) 1989 750279, E. jk@galebreaker.com



www.galebreaker.com

Ailish, Lely Ireland Ltd

"Over the past several years we have advertised in The Scottish Farmer; which has given us fantastic exposure in the Scottish farming sector and beyond to dramatically increase brand awareness and market share".

Lely Ireland Ltd

Ailish Brennan, Marketing & Communication Executive
Kilboggan, Nurney, Co Kildare, Ireland
Tel: +353 (0) 45 526244, E. abrennan@lely.com



www.lely.com

Morven Watson, NMR

"When considering business development and marketing in Scotland The Scottish Farmer is the obvious choice. Whether advertising vacancies, informing readers of new products or gaining editorial of events run by National Milk Records, I can be guaranteed the biggest audience by using the multi-media services of The Scottish Farmer"

NMR, Scotland

Morven Watson
07760 256557
morvenw@nmr.co.uk



www.nmr.co.uk

Nigel, 4XtraHands

"4Xtrahands is an online recruitment advertiser for farmers which has been running successfully for 14 years. We have always had a few clients in Scotland, but decided to increase our business strategy there. With a regular campaign with The Scottish Farmer, running from the summer of 2014, we saw a rapid and sizable increase in our business due to coverage in the product."

"We intend to continue advertising in The Scottish Farmer and look forward to further increasing our market share in Scotland."

4Xtrahands Ltd
Director: Nigel Merriam



www.4xtrahands.com

David Jamieson

"Here at Mediaspark we always strive to place our client's message in an environment which reaches their target audience efficiently. The Scottish Farmer delivers an audience of Scotland's core agricultural and farming sectors.....and it brings results for our clients."

David Jamieson

Account Director, MediaSpark Ltd
4 - 6 Coltbridge Avenue, Edinburgh, EH12 6AH
Telephone: 0131 337 4957 Mobile: 07914375265
Email: david@mediasparkscotland.co.uk



www.mediasparkscotland.co.uk

Lisa, L Occasionwear

"As an Occasionwear business, specialising in Mother of the Bride, Groom and Guest Outfits, we find that many of our customers come from the farming community. Clearly, it therefore makes sense that we target our advertising at this market and, in this respect, The Scottish Farmer and Country Lifestyle Scotland magazine are an obvious choice. However, what makes The Scottish Farmer even more effective is that fact that it is read by such a broad age range. Having spoken to our customers, we know that it is read by all the family and this is what makes it work particularly well for us".

"L" OCCASIONWEAR, AYR

5 Parkhouse Street, Ayr, KA7 2HH
Tel: 01292 264412



www.l-ayr.com

Sandra, Perilla Limited

"We always have great results from advertising with The Scottish Farmer and Country Lifestyle Scotland as we are reaching our perfect audience; those who love country life and all it embraces".

"We look forward to a prosperous and continued relationship".

Perilla Limited

Sandra Morton
Park Farm, Upper Sapey, Worcester WR6 6XX
01886 853 615, E. info@perilla.co.uk



www.perilla.co.uk

PRODUCTION SPECIFICATION

We accept:

EPS files (colour files should be single file CMYK not RGB with all fonts embedded)

Press PDF (Acrobat 7 version 1.4 compatible or below. Must not contain embedded JPEGs or RGB files).

Please ensure to embed all elements, convert Pantone to CMYK, convert JPEG files within the document to EPS format. Text Black should be made up of 100% black (NOT CMYK colours). All fonts must be embedded. Supplied Print Ready PDFs should be generated to Press Quality (ISONewspaper26) settings.

COLOUR SPECIFICATION:

The following Colour Specification should be adhered to in all cases.

Screen ruling: 100 lpi Round dot.

Screen angles: C105 M75 Y90 K45

Minimum dot sizes: 3%. This need only apply where highlight detail must be retained. The dot size in catchlights or similar highlight areas can be smaller or eliminated altogether.

Mid tone dot sizes: 35%.

Maximum dot sizes: 85% in neutral areas. This can be exceeded to suit certain colour subjects providing the maximum tonal value for all four colours does not exceed 260%. A tonal value in excess of 90% will print as a solid.

Grey balance: Cyan 50 Magenta 35 Yellow 35.

GCR: Gray component replacement

Sequence: Cyan. Magenta. Yellow. Black.

Dot gain: 22% measured at 50% patch.

Tolerance: +/- 2% uniformly up/down.

Densities: Cyan 0.8, Magenta 0.8, Yellow 0.70, Black 1.10.

Tolerance: +/- 0.1% uniformly up/down.

Reverse Lettering: Reversals should be made using a minimum of colour. Where reversals are necessary out of two or more colours, it is advisable to use the dominant colour for the shape of the letters and make the letters of the less dominant colours slightly larger (trap or spread) in order to reduce register problems. Small type faces, particularly serif faces, should be avoided.

