



THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893



Concentrate your market with The Scottish Farmer

MEDIA PACK 2018

WELCOME TO the Media Pack for 2018



WHILE we live in uncertain times, there is one thing that you can rely on – The Scottish Farmer will remain a mainstay of offering you, our advertisers, the ONLY reliable way to reach all aspects of the industry in Scotland.

Next year there's even more reason to be part of what The Scottish Farmer has to offer. It will be our 125th year of serving the farmers of Scotland and beyond with the latest news, views and technology, and

we will be celebrating this milestone in some style. We hope you will be part of it ...

Our media pack for 2018 reflects very much 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. In recent months, we have revamped our editorial approach, adding more content in some important areas, such as arable and machinery, to back up our already impressive support of those and other sectors. This will continue and we now have some of the most respected names in the industry as columnists to back this up.

We are, and will continue to strive to be, the No 1 stop for the Scottish industry and we expect to play a vital role in knowledge transfer during the next couple of years when Brexit issues will come to the fore. 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. But 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 ...

Yours sincerely,

KEN FLETCHER
Editor

THE SCOTTISH Farmer

Supporting farmers in Scotland since 1893

November 18, 2017 www.thescottishfarmer.co.uk £3.10 SUBSCRIPTION PRICE £2.11

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HORSE

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FREE Scottish Horse inside

A full house at AgriScot

AGRICULTURE'S RINGSIDE was packed for the judging of the overall Holstein champion. See inside for all the news and show reports from another successful event

Photograph by Neil Hanning

IN THIS ISSUE:

TFL's new entrant farmers

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Bumper entry for Future Stars

PAGE 20-21

It may be time to sell wind assets

PAGE 38

Gearing up for LiveScot

PAGE 60-64

Plus 11 pages of the best farming buys

Subscription hotline 0141 302 7718

Brexit threat to sheep

By Douglas MacSkimming

SCOTLAND'S sheep sector would be decimated by a 'hard' Brexit from the EU, with average incomes projected to fall by a massive 210%, sending sheep farming ventures plummeting £12,000 into the red.

That is the horrific prospect revealed by AHDB's latest Horizon report, which looks specifically at how different Brexit scenarios would impact on Scottish agriculture.

Written in collaboration with Quality Meat Scotland and Scotland's Rural College, the document was released at Wednesday's AgriScot farm business event, where Rural Economy Secretary, Fergus Ewing, commented: "There is no doubt a hard Brexit would be catastrophic for Scottish farming, particularly our sheep sector. If we lose support like the Less Favoured Area Support Scheme, 1.4 million of hill sheep farmers would cease farming."

"I'm adding that, in a private conversation, the Prime Minister's right-hand man, Damien Green, said: 'Scotland wants to go to war over support for the sheep sector', confided Mr Ewing. "We are not going that far but we have sold Machel Gore, the strongest of terms how vital it is for support to be maintained, and I'll continue to press him until we get answers."

"I'm not asking for any favours. I'm only asking those who pointed during the EU referendum campaign, that no funding would be lost, to keep those promises."

The AHDB report highlighted the risks and opportunities Brexit presents to Scottish food and farming businesses under three scenarios – a gentle evolution of our relationship with the EU, where agri-environment payments remain at current levels, alongside continued market access; liberalisation, where direct payments are removed, and other payments under Pillar 2 are increased; and the final, hardest scenario – dubbed 'fortress UK' – where direct payments are removed. EU markets are limited by tariff, and agri-environment payments are reduced to 25% of current levels.

Sheep farming suffers most under the third scenario because there is insufficient Pillar 2 money to make up for the loss of direct support, which the sector's main export market puts up trade barriers.

The 'best' export would also take a hit from a hard Brexit, with average income falling by 89%, to just £5542. Conversely, a hard Brexit could actually benefit the dairy sector, where the current headline income figure of £55,442 would jump 37% to £75,940, thanks to the rising cost of imports from the Continent.

