

THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893

MEDIA PACK 2023

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

THE SCOTTISH Farmer

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



FOR an agricultural perspective, we all may have survived the Covid pandemic better than many other industries, but we now have the spectre of war in Ukraine affecting just about all aspects of life – including causing

massive rises in input costs for farmers.

It has been a balancing act in the past few months between welcome high output prices and those huge rises in almost every input that makes farms run smoothly.

Of course, the 'Cost of Farming Crisis' has made everyone that bit sharper in making the most of what we have from making best use of home-produced manures to questioning each and every item that is bought for the farm. New technology will also allow more precision in applying ever more expensive products to land and animals. While rising input costs are a millstone that might drag down many positives, the industry has shown it can cope with major market realignment, distribution disruption and the many expected and unintended consequences of Brexit.

That's why newspapers like The Scottish Farmer are so important as the means to 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, can benefit from the ONLY reliable way to reach all aspects of the industry in Scotland.

Given all that is happening across the world, it will be ever more 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!

This coming year, 2023, is going to be another of constant change and in Scotland farmers will learn more about 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.

This 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 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 will continue to strive to be the No 1 news back-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 '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.

From our parent business, 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 teams 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.

11,417 paid for copies every week. 100% actively purchased.

(1st January 2022- 31st December 2022)

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.

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.

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

(*Source: TSF readers survey.)

FEATURES 2023

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

| JANUARY | Issue Date |
|------------------------------------|------------|
| Show & Sales Directory | 07/01/23 |
| Renewables | 07/01/23 |
| Forestry | 07/01/23 |
| ATV Special | 14/01/23 |
| Motoring | 14/01/23 |
| Scottish Horse | 14/01/23 |
| Lambing Special | 21/01/23 |
| Dairying & Dairy Tech Preview | 21/01/23 |
| Health & Safety | 21/01/23 |
| Independent Schools | 21/01/23 |
| Waste Management/Recycling | 21/01/23 |
| Farm Diversification | 28/01/23 |
| Stirling Bull Sales (wk1) | 28/01/23 |
| FEBRUARY | Issue Date |
| Renewables | 04/02/23 |
| Forestry | 04/02/23 |
| Low Carbon Agri Show Preview | 04/02/23 |
| Galloway Cattle | 04/02/23 |
| Highland Cattle | 04/02/23 |
| Luing Cattle | 04/02/23 |
| Stirling Bull Sales (Wk2) | 11/02/23 |
| Motoring | 11/02/23 |
| Precision Farming | 11/02/23 |
| Spring Arable | 18/02/23 |
| Contactors Special | 18/02/23 |
| Scottish Horse | 18/02/23 |
| Wedding Special | 18/02/23 |
| Royal Northern Spring Show Preview | 25/02/23 |
| UK Dairy Expo Preview | 25/02/23 |
| Spring Livestock Special | 25/02/23 |
| Drainage | 25/02/23 |

| MARCH | Issue Date |
|-----------------------------------|------------|
| Fencing & Field Boundaries | 04/03/23 |
| Meet the Surveyors | 04/03/23 |
| Skills Training & Apprenticeships | 04/03/23 |
| Grass & Silage Special | 11/03/23 |
| Maize Establishment | 11/03/23 |
| Disease & Weed Control | 11/03/23 |
| Renewables | 11/03/23 |
| Forestry | 11/03/23 |
| Motoring | 11/03/23 |
| Tyres | 11/03/23 |
| Dairying Special | 18/03/23 |
| GPS Smart Farming | 18/03/23 |
| Property | 18/03/23 |
| Materials Handling | 18/03/23 |
| Potato Planting Focus | 18/03/23 |
| Scottish Horse | 18/03/23 |
| Country Lifestyle Scotland (A4) | 25/03/23 |
| Hill Lambing Preview | 25/03/23 |
| Sheep Health | 25/03/23 |
| YFC Special | 25/03/23 |
| Farm Buildings | 25/03/23 |
| APRIL | Issue Date |
| Livestock Smart Farming | 01/04/23 |
| Soil Health & Fertiliser | 01/04/23 |
| Livestock Nutrition | 08/04/23 |
| Slurry Management | 08/04/23 |
| Renewables | 15/04/23 |
| Forestry | 15/04/23 |
| Rural Retirement/Pensions | 15/04/23 |
| Scottish Horse | 15/04/23 |
| Spring Crop Spraying | 22/04/23 |
| Cereal Disease Control | 22/04/23 |
| Biostimulants | 22/04/23 |

