

THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893

MEDIA PACK **2022**

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

THE SCOTTISH Farmer

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



WITH the Covid-19 pandemic affecting every sector of home life, industry and leisure time, it has been a tough time for the vast majority of society and farming has come through the various lockdowns probably in

better health than most other industries.

But higher farm-gate prices have not come without their challenges and the spectre of rising input costs will be a millstone that might drag down many of the positives. But the industry has shown it can cope with major market realignment, distribution disruption and the many expected and unintended consequences of Brexit which have been more profound for agriculture than just about any other industry.

That's why newspapers like The Scottish Farmer are so important as the means which will allow 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, land managers and advisors in their decision-making processes.

We have a loyal readership – both in print and increasingly on-line – and we know that you appreciate our reliability and knowledge, all delivered in whichever way you choose via your local retailer, by post or digitally, but 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 out into what should be a more overt society, it will be important that we play our 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's a true saying that land is one thing you cannot make any more of!

COP26 in Glasgow at the end of 2021, highlighted that you also 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 – but with the caveat that we have to protect the long-term sustainability of our farming land. This coming year, 2022, is going to be one of constant change and in Scotland farmers will learn the nuts and bolts of which direction the Scottish Government plans to take the industry. One thing is for sure and that is that change is inevitable.

So, we will 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 across many spheres of the industry.

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, Machinery 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 2022

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

JANUARY	Issue Date
Show & Sales Directory	01.01.22
Renewables	08.01.22
Forestry	08.01.22
ATV Special	15.01.22
Motoring	15.01.22
Scottish Horse	15.01.22
Lambing Special	22.01.22
Health & Safety	22.01.22
Independent Schools	22.01.22
DairyTech Preview/Dairying	22.01.22
Waste Management/Recycling	22.01.22
Galloway Cattle	29.01.22
Highland Cattle	29.01.22
Luing Cattle	29.01.22
Succession Planning	29.01.22
Farm Diversification	29.01.22
Stirling Bull Sales (Wk1)	29.01.22
FEBRUARY	Issue Date
Renewables	05.02.22
Forestry	05.02.22
Skills Training & Apprenticeships	05.02.22
Stirling Bull Sales (Wk2)	12.02.22
Spring Livestock Special	12.02.22
Motoring	12.02.22
Spring Arable Special	19.02.22
Precision Farming	19.02.22
Contactors Special	19.02.22
Scottish Horse	19.02.22
Wedding Special	19.02.22
Royal Northern Spring Show Preview	26.02.22
UK Dairy Expo Preview	26.02.22
Drainage	26.02.22
Low Carbon Agri Show Preview	26.02.22

MARCH	Issue Date
Grass & Silage Special	05.03.22
Maize Establishment	05.03.22
Fencing & Field Boundaries	05.03.22
Meet the Surveyors	05.03.22
Dairying Special	12.03.22
Disease & Weed Control	12.03.22
Renewables	12.03.22
Forestry	12.03.22
Motoring	12.03.22
Property	19.03.22
Materials Handling	19.03.22
Potato Planting Focus	19.03.22
Scottish Horse	19.03.22
Country Lifestyle Scotland (A4)	19.03.22
Hill Lambing Preview	26.03.22
Sheep Health	26.03.22
YFC Special	26.03.22
Farm Buildings	26.03.22
APRIL	Issue Date
Livestock Smart Farming	02.04.22
Soil Health & Fertiliser	02.04.22
Livestock Nutrition	09.04.22
Slurry Management	09.04.22
Renewables	16.04.22
Forestry	16.04.22
Carlisle Bull Sales Preview (Wk1)	16.04.22
Rural Retirement/Pensions	16.04.22
Scottish Horse	16.04.22
Spring Crop Spraying	23.04.22
Cereal Disease Control	23.04.22
Biostimulants	23.04.22
All Energy Preview	30.04.22

Carlisle Bull Sales Preview (Wk2)	30.04.22
Recycling	30.04.22
Pig & Poultry Preview	30.04.22

MAY	Issue Date
Ayr Show Preview	07.05.22
Shearing	07.05.22
Property	07.05.22
Motoring	07.05.22
Scotgrass Programme (A4)	07.05.22
Renewables	14.05.22
Forestry	14.05.22
Scottish Horse	14.05.22
Further Education/Agri Careers Guide	14.05.22
Grass & Muck	14.05.22
Beef Expo Preview	14.05.22
Scotsheep Programme	21.05.22
Tractor Special	28.05.22
Power of Attorney	28.05.22