AHDB strategist, Tom Hinds, said: "There are five critical questions Scottish farmers need to be asking themselves – first, are they taking enough time to take a hands-on view of the business, by taking a step back from the day-to-day farming?"

"Do they know their costs, in relation to production? Is the business providing sufficient profit on a five-year rolling average? Do they have a plan that takes account of different payment scenarios? What skills will the business need in order to succeed?" he asked. "But, like Mr Ewing said, we need to know quickly exactly what Brexit we are facing."

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THE SCOTTISH Farmer 12-page dairying special

THE SCOTTISH Farmer 19-page livestock special

THE SCOTTISH Farmer spring arable special

THE SCOTTISH Farmer AZAKA & RUBRIC

COUNTRY Lifestyle SCOTLAND

Ladies take aim at a male dominated sport

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	Scs colour	£25.00
Quarter	£1240	Scs mono	£20.00

Individual Classified Category

All classified (excluding Property & Sits Vac/Wanted	SCC mono £14.30	SCC Colour	£20.50
Recruitment & Property	SCC mono £16.00	SCC Colour	£20.50

Inserts

Costs from	£POA from £1995
Based on full print run dependent on weight with a sample copy to be provided prior to final quote)	

Web Uploads

ADVERT COST			
Up to £100.00	£13.25	£109 TO £200	£25.00
£201 to £500.00	£45.00	£501 TO £1000.00	£70.00
£1001.00 PLUS	£115.00		

Deadlines

Classified Advertising	3pm Wednesday same week	Inserts	10 days prior to publications date
Display Advertising	3pm Tuesday same week		

General Conditions

Copy submission

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

No liability

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

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

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

Copy approval

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

Cancellations

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

Advertising material

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

Contracts

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

Series discount

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

Copy delays

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

Proofing

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

Supplementary charges

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

Renewals

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

Payment

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

Agencies

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

Insertions

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

JANUARY		Issue Date	APRIL		Issue Date
Show & Sale Directory		06.01.18	Renewables/Forestry		07.04.18
LAMMA Preview		13.01.18	Potato Planting Focus		07.04.18
Lambing Special		20.01.18	Meet the Architects		07.04.18
Renewables/Forestry		20.01.18	Septic tanks		07.04.18
Motoring		20.01.18			
Scottish Horse		20.01.18	Nutrition		14.04.18
ATV Special		27.01.18	Transport & Haulage		14.04.18
Stirling Bull Sales Preview (wk1)		27.01.18			
Health & Safety		27.01.18	Carlisle Bull Sales Preview (wk1)		21.04.18
Independent Schools		27.01.18	Rural Retirement		21.04.18
Dairy Tech Preview		27.01.18	Scottish Horse		21.04.18
FEBRUARY		Issue Date	MAY		Issue Date
Galloway Cattle		03.02.18	Ayr Show Preview		05.05.18
Highland Cattle		03.02.18	Carlisle Bull Sales Preview (wk2)		05.05.18
Luing Cattle		03.02.18	Balmoral Show Preview		05.05.18
Succession Planning & Inheritance		03.02.18	Recycling		05.05.18
Farm Diversification		03.02.18			
Stirling Bull Sales Preview (Wk2)		10.02.18	Shearing		12.05.18
Renewables/Forestry		10.02.18	Property		12.05.18
Power of Attorney		10.02.18	Beef Events Previews		12.05.18
Spring Livestock Special		17.02.18	Motoring		12.05.18
Aberdeen Spring Show Preview		17.02.18			
Motoring		17.02.18	Grass & Muck		19.05.18
Spring Arable Special		24.02.18	Scottish Horse		19.05.18
Precision Farming		24.02.18	Renewables/Forestry		19.05.18
Scottish Horse		24.02.18	Health & Safety		19.05.18
MARCH		Issue Date	ScotSheep Preview (B5 Size)		19.05.18
UK Dairy Expo Preview		03.03.18			
Grass & Silage Special		10.03.18	Tractor Special		26.05.18
Fencing/Field Boundaries		10.03.18	JUNE		Issue Date
Meet the Surveyors		10.03.18	TBC		02.06.18
Dairying Special		17.03.18			
Renewables/Forestry		17.03.18	Cereals Event Preview		09.06.18
Tractor World Show		17.03.18	Renewables/Forestry		09.06.18
Motoring		17.03.18	Motoring		09.06.18
Crop Disease Control		17.03.18			
Skills Training and Apprenticeships		17.03.18	RHS Preview		16.06.18
Property		24.03.18	2nd Cut Silage		16.06.18
Hill Lambing Preview		24.03.18	Country Lifestyle Scotland A4		16.06.18
Materials Handling		24.03.18			
Succession Planning		24.03.18	Calf Rearing		23.06.18
Country Lifestyle Scotland A4		24.03.18	Scottish Horse		23.06.18
Scottish Horse		24.03.18			
Sheep Health		31.03.18	RHS Results issue		30.06.18
YFC Special		31.03.18			

