



MEDIA PACK 2020

Concentrate your market with The Scottish Farmer



THE SCOTTISH
Farmer
Supporting farmers in Scotland since 1893

THE SCOTTISH Farmer

WELCOME TO the Media Pack for 2020



WHAT A year of uncertainty we had last year ... and while the political air may be clearing on Brexit, we still do not know what the intended or, more importantly, the unintended consequences of the UK leaving the EU will be following that decisive general election in December.

That's why newspapers like The Scottish Farmer are so important for farmers to keep abreast of what's happening on a daily, weekly and long-term basis. We're committed to sifting through the news, generating unique content and supporting Scottish farmer in their decision-making processes. Our loyal readership – both in print and increasingly on-line – appreciate our reliability and knowledge, all without being preached to!

The Scottish Farmer's position of offering readers a reliable source of information, news, top tips and features, also means that you, our advertisers are able to benefit from the ONLY reliable way to reach all aspects of the industry in Scotland. As we head into our Brexit year, it is important that we all play a part in informing readers in new ways to deliver the promise that this great industry has. We all face many challenges, however one thing that is certain is that food production remains as one of the basics of life. It remains a fundamental business that no one in this planet, never mind Scotland, can be without.

This year, 2020, is going to be one of constant change and with change comes opportunity. While there remains many fears of what our post-Brexit world will be, the industry has shown that it is resilient, professional and adaptable. We want to be part of that change.

Our media pack reflects the ever-changing facets of what the publishing industry can offer – everything from bespoke print and digital packages, to print only, digital only and inserts. We have a package that will suit everyone and anyone. If it's not listed in this communicate, then enquire ... that's what we are here for. Political, social and professional changes are part and parcel of modern agriculture and it's something that we and our readers embrace with gusto.

We promise continual editorial change to reflect the way agriculture is adapting to political upheaval, the unending demands of pressure groups and the positive influence a really modern industry can have on mitigating climate change.

Our aim is to remain part and parcel of the industry in this respect ... we are not called 'The Farmer's Bible' for nothing! We have some of the most respected names in the industry as columnists and we are, and will continue to strive to be, the No 1 stop for the Scottish industry and we will play a vital role in knowledge transfer during the years that post-Brexit issues will arise. We will, as usual, lead the way in news of the 'what's happening'; 'why it's happened'; and 'what it means' for the industry, not just in Scotland, but on a wider UK and EU stage.

We also have, every week, a special feature which focusses on specific aspects of agriculture, covering the majors like Livestock, Arable, Dairying, Tractors and Lifestyle, but also covering niche areas such as Renewables, Fencing, Solicitors and Precision Farming, etc. We also have a range of sibling newspapers and periodicals dotted throughout England, Wales and Ireland, which can be used as part of a national reach strategy, so it's not just a Scottish national market that we can help you 'hit'. We have the capability to reach all farmers in the UK. Let us be part of your aspirations and needs for your business. Our professional editorial and advertising team are only a phone call or e-mail away

Ken Fletcher
Editor, The Scottish Farmer

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

THE SCOTTISH Farmer
Supporting farmers in Scotland since 1893
January 11, 2020
www.thescottishfarmer.co.uk
£3.40 SUBSCRIPTION PRICE £2.35

Stewart Trainers takes LAMMA by storm
PAGE 32

PRINT SUBSCRIPTION 2 year subscription ONLY £209 SAVING £143
LIMITED TIME ONLY
See Page 11

Tally Ho!
THERE WAS a strong turnout for the Fife Fishbowl...
Photograph by Emma Chappell

