

THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893

MEDIA PACK **2021**

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

THE SCOTTISH Farmer

WELCOME | THE FACTS | FEATURES | ADVERTISING | SIZES | DIGITAL



NOBODY could've written the script for 2020. What a year we have had with, of course, the Covid-19 pandemic affecting every sector of home life, industry and leisure time.

Luckily for agriculture, what it did do was highlight what a professional, productive and caring industry that we work in. We've coped with food shortages, major market realignment, distribution disruption and that's even before we got into the meat of the next BIG issue, Brexit. Deal or no deal, the consequences of this are more profound for agriculture than just about any other industry.

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 farmers 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.

Covid-19 notwithstanding, 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.

You cannot put a face mask over the fact that farming remains a fundamental business that no one in this planet, never mind Scotland, can be without. This year, 2021, is going to be one of constant change and with change comes opportunity. While there remain many fears of what our post-Brexit world will be, the industry has shown that it is resilient, professional and adaptable. Together, we can meet any challenge.

So, we want to be part of the many changes ahead. 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 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



PUBLISHED BY

Newsquest Media Group
125 Fullarton Drive, Glasgow,
Lanarkshire G32 8FG

ADVERTISING

For all your advertising enquiries please contact our sales team who will be happy to tailor any advertising solutions to suit your individual needs.

See Advertising page for individual contact numbers
farmer.sales@thescottishfarmer.co.uk
www.thescottishfarmer.co.uk

THE FACTS

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

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.

12,647 paid for copies every week. 100% actively purchased.

(1st January 2019 - 31st December 2019)

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.

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

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

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.

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.

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

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

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.

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.

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

(*Source: TSF readers survey.)

FEATURES 2021

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JANUARY	Issue Date
Show & Sale Directory	02.01.21
Renewables	09.01.21
Forestry	09.01.21
ATV Special	16.01.21
Motoring	16.01.21
Finance	16.01.21
Scottish Horse	16.01.21
Lambing Special	23.01.21
Health & Safety	23.01.21
Independent Schools	23.01.21
Dairy Tech Preview /Dairying	23.01.21
Waste Management/Recycling	23.01.21
Galloway Cattle	30.01.21
Highland Cattle	30.01.21
Luing Cattle	30.01.21
Succession Planning & Inheritance	30.01.21
Farm Diversification	30.01.21
FEBRUARY	Issue Date
Renewables	06.02.21
Forestry	06.02.21
Stirling Bull Sales Preview (Wk1)	13.02.21
Spring Livestock Special	13.02.21
Royal Northern Spring Show Preview	13.02.21
Motoring	13.02.21
Stirling Bull Sales Preview (Wk2)	20.02.21
Spring Arable Special	20.02.21
Precision Farming	20.02.21
Contractors Special	20.02.21
Scottish Horse	20.02.21
Wedding Special	20.02.21
UK Dairy Expo Preview	27.02.21

MARCH	Issue Date
Grass & Silage Special	06.03.21
Maize Establishment	06.03.21
Fencing/Field Boundaries	06.03.21
Meet the Surveyors	06.03.21
Dairying Special	13.03.21
Disease and Weed Control	13.03.21
Renewables	13.03.21
Forestry	13.03.21
Tractor World Sale	13.03.21
Motoring	13.03.21
Skills Training and Apprenticeships	13.03.21
Property	20.03.21
Materials Handling	20.03.21
Potato Planting Focus	20.03.21
Power of Attorney	20.03.21
Scottish Horse	20.03.21
Hill Lambing Preview	27.03.21
Sheep Health	27.03.21
YFC Special	27.03.21
Farm Buildings	27.03.21
Country Lifestyle Scotland	27.03.21
APRIL	Issue Date
Livestock Smart Farming	03.04.21
Soil Health and Fertiliser	03.04.21
Livestock Nutrition	10.04.21
Slurry Management	10.04.21
Carlisle Bull Sales Preview (Wk1)	17.04.21
Renewables	17.04.21
Forestry	17.04.21
Rural Retirement/Pensions	17.04.21
Scottish Horse	17.04.21
Spring Crop Spraying	24.04.21
Cereal Disease Control	24.04.21
All Energy Preview	24.04.21

MAY	Issue Date
Ayrshire Focus	01.05.21
LAMMA Preview	01.05.21
Carlisle Bull Sales Preview (Wk2)	01.05.21
Pigs and Poultry	01.05.21
Recycling	01.05.21
Shearing	08.05.21
Property	08.05.21
Beef Expo preview	08.05.21
Motoring	08.05.21
Grass and Muck	15.05.21
Scottish Horse	15.05.21
Renewables	15.05.21
Forestry	15.05.21
ScotSheep Preview A4	22.05.21
Tractor Special	22.05.21
Further Education/Agri Careers Guide	29.05.21
JUNE	Issue Date
Cereals Live Preview	05.06.21
2nd Cut Silage	05.06.21
RHS	12.06.21
Motoring	12.06.21
Renewables	12.06.21
Forestry	12.06.21
Potatoes	12.06.21
Country Lifestyle Scotland	12.06.21
Calf & Heifer Rearing	19.06.21
Arable	19.06.21
Scottish Horse	19.06.21
RHS Special	26.06.21