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

FEATURES LIST 2018



JULY		Issue Date		OCTOBER		Issue Date	
Great Yorkshire Show Preview		07.07.18		Precision Farming Preview		06.10.18	
Agricultural Solicitors		07.07.18		Scottish Boat Show		06.10.18	
Drones and GPS Systems		07.07.18		Stirling Bulls Sales Preview		13.10.18	
Sheep Special		14.07.18		Renewables/Renewables		13.10.18	
Livestock Nutrition		21.07.18		Farm Diversification		13.10.18	
ATV Special		21.07.18		Tractor/Telehandler Special		13.10.18	
Scottish Horse		21.07.18		Borderway Expo Preview		20.10.18	
Renewables/Forestry		28.07.18		Combines		20.10.18	
Truckfest		28.07.18		Salers Cattle		20.10.18	
AUGUST		Issue Date		Succession Planning		20.10.18	
NCC		04.08.18		Scottish Horse		20.10.18	
Beltex Sheep		04.08.18		Cultivation Equipment		27.10.18	
Power of Attorney		04.08.18		Farm Security		27.10.18	
Arable Special (Varieties Focus)		11.08.18		NOVEMBER		Issue Date	
Texel Sheep		11.08.18		Stars of the Future		03.11.18	
Health & Safety		11.08.18		Renewables/Forestry		03.11.18	
Renewables/Forestry		18.08.18		Tyres		03.11.18	
Scottish Horse		18.08.18		Legacies		03.11.18	
Property		25.08.18		AgriScot Programme		10.11.18	
SEPTEMBER		Issue Date		Farm Maintenance		10.11.18	
Kelso Ram Sales Preview		01.09.18		Croptec Preview		17.11.18	
Bluefaced Leicester		01.09.18		Dairy Breeds/Genetics		17.11.18	
Tillage Preview (TBC)		01.09.18		LiveScot Preview		17.11.18	
UK Dairy Preview (TBC)		01.09.18		Scottish Horse		17.11.18	
SVTEC		01.09.18		Christmas Classic Preview		24.11.18	
Autumn Sowing		08.09.18		Country Lifestyle Scotland		24.11.18	
Independent Schools		08.09.18		DECEMBER		Issue Date	
Autumn Livestock Special		15.09.18		Farm Buildings		01.12.18	
Renewables/Forestry		15.09.18		Muck and Slurry		08.12.18	
Scottish Horse		15.09.18		Renewables/Forestry		08.12.18	
Soil Management & Fertiliser		22.09.18		Spring Crops/Seeds		15.12.18	
Voluntary Land Registration		22.09.18		Scottish Horse		15.12.18	
Livestock Housing / Health		22.09.18		Scottish Horse Wallchart (A1)		22.12.18	
Country Lifestyle Scotland		22.09.18		Scottish Farmer Wallchart (A1)		22.12.18	
Blackface Sheep		29.09.18		That Was The Year That Was		29.12.18	
South Country Cheviot		29.09.18					

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THE FACTS

REACH AN AUDIENCE OF MORE THAN 100,000 READERS

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

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

Our features list reflects the vital timings within the unique agricultural market. 83% of our readers agree that The Scottish Farmer gets involved in Scottish farming life better than any other publication or media.