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|----------------------------|----------|
| All Energy Preview | 29/04/23 |
| Spring Bull Sales Previews | 29/04/23 |
| Recycling | 29/04/23 |
| Pigs & Poultry | 29/04/23 |

| MAY | Issue Date |
|--------------------------------------|------------|
| Ayr Show Preview | 06/05/23 |
| Shearing | 06/05/23 |
| Property | 06/05/23 |
| Motoring | 06/05/23 |
| Renewables | 13/05/23 |
| Forestry | 13/05/23 |
| Scottish Horse | 13/05/23 |
| Further Education/Agri Careers Guide | 13/05/23 |
| Grass | 13/05/23 |
| Muck & Slurry | 20/05/23 |
| Dairying | 20/05/23 |
| Tractor Special | 27/05/23 |
| Power of Attorney | 27/05/23 |
| Scottish Beef Event Preview | 27/05/23 |
| North Sheep Preview | 27/05/23 |

| JUNE | Issue Date |
|---------------------------------|------------|
| Cereals Preview | 03/06/23 |
| Potatoes | 03/06/23 |
| 2nd Cut Silage | 10/06/23 |
| Motoring | 10/06/23 |
| Renewables | 10/06/23 |
| Forestry | 10/06/23 |
| RHS Preview | 17/06/23 |
| Arable Scotland Preview | 17/06/23 |
| Oil Seed Rape | 17/06/23 |
| Scottish Horse | 17/06/23 |
| Country Lifestyle Scotland (A4) | 17/06/23 |
| Calf & Heifer Rearing | 24/06/23 |

FEATURES 2023

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| JULY | Issue Date |
|----------------------------------|-------------------|
| RHS Results | 01/07/23 |
| Agri College Graduation Special | 08/07/23 |
| Great Yorkshire Show Preview | 08/07/23 |
| Livestock Nutrition | 08/07/23 |
| Drones & GPS Systems | 08/07/23 |
| Crop Storage | 08/07/23 |
| Sheep Special | 15/07/23 |
| ATV Special | 15/07/23 |
| Scottish Horse | 15/07/23 |
| Renewables | 22/07/23 |
| Forestry | 22/07/23 |
| Agricultural Solicitors | 22/07/23 |
| Turriff Show Preview | 29/07/23 |
| Agri College Special | 29/07/23 |
| Dairying | 29/07/23 |
| AUGUST | Issue Date |
| NCC | 05/08/23 |
| Arable Special (Varieties Focus) | 05/08/23 |
| Potatoes | 05/08/23 |
| Beltex Sheep | 12/08/23 |
| Renewables | 12/08/23 |
| Forestry | 12/08/23 |
| Scottish Horse | 12/08/23 |
| Property | 19/08/23 |
| Texel Sheep | 19/08/23 |
| Dutch Spotted | 19/08/23 |
| Blue Texels | 19/08/23 |
| UK Dairy Day Preview | 26/08/23 |

| SEPTEMBER | Issue Date |
|--------------------------------------|-------------------|
| Kelso Ram Sales Preview | 02/09/23 |
| Bluefaced Leicester | 02/09/23 |
| Autumn Sowing | 02/09/23 |
| Autumn Herbicides | 02/09/23 |
| Independent Schools | 02/09/23 |
| Autumn Livestock Special | 09/09/23 |
| Renewables | 09/08/23 |
| Forestry | 09/08/23 |
| Scottish Horse | 09/09/23 |
| Tillage | 16/09/23 |
| Soil Management & Fertiliser | 16/09/23 |
| Livestock Housing & Health inc Using | |
| Antibiotics Responsibly | 16/09/23 |
| Potato Storage/Handling | 16/09/23 |
| Hedge Cutting | 23/09/23 |
| Country Lifestyle Scotland (A4) | 23/09/23 |
| Blackface Sheep | 30/09/23 |
| Precision Farming | 30/09/23 |
| Pest/Vermin Control | 30/09/23 |
| South Country Cheviots | 30/09/23 |
| Hedgecutting | 30/09/23 |
| OCTOBER | Issue Date |
| Stirling Bull Sales Preview | 07/10/23 |
| Tractor Special | 07/10/23 |
| Renewables | 07/10/23 |
| Forestry | 07/10/23 |
| Combines | 14/10/23 |
| Salers Cattle | 14/10/23 |
| Scottish Horse | 14/10/23 |
| Borderway Expo Preview | 21/10/23 |
| Cultivation Equipment | 21/10/23 |
| Telehandlers/Materials Handling | 21/10/23 |
| Succession Planning | 21/10/23 |