As a general rule, 10pt should be the minimum point size.

Solid Backgrounds: Where a large dark solid or black background, with reversal text is to be printed, it is especially recommended that the black print be solid with an additional 40% cyan print underneath the black, to provide satisfactory solid density and to improve the overall quality of the printed image. Solid black backgrounds should not be reproduced using all four process colours.

MONOCHROME IMAGES:

The two main categories of monochrome images are Lineart and Greyscale. Lineart should consist of one single image tone and should be scanned as a bitmap image at a resolution appropriate to the degree of detail within the image. The bolder the image, the lower the resolutions; finely detailed images require a higher resolution. Greyscale images consist of a range of tones from highlights through to shadow.

All images must be presented as single EPSF files from within the applications listed

Lineart:

Scan: Lineart/Bitmap at appropriate resolution.

Save as EPS: to include halftone screens and transfer function specified below

Screens: Frequency 100 lpi, Shape Round, Angle 45 deg

Transfer: 0-0 50-30 90-85 - Set on transfer curve

Printing Ink Setup: Euro Standard Newsprint, Dot Gain 22%, Colours Same

Separation Set Up: Black limit 85%, Total Ink 260%

Greyscale:

Scan: Greyscale

MECHANICAL SPECIFICATION

Please ensure you are given a unique reference number (URN) by the advertising sales department.

Failure to supply your unique reference number (URN) may result in the omission or incorrect publication of your advertisement.

Display Advertising (x 6 columns)

	TYPE★	TRIM	BLEED
DOUBLE PAGE SPREAD	315mm x 514mm	338mm x 540mm	348mm x 556mm
FULL PAGE.....	315mm x 248mm	338mm x 270mm	348mm x 278mm
FULL SCAP PAGE	315mm x 206mm	338mm x 219mm	348mm x 223mm
MAGAZINE PAGE	267mm x 206mm	-	-
MINI PAGE	227mm x 164mm	-	-
HALF PAGE, DPS HORIZONTAL	153mm x 514mm	165mm x 540mm	170mm x 556mm
HALF PAGE, VERTICAL	315mm x 122mm	338mm x 135mm	348mm x 143mm
HALF PAGE, HORIZONTAL	153mm x 248mm	165mm x 270mm	170mm x 278mm
QUARTER PAGE.....	153mm x 122mm	-	-
EIGHTH PAGE.....	76mm x 122mm	-	-

★ Keep text or graphics within this area to ensure that they are not cropped.

Col widths: 1 col - 38mm 2 cols - 80mm 3 cols - 122mm 4 cols - 164mm 5 cols - 206mm 6 cols - 248mm

Gutter widths: 3mm (x6) No. of Columns: 6 (38mm each)

Classified Advertising (x 6 columns)

Col widths: 1 col - 38mm 2 cols - 80mm 3 cols - 122mm 4 cols - 164mm 5 cols - 206mm 6 cols - 248mm

Gutter widths: 3mm (x5) No. of Columns: 6 (38mm each)

Inserts

Loose inserts accepted. Stitched in inserts by special arrangement. Sample must be submitted.

Size must come within page size.

Communications

E-MAIL: farmer.sales@thescottishfarmer.co.uk - 0141 302 7777 or Production: 0141 302 7747 / 7740