FEATURES 2021

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JULY	Issue Date	SEPTEMBER - continued	Issue Date	NOVEMBER	Issue Date
Agri College Graduation Special	03.07.21	Independent Schools	04.09.21	Farm Maintenance	06.11.21
Great Yorkshire Show	03.07.21	Men's Health	04.09.21	Renewables	06.11.21
Agricultural Solicitors	03.07.21			Forestry	06.11.21
Drones and GPS Systems	03.07.21	Tillage	11.09.21	Country Lifestyle Scotland Christmas Gift Guide	06.11.21
		Autumn Livestock Special	11.09.21		
Sheep Special	10.07.21	Renewables	11.09.21	AgriScot Programme A4	13.11.21
		Forestry	11.09.21	Croptec Preview	13.11.21
Livestock Nutrition	17.07.21	Scottish Horse	11.09.21	LiveScot Preview	13.11.21
ATV Special	17.07.21			Scottish Horse/Christmas Gift Guide	13.11.21
Scottish Horse	17.07.21	Soil Management & Fertiliser	18.09.21		
		Livestock Housing and Health	18.09.21	Genetics	20.11.21
Renewables	24.07.21	Using Antibiotics Responsibly	18.09.21	Breeding and Disease	20.11.21
Forestry	24.07.21	Potato Storage	18.09.21	Christmas Classic Preview	20.11.21
				Legacies	20.11.21
NCC	31.07.21	Blackface Sheep	25.09.21	Country Lifestyle Scotland A4	20.11.21
Agri College Special	31.07.21	South Country Cheviot	25.09.21		
		Country Lifestyle Scotland	25.09.21	Farm Buildings	27.11.21
				Fencing	27.11.21
AUGUST	Issue Date	OCTOBER	Issue Date	DECEMBER	Issue Date
Arable Special (Varieties Focus)	07.08.21	Precision Farming	02.10.21	Muck and Slurry	04.12.21
Beltex Sheep	07.08.21	Pest/Vermin Control	02.10.21	Renewables	04.12.21
Potatoes	07.08.21			Forestry	04.12.21
Texel Sheep	14.08.21	Stirling Bull Sales Preview	09.10.21		
Renewables	14.08.21	Tractor Special	09.10.21	Spring Crops/Seeds	11.12.21
Forestry	14.08.21	Renewables	09.10.21	Scottish Horse	11.12.21
Scottish Horse	14.08.21	Forestry	09.10.21		
		Borderway Expo Preview	16.10.21	LAMMA Preview	18.12.21
Property	21.08.21	Combines	16.10.21	Scottish Farmer Wallchart (A1)	18.12.21
		Salers Cattle	16.10.21	Scottish Horse Wallchart (A1)	18.12.21
UK Dairy Day Preview	28.08.21	Scottish Horse	16.10.21		
				That Was The Year That Was	25.12.21
SEPTEMBER	Issue Date	Cultivation Equipment	23.10.21		
Kelso Ram Sales Preview	04.09.21	Telehandlers Guide	23.10.21		
Bluefaced Leicester	04.09.21	Succession Planning	23.10.21		
Autumn Sowing - varieties	04.09.21				
Autumn Herbicides	04.09.21	Stars of the Future	30.10.21		
		Tyres	30.10.21		
		Balers	30.10.21		

PLEASE NOTE: Due to the on-going Covid-19 restrictions dates are subject to change or cancellation.

ADVERTISING RATES

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DISPLAY ADVERTISING

King Size Page	£2400
Mag Page	£2200
Mini Page	£2000
Half Page	£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 CATEGORY

All classified	
(excluding Recruitment & Property)	SCC mono £14.30
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	£501 to £1000	£70.00
£109 to £200	£25.00	£1001 PLUS	£115.00
£201 to £500	£45.00		

CONTACTING US

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DEADLINES

Classified Advertising

12 Noon Wednesday for Friday publication

Display Advertising

12 Noon Friday for the next Friday publication

Inserts

Supplied to printers 10 days prior to publication date

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.

ADVERTISING SIZES

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DISPLAY ADVERTISING (x6 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
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		
HALF PAGE VERTICAL	122mm x 315mm		
QUARTER PAGE	153mm x 122mm	-	-
EIGHTH PAGE	76mm x 122mm	-	-
* Keep text or graphics within this area to ensure that they are not cropped.			