JUNE	Issue Date
Cereals Preview	04.06.22
2nd Cut Silage	04.06.22
RHS Preview	11.06.22
Motoring	11.06.22
Renewables	11.06.22
Forestry	11.06.22
Potatoes	11.06.22
Calf & Heifer Rearing	18.06.22
Arable Scotland Preview	18.06.22
Oil Seed Rape	18.06.22
Scottish Horse	18.06.22
RHS Results	25.06.22

FEATURES 2022

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JULY	Issue Date
Great Yorkshire Show Preview	02.07.22
Agri College Graduation Special	02.07.22
Drones & GPS Systems	02.07.22
Sheep Special	09.07.22
Crop Storage	09.07.22
Livestock Nutrition	16.07.22
ATV Special	16.07.22
Scottish Horse	16.07.22
Renewables	23.07.22
Forestry	23.07.22
Agricultural Solicitors	23.07.22
NCC	30.07.22
Agri College Special	30.07.22
Dairying	30.07.22
AUGUST	Issue Date
Arable Special (Varieties Focus)	06.08.22
Beltex Sheep	06.08.22
Potatoes	06.08.22
Texel Sheep	13.08.22
Dutch Spotted	13.08.22
Renewables	13.08.22
Forestry	13.08.22
Scottish Horse	13.08.22
Property	20.08.22
Blue Texels	20.08.22
UK Dairy Day Preview	27.08.22
SEPTEMBER	Issue Date
Kelso Ram Sales Preview	03.09.22
Bluefaced Leicester	03.09.22
Autumn Sowing- varieties	03.09.22
Autumn Herbicides	03.09.22

SEPTEMBER - continued	Issue Date
Independent Schools	03.09.22
Tillage	10.09.22
Autumn Livestock Special	10.09.22
Renewables	10.09.22
Forestry	10.09.22
Scottish Horse	10.09.22
Soil Management & Fertiliser	17.09.22
Livestock Housing & Health	17.09.22
Using Antibiotics Responsibly	17.09.22
Potato Storage/Handling	17.09.22
Blackface Sheep	24.09.22
South Country Cheviots	24.09.22
Hedge Cutting	24.09.22
Country Lifestyle Scotland/Weddings	24.09.22
OCTOBER	Issue Date
Precision Farming	01.10.22
Pest/Vermin Control	01.10.22
Stirling Bull Sales Preview	08.10.22
Tractor Special	08.10.22
Renewables	08.10.22
Forestry	08.10.22
Combines	15.10.22
Salers Cattle	15.10.22
Scottish Horse	15.10.22
Borderway Expo Preview	22.10.22
Cultivation Equipment	22.10.22
Telehandlers/Materials Handling	22.10.22
Succession Planning	22.10.22
Stars of the Future	29.10.22
Tyres	29.10.22
Balers	29.10.22

NOVEMBER	Issue Date
Farm Maintenance	05.11.22
Renewables	05.11.22
Forestry	05.11.22
Christmas Gift Guide	05.11.22
Agriscot Programme (A4)	12.11.22
Croptec Preview	12.11.22
LiveScot Preview	12.11.22
Scottish Horse/Christmas Gift Guide	12.11.22
Genetics/Breeding	19.11.22
Livestock Disease Prevention	19.11.22
Feeders & Bedders	19.11.22
Christmas Classic Preview	19.11.22
Legacies	19.11.22
Country Lifestyle Scotland (A4)	19.11.22
Farm Buildings	26.11.22
Fencing	26.11.22
DECEMBER	Issue Date
Muck & Slurry	03.12.22
Renewables	03.12.22
Forestry	03.12.22
Spring Crops/Seeds	10.12.22
Scottish Horse	10.12.22
LAMMA Preview	17.12.22
That Was the Year That Was	24.12.22
Scottish Farmer Wallchart	31.12.22
Scottish Horse Wallchart	31.12.22

PLEASE NOTE: 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	£1001 to £1500	£135
£109 to £200	£25.00	£1501 to £2000	£155
£201 to £500	£45.00	£2001 to £2500	£170
£501 to £1000	£70.00		

CONTACTING US

Advertising sales

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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.

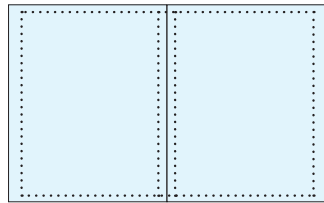
If you have any query regarding these specifications please call our production department on 0141 302 7765.