Warning over imported fluicide
PAGE 2

Ewes hit near record levels
PAGE 19

New handling equipment makes life easier
PAGE 33

CAP gets scrapped
By Gordon Davidson
and profitability of farm businesses, protecting food security and enabling the UK to strike new international trade deals.
She was at pains to reassure the farming audience that the new policy would give them unprecedented choice over how it would apply to their business, with extra help to use 'local knowledge' to ensure that farm businesses could thrive.
"This is a government which will always back British farmers," declared Mr Villiers, who said that the recent planning for the possibility of a 'no deal' exit from the European Union had provided a timely reminder of the importance of domestic food production. So much so that the Agriculture Bill to be laid before Parliament has additional specifically related to food security.
She was also adamant that the UK's current high standards of food safety and animal welfare would be protected in the imminent negotiations towards trade deals outside the EU. "These be reassured," as our manifesto says, as the Prime Minister says, we will not import our international reputation.
"The high standards of British farming are the backbone of our biggest manufacturing sector, food and drink. We will not dilute food safety or animal welfare. In negotiations, we will walk away if our standards are undermined, absolutely."
However, asked for a show of hands over their faith that Boris Johnson's government would not sacrifice domestic food standards to seal international trade deals, the OBC audience signalled this was one promise that they would not believe until delivery.
In England, there will be a seven-year transition, during which time Direct Payments will be phased out and replaced by an Environmental Land Management scheme.
Questioned by Scottish Land and Farm Alliance, Lord, about agricultural divergence between the UK and home nations, Mr Villiers noted that there would be "big constitutional implications" in attaching any strings to devolved farm support money.
"What we will have to grapple with is that trade policy is reserved to Westminster but agricultural policy is devolved. We are going to have to work closely with the devolved administrations to make that work in practice."
On continuing support for farmers in difficult areas, she said that most developed economies found a way to support the industry in remote regions without falling foul of WTO rules – the UK would be no different.

For the Best Deals: Contact our Scotland Rep. at 07796 148 769
M-Hale V6 750 VARIABLE CHAMBER BALER
WITH NEW Adaptive Intake AS STANDARD
View the NEW V6750 Variable Chamber Baler video at: www.M-Hale.net

15-page spring arable special ARABLE
Centre of Expertise will strengthen Scotland's fight
February 24, 2018

19-page livestock special
February 11, 2018

16 pages of the latest dairying updates and features
March 17, 2018

GRASS AND MUCK
February 24, 2018

Meet Emily the RHS Blackie pin-up
THE ROYAL HIGHLAND SHOW LIFESTYLE PREVIEW
Summer 2018

RATES & POSITIONS



Display

THE DISPLAY ADVERTISING RATES SET SIZES			
King Size Page	£2400	Front Cover Strip	£1100
Mag Page	£2200	Front Cover Ear Tag	£450
Mini Page	£2000	All other covers	£2600
Half	£1800	SCC colour	£25.00
Quarter	£1240	SCC mono	£20.00

Individual Classified Category

All classified (excluding Recruitment & Property)	SCC mono £14.30	SCC Colour	£20.50
Recruitment & Property	SCC mono £16.00	SCC Colour	£20.50

Inserts

£POA

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

Web Uploads

PRINT ADVERT COST			
Up to £100	£13.25	£109 to £200	£25.00
£201 to £500	£45.00	£501 to £1000	£70.00
£1001 PLUS	£115.00		

Deadlines

Classified Advertising	Noon Wednesday for Friday publication	Inserts	7 days prior to publication date
Display Advertising	3pm Tuesday for Friday publication		

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.