DISPLAY ADVERTISING (x6 COLUMNS)

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. Sample must be submitted.
Dimension restrictions.

COPY REQUIREMENT

Complete Artwork

We prefer to accept advertising in the following formats: Press Optimised PDF; Illustrator EPS; Photoshop EPS, JPEG or TIFF at 300dpi. Fonts should be embedded/outlined to paths and all pictures should be CMYK.

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.

In-house Design

Advertisements can also be made up in-house by our production staff. Text and images should ideally be emailed. Digital images may be also be supplied via link to download and must be large enough to be printed at 300 dpi at the target size. JPEG compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted.

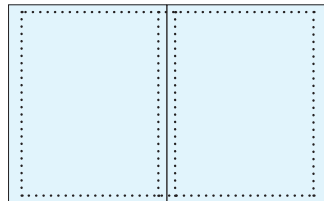
If you have any query regarding these specifications please call our production department on 0141 302 7765.

NB. It should be noted that the Magazine Division of Newsquest (Herald & Times) Ltd will NOT, under any circumstances, accept copies of fonts. Fonts are licensed to the purchaser and may only be copied for the purposes of backing up. It is illegal to copy fonts in any form.

ADVERTISING SIZES

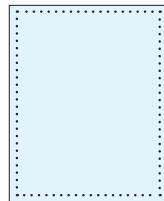
WELCOME | THE FACTS | FEATURES | ADVERTISING | [SIZES](#) | DIGITAL

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



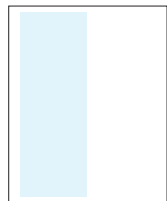
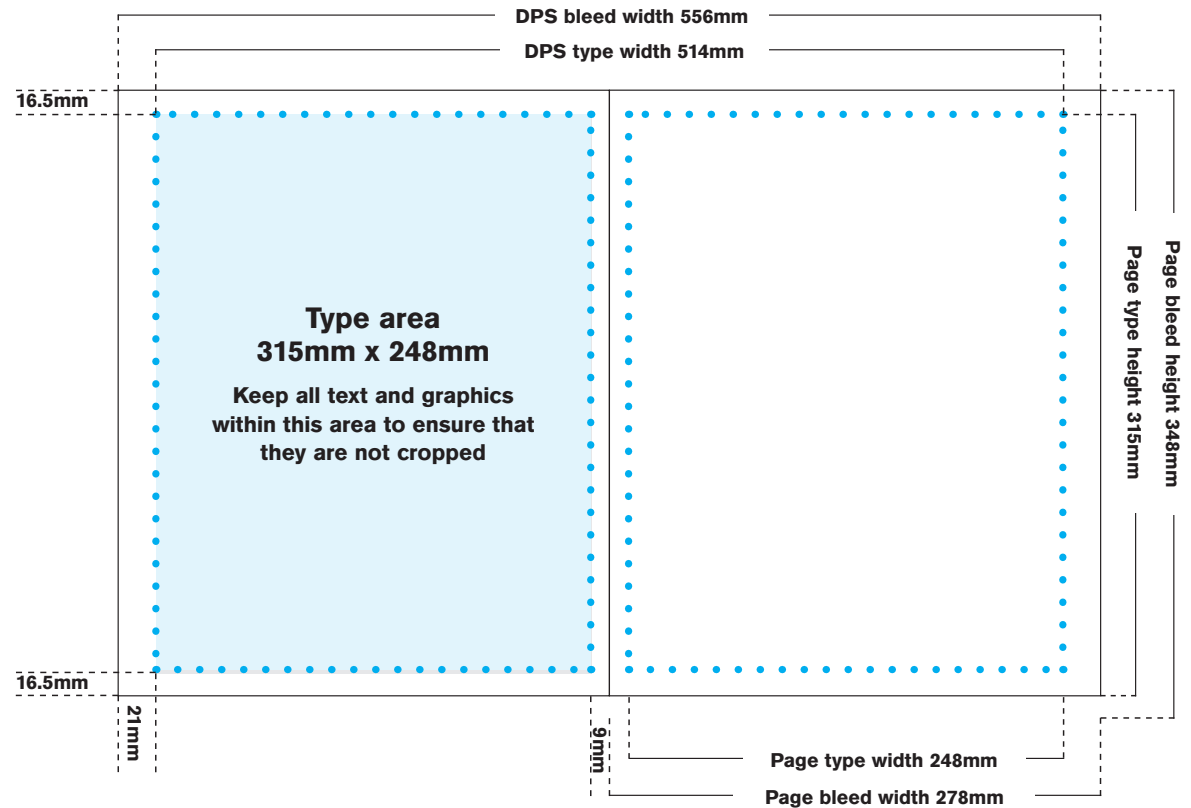
DOUBLE PAGE SPREAD