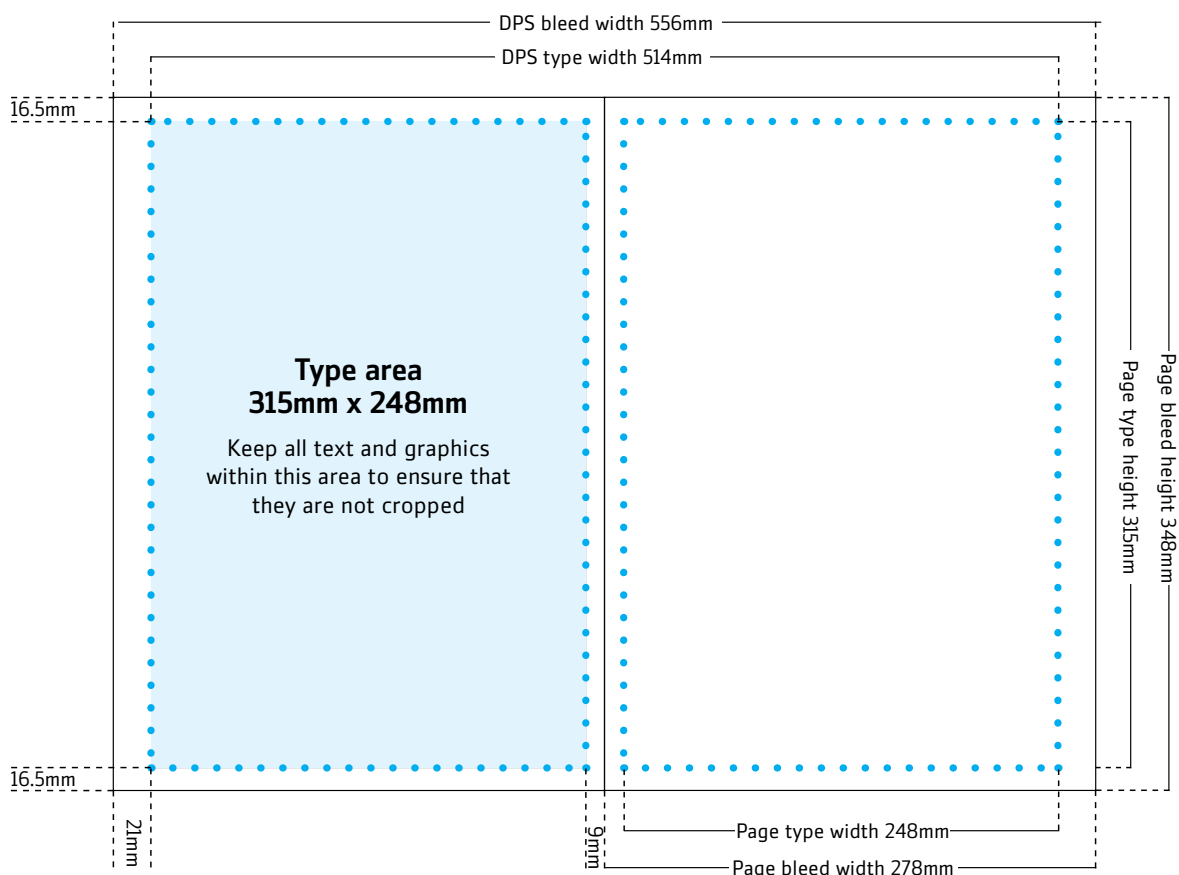
Deadlines

Classified Advertising.....2pm, Wednesday same week

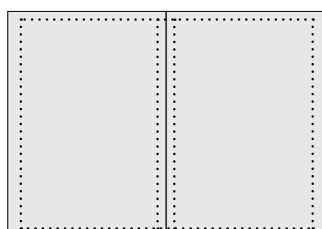
Display Advertising.....2pm, Tuesday same week

Inserts 10 days prior to publication date

MECHANICAL DATA

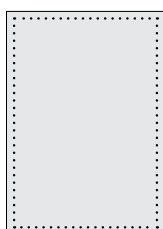


*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



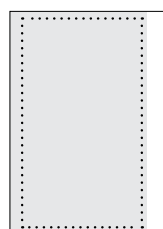
DOUBLE PAGE SPREAD

Bleed: 348mm(h) x 556mm(w)
Trim: 338mm(h) x 540mm(w)
Type: 315mm(h) x 514mm(w)



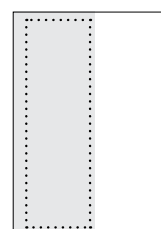
FULL PAGE

Bleed: 348mm(h) x 278mm(w)
Trim: 338mm(h) x 270mm(w)
Type: 315mm(h) x 248mm(w)



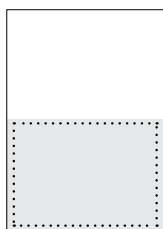
FULLSCAP PAGE

Bleed: 348mm(h) x 227mm(w)
Trim: 338mm(h) x 219mm(w)
Type: 315mm(h) x 206mm(w)



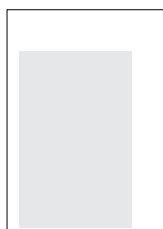
HALF PAGE VERT

Bleed: 348mm(h) x 143mm(w)
Trim: 338mm(h) x 135mm(w)
Type: 315mm(h) x 122mm(w)



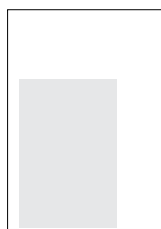
HALF PAGE HORIZ

Bleed: 172.5mm(h) x 278mm(w)
Trim: 167.5mm(h) x 261mm(w)
Type: 153mm(h) x 248mm(w)



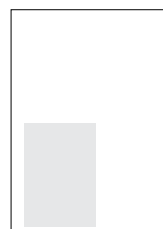
MAGAZINE PAGE

Type: 267mm(h) x 206mm(w)



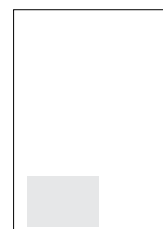
MINI PAGE

Type: 227mm(h) x 164mm(w)



QUARTER PAGE

Type: 153mm(h) x 122mm(w)



EIGHTH PAGE

Type: 76(h) x 122mm(w)

CLASSIFIEDS

1 column width 38mm
4 column width 164mm

2 column width 80mm
5 column width 206mm

3 column width 122mm
6 column width 248mm