FEATURES LIST 2020

JANUARY		Issue Date	MARCH - continued		Issue Date
Show & Sale Directory		04.01.20	Scottish Horse		21.03.20
Renewables		11.01.20	Country Lifestyle Scotland	A4	21.03.20
Forestry		11.01.20	Sheep Health		28.03.20
ATV Special		18.01.20	YFC Special		28.03.20
Motoring		18.01.20	Farm Buildings		28.03.20
Finance		18.01.20	APRIL		Issue Date
Scottish Horse		18.01.20	Livestock Smart Farming		04.04.20
Lambing Special		25.01.20	Soil Health and Fertiliser		04.04.20
Stirling Bull Sales Preview (wk1)		25.01.20	Livestock Nutrition		11.04.20
Health & Safety		25.01.20	Slurry Management		11.04.20
Independent Schools		25.01.20	Carlisle Bull Sales Preview (wk1)		18.04.20
Dairy Tech Preview		25.01.20	Renewables		18.04.20
Waste Management/Recycling		25.01.20	Forestry		18.04.20
FEBRUARY		Issue Date	Rural Retirement/Pensions		18.04.20
Galloway Cattle		01.02.20	Scottish Horse		18.04.20
Highland Cattle		01.02.20	Spring Crop Spraying		25.04.20
Luing Cattle		01.02.20	Cereal Disease Control		25.04.20
Succession Planning & Inheritance		01.02.20	All Energy Preview		25.04.20
Farm Diversification		01.02.20	MAY		Issue Date
Stirling Bull Sales Preview (Wk2)		08.02.20	Ayr Show Preview		02.05.20
Renewables		08.02.20	Carlisle Bull Sales Preview (wk2)		02.05.20
Forestry		08.02.20	Balmoral Show Preview		02.05.20
Contractors Special		08.02.20	Pigs and Poultry		02.05.20
Spring Livestock Special		15.02.20	Recycling		02.05.20
Royal Northern Spring Show Preview		15.02.20	Shearing		09.05.20
Motoring		15.02.20	Property		09.05.20
Wedding Special		15.02.20	Beef Expo Preview		09.05.20
Spring Arable Special		22.02.20	Motoring		09.05.20
Precision Farming		22.02.20	Grass and Muck Preview		16.05.20
Scottish Horse		22.02.20	Scottish Horse		16.05.20
UK Dairy Expo Preview		29.02.20	Renewables		16.05.20
MARCH		Issue Date	Forestry		16.05.20
Grass & Silage Special		07.03.20	Scotsheep Preview	A4	23.05.20
Maize Establishment		07.03.20	Tractor Special		23.05.20
Fencing/Field Boundaries		07.03.20	Further Education/Agri Careers Guide		30.05.20
Meet the Surveyors		07.03.20	JUNE		Issue Date
Dairying Special		14.03.20	Cereals Event Preview		06.06.20
Disease and Weed Control		14.03.20	2nd Cut Silage		06.06.20
Renewables		14.03.20	Renewables		06.06.20
Forestry		14.03.20	Forestry		06.06.20
Tractor World Sale		14.03.20	RHS Preview		13.06.20
Motoring		14.03.20	Motoring		13.06.20
Skills Training and Apprenticeships		14.03.20	Country Lifestyle Scotland	A4	13.06.20
Property		21.03.20	Calf & Heifer Rearing		20.06.20
Hill Lambing Preview		21.03.20	Scottish Arable Event Preview		20.06.20
Materials Handling		21.03.20	Scottish Horse		20.06.20
Potato Planting Focus		21.03.20	RHS Results issue		27.06.20
Power of Attorney		21.03.20			