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)



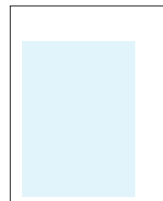
HALF PAGE VERT

Type: 315mm(h) x 122mm(w)



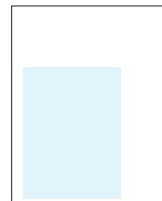
HALF PAGE HORIZ

Type: 153mm(h) x 248mm(w)



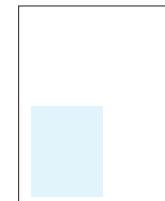
MAGAZINE PAGE

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



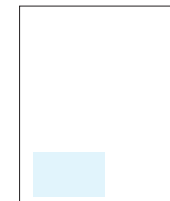
MINI PAGE

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



QUARTER PAGE

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



EIGHTH PAGE

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

TESTIMONIALS

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Alison Lawson

“The Scottish Farmer is Bell Ingram’s “go to” publication for targeting the rural and agricultural sector. It’s a key part of our marketing mix and we’ve found it to be highly effective in terms of generating brand awareness for our business. I can’t praise the Scottish Farmer team enough for making the whole advertising process seamless from start to finish.”

Alison Lawson

Marketing Manager,
Bell Ingram LLP
Durn, Isla Road, Perth PH2 7HF
Email: alison.lowson@bellingham.co.uk
Tel: 01738 621121
www.bellingram.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
www.sandsservices.co.uk

S&S SERVICES

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



Allan Patterson

“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



DIGITAL ADVERTISING

As Scotland's leading weekly agricultural title The Scottish Farmer has a growing online audience and offers advertisers an excellent opportunity to reach a relevant and specialist audience. Whether you want to complement your existing print offering or create a standalone bespoke campaign, Scotland's foremost agricultural news provider has a solution for you.

Increase response through the use of high impact interactive creatives to local audiences. Skins, Expandable Leaderboards or MPUs offer an eye-catching, attention grabbing way to increasing Click Through Rate to advertiser websites. These can appear on the homepage or any other relevant page and can be used to target relevant content including takeover campaigns.

WEEKLY NEWSLETTER / WEEKLY DIGITAL MASS-MAILER

Email Marketing - 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 12k 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 email farmer.sales@thescottishfarmer.co.uk or speak to your regular contact here at The Scottish Farmer.

Native Content - We can also offer native content advertorial which would be included on the website and can be placed under a relevant heading i.e. machinery or on the home page. This would include 200-300 words, an image/logo, and URL. Cost start at £550

WELCOME | THE FACTS | FEATURES | ADVERTISING | SIZES | **DIGITAL**



THIN SKIN **£1000 per month**

Takes over a majority of advertising space - strong brand awareness.

Dimensions: **1280 x 970 x 106**,

File Formats: **GIF, HTML5**, Max File Size: **150KB**

THICK SKIN **£1200 per month**

For added impact and visual display maximised to its fullest potential.

Dimensions: **1280 x 970 x 250**

File Formats: **GIF, HTML5**, Max File Size: **150KB**

BILLBOARD ADVERTISING **£700 per month**

Appears across the top of the entire width of the page creating page dominance.

Dimensions: **970 x 250**,

File Formats: **GIF, HTML5**, Max File Size: **60KB**

LEADERBOARD & MOBILE BANNER **£395 per month**

Appears across the top of the entire width of the page creating strong brand awareness.

Dimensions: **728 x 90** Expandable: **728 x 300**

Mobile banner dimensions: **320 x 50**

File Formats: **GIF, HTML5** Max File Size: **40KB**

DOUBLE HEIGHT MPU **£650 per month**

Can be used to play video clips, competition adverts, with a high CTR (click through rate)

Dimensions: **300 x 600**,

File Formats: **GIF, HTML5**, Max File Size: **60KB**

MPU **£350 per month**

Can be used to play video clips, competition adverts, strong call to action with direct response

Dimensions: **300 x 250**, Expandable: **500 x 300**,

File Formats: **GIF, HTML5**, Max File Size: **40KB**

OUR AUDIENCE

Beef
42%



Sheep
30%



Dairy
10%



Arable
12%



Other
6%



87% of our audience have purchased good or services advertised within the brand in the past 12 months



41% of our audience intend to purchase vehicles or machinery in the next 12 months



87% agree TSF helps with business and purchasing decisions



HOW OUR USERS INTERACT WITH US

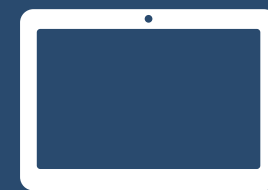
iPad – **52%**

iPhone **43%**

Tablet **32%**

Mobile **48%**

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