| | |
|---------------------|----------|
| Stars of the Future | 28/10/23 |
| Tyres | 28/10/23 |
| Balers | 28/10/23 |

| NOVEMBER | Issue Date |
|-------------------------------------|-------------------|
| Farm Maintenance | 04/11/23 |
| Renewables | 04/11/23 |
| Forestry | 04/11/23 |
| Christmas Gift Guide | 04/11/23 |
| Agriscot Programme (A4) | 11/11/23 |
| Croptec Preview | 11/11/23 |
| LiveScot Preview | 11/11/23 |
| Scottish Horse/Christmas Gift Guide | 11/11/23 |
| Livestock Disease Prevention | 18/11/23 |
| Feeders & Bedders | 18/11/23 |
| Christmas Classic Preview | 18/11/23 |
| Legacies | 18/11/23 |
| Country Lifestyle Scotland (A4) | 18/11/23 |
| Genetics/Breeding | 25/11/23 |
| Farm Buildings | 25/11/23 |
| Fencing | 25/11/23 |

| DECEMBER | Issue Date |
|----------------------------|-------------------|
| Muck & Slurry | 02/12/23 |
| Renewables | 02/12/23 |
| Forestry | 02/12/23 |
| Spring Crops/Seeds | 09/12/23 |
| Scottish Horse | 09/12/23 |
| LAMMA Preview | 16/12/23 |
| That Was the Year That Was | 23/12/23 |
| Scottish Farmer Wallchart | 30/12/23 |
| Scottish Horse Wallchart | 30/12/23 |

PLEASE NOTE: Dates are subject to change or cancellation.

ADVERTISING RATES

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DISPLAY ADVERTISING

| | |
|---------------------|--------|
| King Size Page | £2600 |
| Mag Page | £2400 |
| Mini Page | £2200 |
| Half Page | £1980 |
| Quarter | £1360 |
| Front Cover Strip | £1200 |
| Front Cover Ear Tag | £495 |
| All other covers | £2800 |
| SCC colour | £27.50 |
| SCC mono | £22.00 |

INDIVIDUAL CLASSIFIED CATEGORY

| | |
|--|-----------------|
| All classified (excluding Recruitment & Property) | SCC mono £15.50 |
| Recruitment & Property | SCC mono £17.50 |
| SCC Colour | £22.50 |

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 | £14.50 | £1001 - £1500 | £148.50 |
| £109 - £200 | £27.50 | £1501 - £2000 | £170.50 |
| £201 - £500 | £49.50 | £2001 - £2500 | £187.00 |
| £501 - £1000 | £77.00 | | |

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.

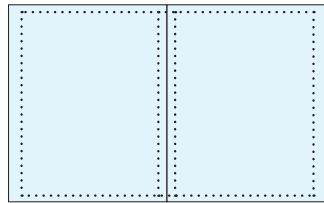
If you have any query regarding these specifications please call our production department on 0141 302 7765.

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.