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

FEATURES LIST 2020

THE SCOTTISH Farmer
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JULY		Issue Date	OCTOBER		Issue Date
Agri College Graduation Special		04.07.20	Precision Farming		03.10.20
Great Yorkshire Show Preview		04.07.20	Pest/Vermin Control		03.10.20
Agricultural Solicitors		04.07.20			
Drones and GPS Systems		04.07.20	Stirling Bull Sales Preview		10.10.20
			Tractor Special		10.10.20
Sheep Special		11.07.20	Renewables		10.10.20
			Forestry		10.10.20
Livestock Nutrition		18.07.20			
ATV Special		18.07.20	Borderway Expo Preview		17.10.20
Scottish Horse		18.07.20	Combines		17.10.20
			Salers Cattle		17.10.20
Renewables		25.07.20	Scottish Horse		17.10.20
Forestry		25.07.20			
AUGUST		Issue Date	Cultivation Equipment		24.10.20
NCC		01.08.20	Telehandlers Guide		24.10.20
Agri College Special		01.08.20	Succession Planning		24.10.20
Arable Special (Varieties Focus)		08.08.20	Stars of the Future		31.10.20
Beltex Sheep		08.08.20	Tyres		31.10.20
Potatoes		08.08.20	Balers		31.10.20
			NOVEMBER		Issue Date
Texel Sheep		15.08.20	Farm Maintenance		07.11.20
Renewables		15.08.20	Renewables		07.11.20
Forestry		15.08.20	Forestry		07.11.20
Scottish Horse		15.08.20	Christmas Gift Guide		07.11.20
Property		22.08.20	AgriScot Programme	A4	14.11.20
UK Dairy Day Preview		29.08.20	Croptec Preview		14.11.20
			LiveScot Preview		14.11.20
SEPTEMBER		Issue Date	Scottish Horse/Christmas Gift Guide		14.11.20
Kelso Ram Sales Preview		05.09.20	Genetics		21.11.20
Bluefaced Leicester		05.09.20	Breeding and Disease		21.11.20
Autumn Sowing - varieties		05.09.20	Christmas Classic Preview		21.11.20
Autumn Herbicides		05.09.20	Legacies		21.11.20
Independent Schools		05.09.20	Country Lifestyle Scotland	A4	21.11.20
Men's Health		05.09.20			
			Farm Buildings		28.11.20
Tillage		12.09.20	Fencing		28.11.20
Autumn Livestock Special		12.09.20	DECEMBER		Issue Date
Renewables		12.09.20	Muck and Slurry		05.12.20
Forestry		12.09.20	Renewables		05.12.20
Scottish Horse		12.09.20	Forestry		05.12.20
Soil Management & Fertiliser		19.09.20	Spring Crops/Seeds		12.12.20
Livestock Housing and Health		19.09.20	Scottish Horse		12.12.20
Using Antibiotics Responsibly		19.09.20			
Potato Storage		19.09.20	LAMMA Preview		19.12.20
			Scottish Horse Wallchart	(A1)	19.12.20
Blackface Sheep		26.09.20	Scottish Farmer Wallchart	(A1)	19.12.20
South Country Cheviot		26.09.20			
Country Lifestyle Scotland/Weddings A4		26.09.20	That Was The Year That Was		26.12.20

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THE FACTS

REACH A PRINT AND ONLINE AUDIENCE OF MORE THAN 100,000 READERS EVERY WEEK

93% of our readers agree that The Scottish Farmer provides up to date information on farming issues – our reader loyalty remains strong and constant, with 73% of our readers engaged with us for 10 years or more.

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, 87% 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.

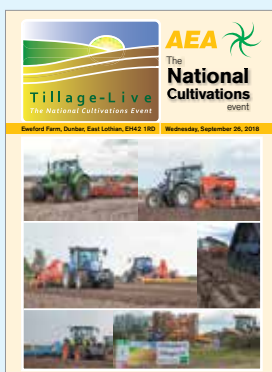
The Scottish Farmer is an excellent sales driver with 87% of our readers having purchased goods and services advertised in the magazine.

98% of our readers state that up to 7 persons read their copy of The Scottish Farmer.