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

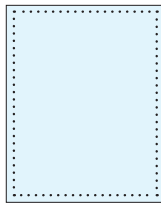
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*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



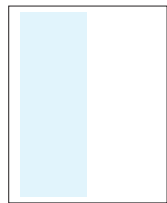
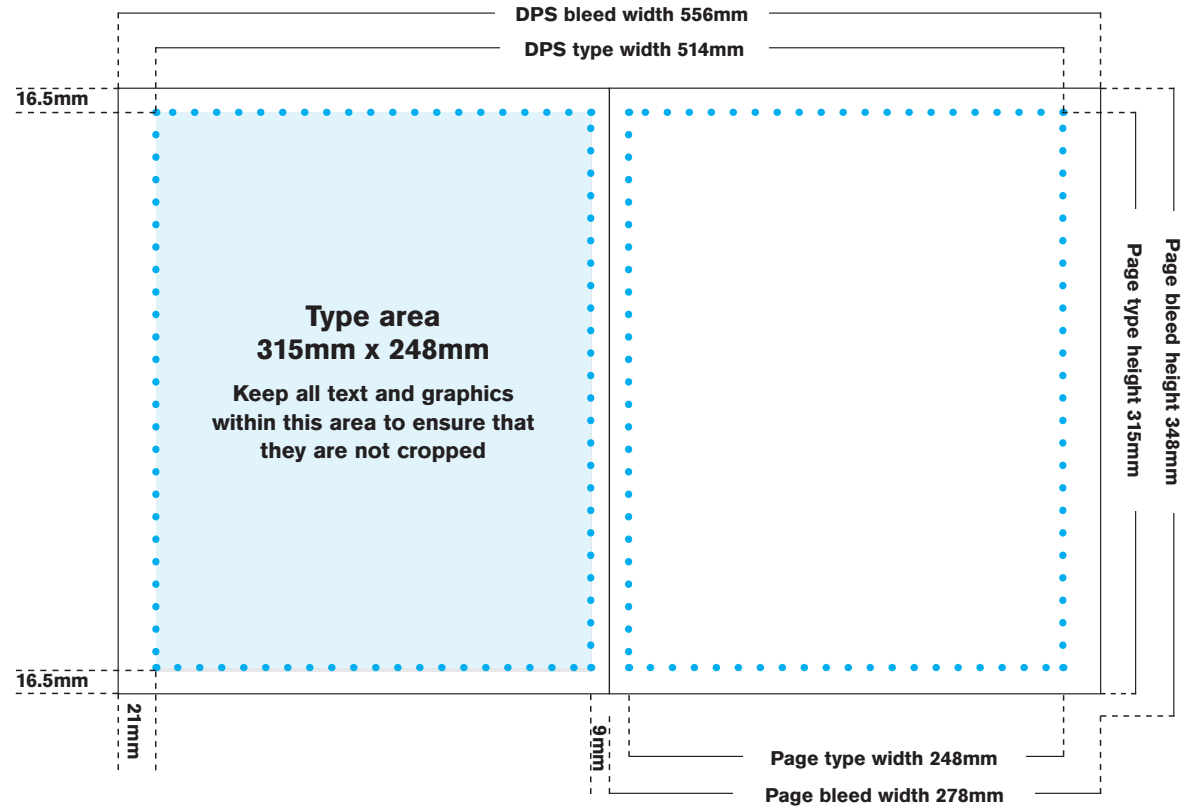
DOUBLE PAGE SPREAD

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



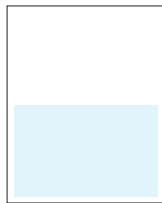
FULL PAGE

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



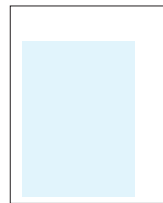
HALF PAGE VERT

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



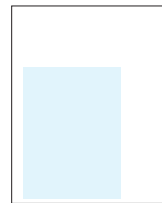
HALF PAGE HORIZ

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



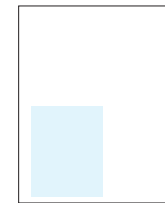
MAGAZINE PAGE

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



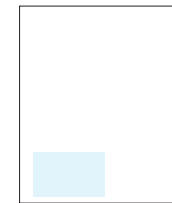
MINI PAGE

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 Lowson

"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 Lowson
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 Scotland's 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

Maree Hay

"We were looking to expand the market for our 'Storm Strength from Shetland' polytunnel/greenhouse hybrids and needed new avenues of advertising. We were approached by Carol-Anne Forbes about advertising in the Scottish Farmer. We were not convinced that the publication was the right market-place for us, but decided to try it. The results have been fantastic, and sales have definitely grown as a result of our ads there. Carol-Anne is a real joy to work with and always has new marketing ideas and options for us - which usually always result in an increase in sales. We are delighted that we took a chance!"