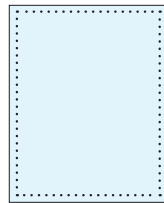
ADVERTISING SIZES

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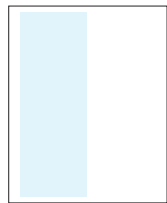
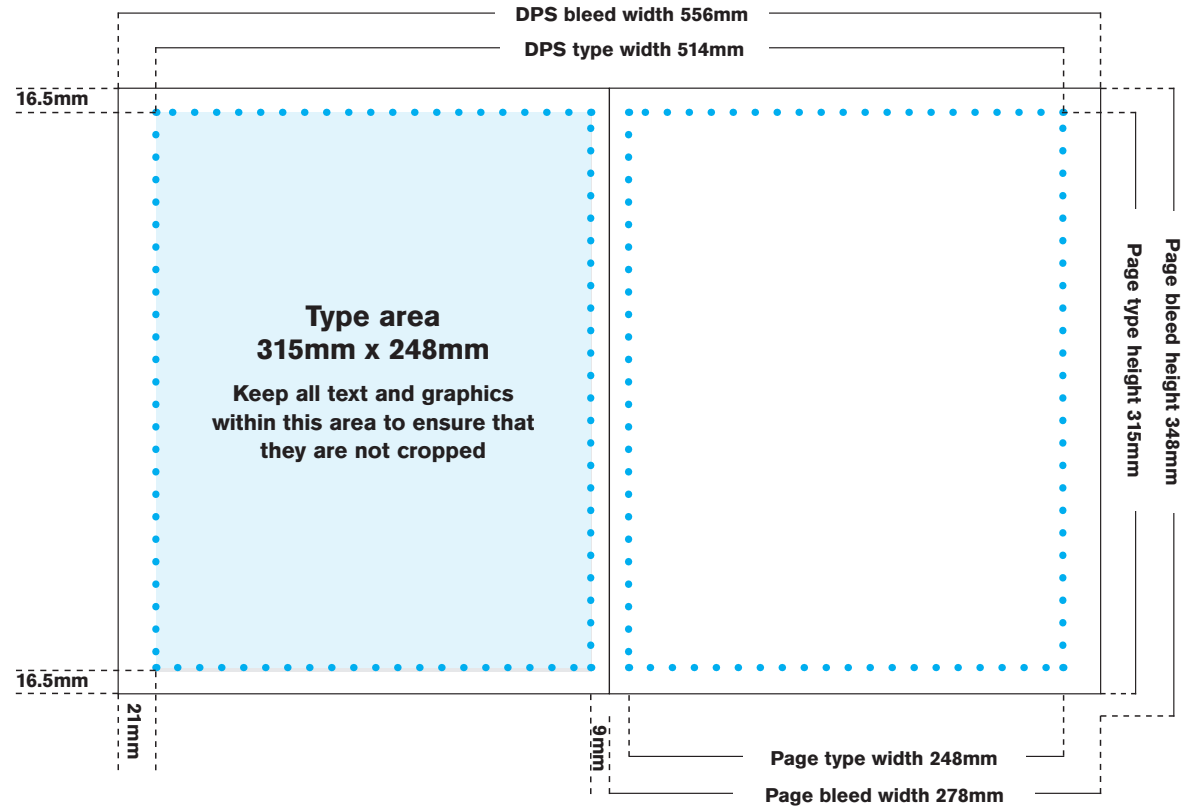
*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



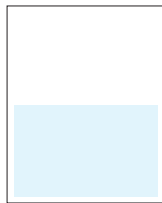
DOUBLE PAGE SPREAD
Bleed: 348mm(h) x 556mm(w)
Trim: 338mm(h) x 540mm(w)
Type: 315mm(h) x 514mm(w)



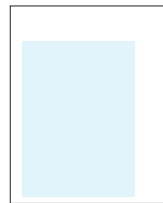
FULL PAGE
Bleed: 348mm(h) x 278mm(w)
Trim: 338mm(h) x 270mm(w)
Type: 315mm(h) x 248mm(w)



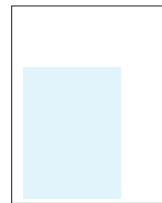
HALF PAGE VERT
Type: 315mm(h) x 122mm(w)



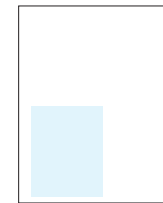
HALF PAGE HORIZ
Type: 153mm(h) x 248mm(w)



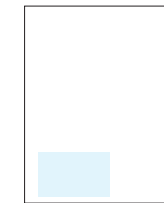
MAGAZINE PAGE
Type: 267mm(h) x 206mm(w)