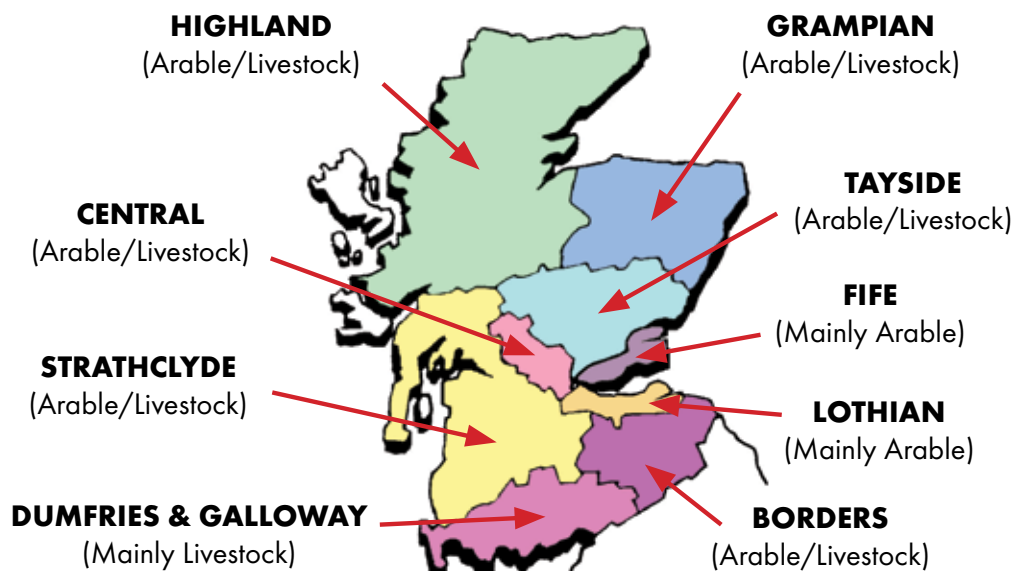
97% of our readers stated that The Scottish Farmer offers better value for money than any other farming publication.

91% of our readers read The Scottish Farmer every week.

(*Source: TSF Readers Survey.) 2018



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.

14,212 paid for copies every week.
100% actively purchased.

(1st January 2017 - 31st December 2017)



Winner



Best Online Presence

DIGITAL DISPLAY OPPORTUNITIES

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 970 x 106**, File Formats: **GIF, HTML5**, Max File Size: **40KB - £1000 per month** * 'Thick' Skin also available: **1280 x 970 x 250**

DOUBLE HEIGHT MPU

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

BILLBOARD

Dimensions: **970 x 250**, File Formats: **GIF, HTML5**, Max File Size: **60KB - £700 per month**

MPU

Dimensions: **300 x 250**, Expandable: **500 x 300**, File Formats: **GIF, HTML5**, Max File Size: **40KB - £350 per month**

LEADERBOARD

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

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

DIGITAL & APP EDITION

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.

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.

ENJOY THE SCOTTISH FARMER ANYTIME, ANYPLACE, ANYWHERE

All content from The Scottish Farmer is also available online on our website www.thescottishfarmer.co.uk and via an e-edition replica of the newspaper which brings you the same fantastic content of the printed edition, direct to your device. Our website and e-edition also has supporting apps which allows you to keep up to date whilst on the move.

All advertisers who advertise in print will automatically have their email addresses and website addresses hyperlinked in our digital e-edition.

Multi-media adverts are available upon request.



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



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THE SCOTTISH Farmer

Supporting farmers in Scotland since 1893

TESTIMONIALS

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

Lauren Sergeant

“ At MediaSpark our focus is to understand the business needs of our clients and place their message in a highly targeted environment whilst creating genuine cost efficiency. The Scottish Farmer plays a key role in helping us achieve this and allows our clients to reach their target audience and deliver to Scotland's key agricultural and farming sectors”

Lauren Sergeant

Media Account Executive, MediaSpark Ltd
4-6 Coltbridge Avenue, Edinburgh, EH12 6AH
Telephone: 0131 337 4957
Email: lauren@mediasparkscotland.co.uk



www.mediasparkscotland.co.uk

John Spicer

“ We advertise fortnightly in The Scottish Farmer and have done for many years. We find that our adverts reach the demographic we want to attract to our business and helps raise our brand awareness amongst Scotlands farming community. ”

John Spicer

Partner, S&S Services,
8 Old Bridge Road, Heathfield, Ayr, KA8 9SX
Email: info@sandsservices.co.uk
Tel: 01292 880080