Maree Hay
Managing Director, Polycrub
Ollaberry Hall, Ollaberry, Shetland ZE2 9RT
Email: info@polycrub.co.uk
Tel: 07787 125219
www.polycrub.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



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**

THICK SKIN

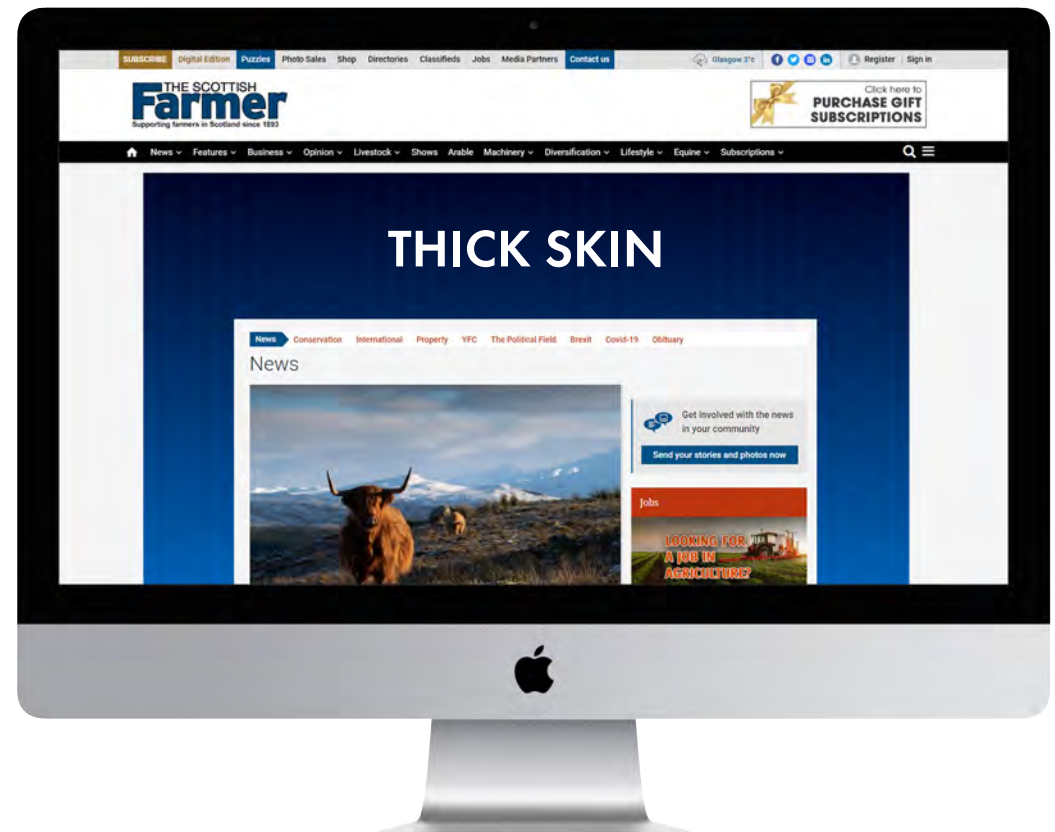
For added impact and visual display maximised to its fullest potential.

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

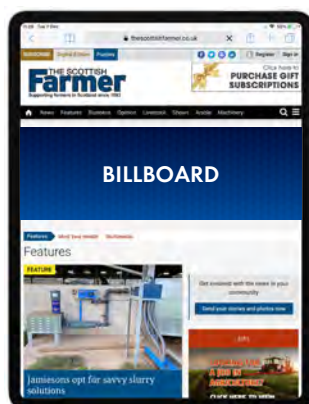
Max File Size: 150kb

Price: £1200 per month



DIGITAL ADVERTISING

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



BILLBOARD DISPLAYS ON TABLETS

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

Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



STANDARD MPU

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

Dimensions: 300x250 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £350 per month



LEADERBOARD & MOBILE BANNER

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

Dimensions: 728x90 pixels;
Expandable: 728 x 300 pixels
Mobile banner dimensions: 320x50 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £395 per month



DOUBLE HEIGHT MPU

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

Dimensions: 300x600 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £650 per month

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

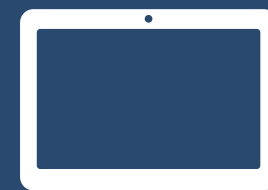
iPad – **52%**

iPhone **43%**

Tablet **32%**

Mobile **48%**

Other **12%**



97% access the internet from home

45% from work

51% from a mobile device

88% Shop online

22% every week

65% every month

THE SCOTTISH
Farmer gets involved in Scottish Farming life better than any other publication or media.

287,087
PAGE VIEWS



104,508
UNIQUE MONTHLY USERS



88% OF TRAFFIC IS LOCAL (SCOTLAND)

EVENTS COVERED ON tsf.co.uk

RHS, AgriScot
ScotSheep, Scot Grass
Beef Events
Local Shows
Local Auctions
As well as many more



READERSHIP

91% of users reference
The Scottish Farmer
every week
Editorial Satisfaction