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

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

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@bellingram.co.uk
Tel: 01738 621121
www.bellingram.co.uk



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



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



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)
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The Rockcliffe Suite, The Old Exchange,
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Telephone: 01556 453453
Mobile: 07736 165999
Email: allan@threaverural.co.uk
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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, 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 11k named contacts in the industry for £600. 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 £600

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

THICK SKIN

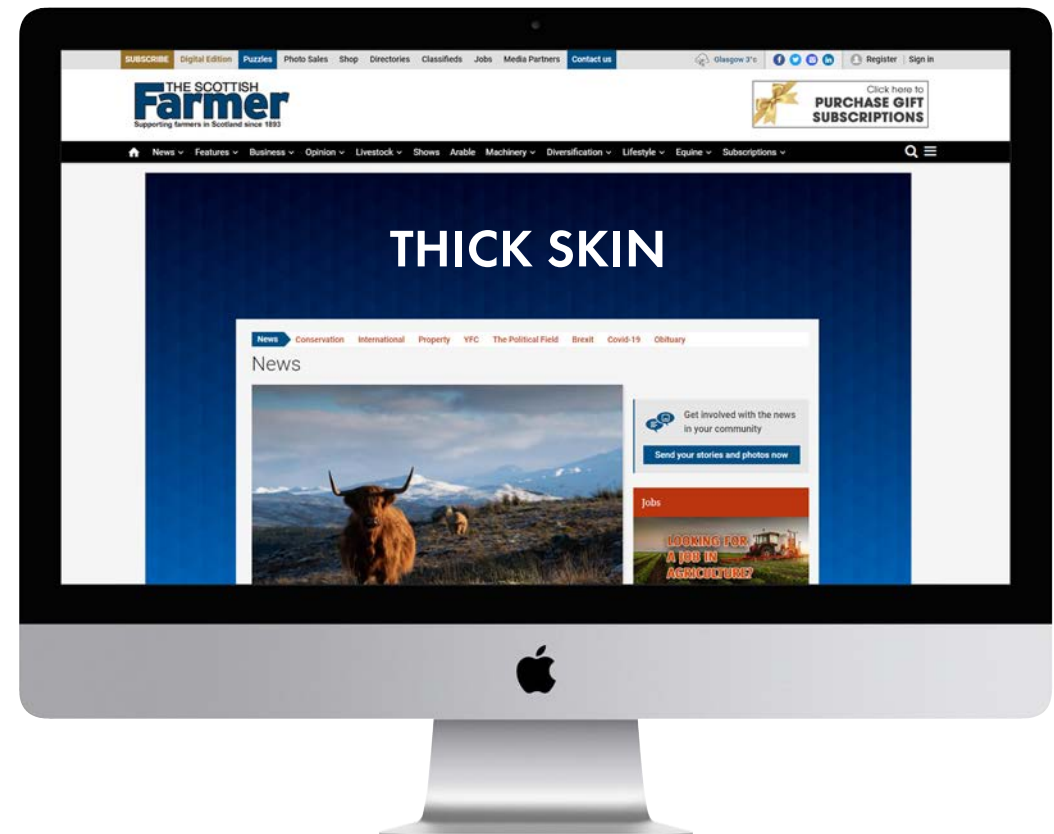
For added impact and visual display maximised to its fullest potential.

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

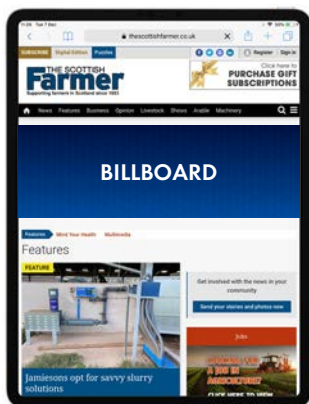
Max File Size: 150kb

Price: £1320 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: £770 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: £385 per month



LEADERBOARD & MOBILE BANNER

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

Dimensions: 728x90 pixels;
Mobile banner dimensions: 320x50 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £435 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: £715 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

i-Pad – **52%**

i-Phone **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.

268,358
PAGE VIEWS



122,930
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