S&S SERVICES

www.sandsservices.co.uk

Allan Paterson

“ For the length of time that Threave Rural has been in business, The Scottish Farmer Sales Team have assisted us with our advertising with The Scottish Farmer and occasionally with the lifestyle magazine. We have always found the level of service to be extremely helpful, always managing to assist with our adverts, as well as the staff having a cheery disposition and being an absolute pleasure to deal with. They also keep us informed of any opportunity of adverts in other areas, such as the diary, year planner and other publications which we subscribe to.
We have found that The Scottish Farmer advertising has worked well for us in marketing our farms and we will continue to use this title as our first choice given it's effectiveness”

Allan W Paterson FIA (Scot)

Director, Threave Rural,
The Rockcliffe Suite, The Old Exchange, Castle Douglas, DG7 1TJ
Telephone: 01556 453453 Mobile: 07736 165999
Email: allan@threaverural.co.uk



www.threaverural.co.uk

Shaun Groom

“ Scotland is a key market for us here at Pottinger UK. As manufacturers of quality tillage and grassland machinery we need to reach our potential customers via a number of media outlets. In Scotland our first choice for weekly printed media is The Scottish Farmer. This long established and relevant publication has been proven to reach the decision makers in farming businesses all over Scotland”

Shaun Groom

General Manager,
Pottinger, 15 St. Mark's Road, Coby, Northants, NN18 8AN
Telephone: 01536 272 220 Mobile: 07738 998 300
Email: shaun.groom@pottingeruk.co.uk



www.pottingeruk.co.uk

Shirley Dodd

“ The Scottish Farmer offers excellent advertising for farms and land and generates very useful leads. the staff are always extremely helpful and very professional”

Shirley Dodd

Property Sales Administrator
H&H Land & Property, Borderway, Carlisle CA1 2RS
Telephone: 01228 406260 DD: 01228 406274
Email: shirley.dodd@hhland.co.uk



www.hhland.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 (ISONNewspaper26) 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:

Greyscale:

Scan: Lineart/Bitmap at appropriate resolution.

Scan: Greyscale

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%

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)

THE DISPLAY ADVERTISING RATES SET SIZES

	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, 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.			

Column sizes

Display Advertising	1 col: 38mm	2 col: 80mm	3 cols: 122mm	4 cols: 164mm	5 cols: 206mm	6 cols: 248mm
Classified Advertising	1 col: 38mm	2 col: 80mm	3 cols: 122mm	4 cols: 164mm	5 cols: 206mm	6 cols: 248mm
	Gutter width: 4mm (x5)		Number 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.

For further information:

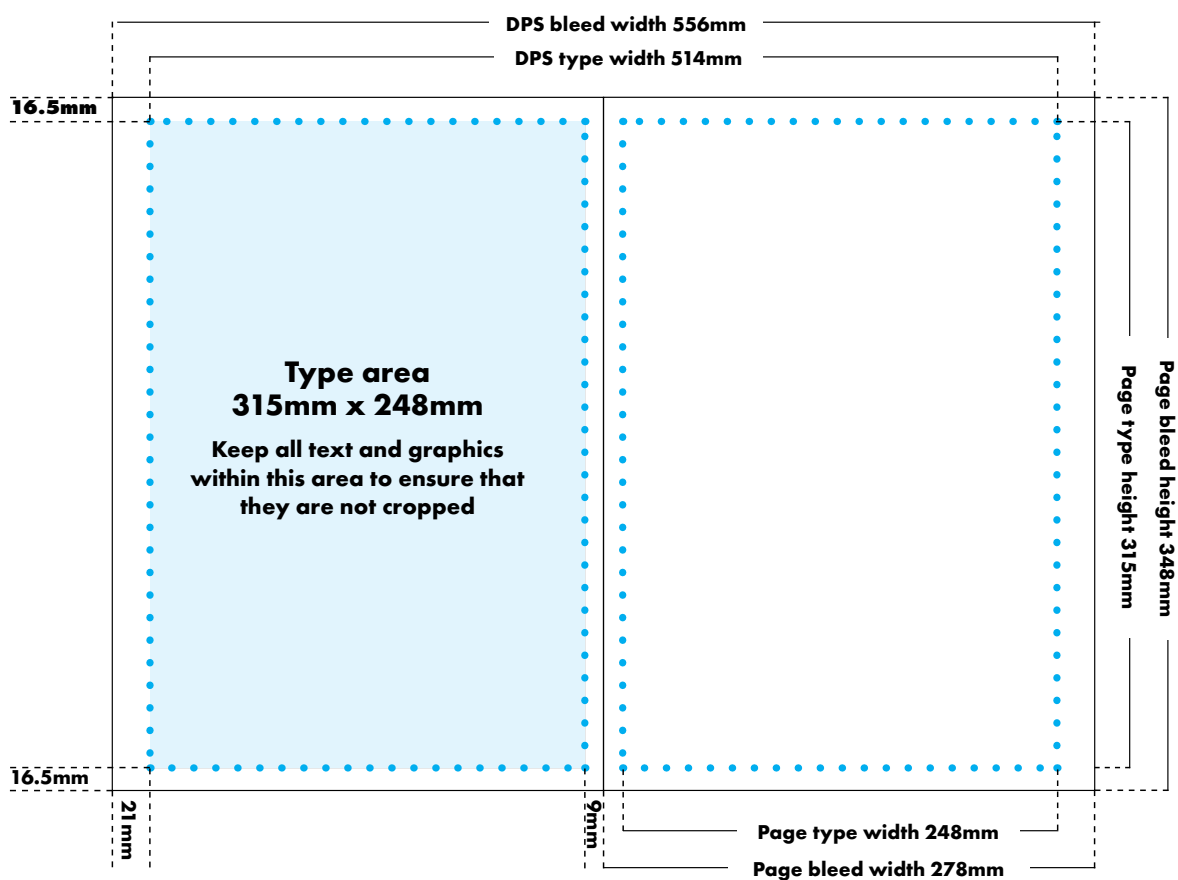
E-MAIL: farmer.sales@thescottishfarmer.co.uk or call: 0141 302 7777 / Production: 0141 302 7747 / 7740

Deadlines

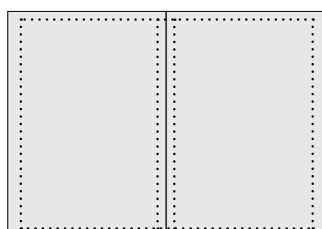
Classified Advertising	Noon Wednesday for Friday publication	Inserts	7 days prior to publications date
Display Advertising	3pm Tuesday for Friday publication		

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

MECHANICAL DATA

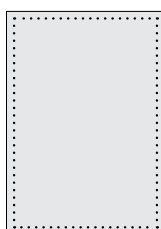


*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



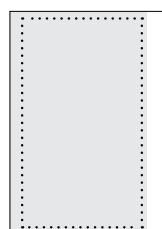
DOUBLE PAGE SPREAD

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



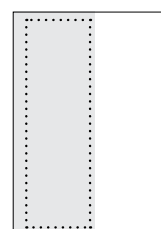
FULL PAGE

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



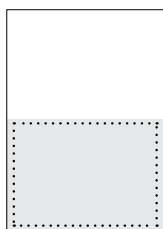
FULLSCAP PAGE

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



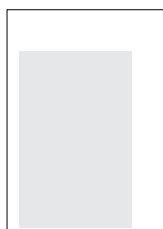
HALF PAGE VERT

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



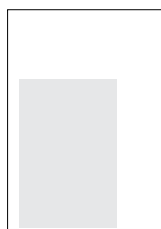
HALF PAGE HORIZ

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



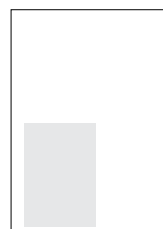
MAGAZINE PAGE

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



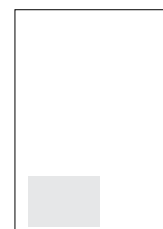
MINI PAGE

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