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

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

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

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

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

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

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

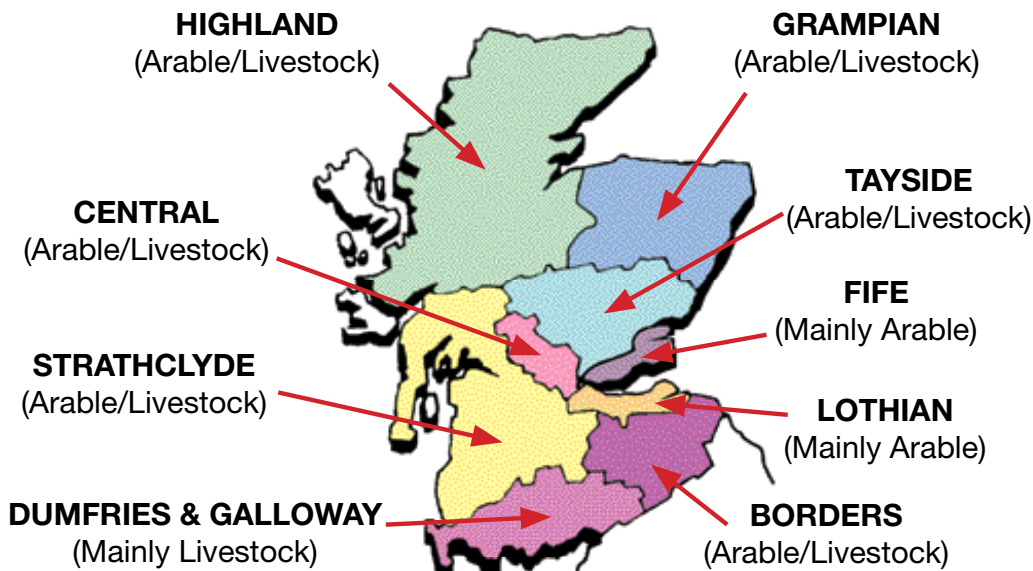
97% of our readers stated that The Scottish Farmer offers better value for money than any other farming publication.

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

(*Source: TSF Readers Survey.) 2016.



DEFINITION OF AGRICULTURAL AREAS BY REGION



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

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

15,099 paid for copies every week.
100% actively purchased.

(1st January 2016 - 31st December 2016)



Winner



Best Online Presence

PRINT & DIGITAL 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)

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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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TESTIMONIALS

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

Jeannette Kerr, Galebreaker Group

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

Galebreaker Group

Jeannette Kerr, Marketing Manager
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HR8 2SS, UK.
+44 (0) 1989 750279, E. jk@galebreaker.com



www.galebreaker.com

Ailish, Lely Ireland Ltd

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

Lely Ireland Ltd

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



www.lely.com

Morven Watson, NMR

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

NMR, Scotland

Morven Watson
07760 256557
morvenw@nmr.co.uk



www.nmr.co.uk

Nigel, 4XtraHands

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

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

4Xtrahands Ltd
Director: Nigel Merriam



www.4xtrahands.com

David Jamieson

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

David Jamieson

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Telephone: 0131 337 4957 Mobile: 07914375265
Email: david@mediasparkscotland.co.uk



www.mediasparkscotland.co.uk

Lisa, L Occasionwear

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

"L" OCCASIONWEAR, AYR

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



www.l-ayr.com

Sandra, Perilla Limited

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

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

Perilla Limited

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



www.perilla.co.uk

PRODUCTION SPECIFICATION

WE ACCEPT:

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

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

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

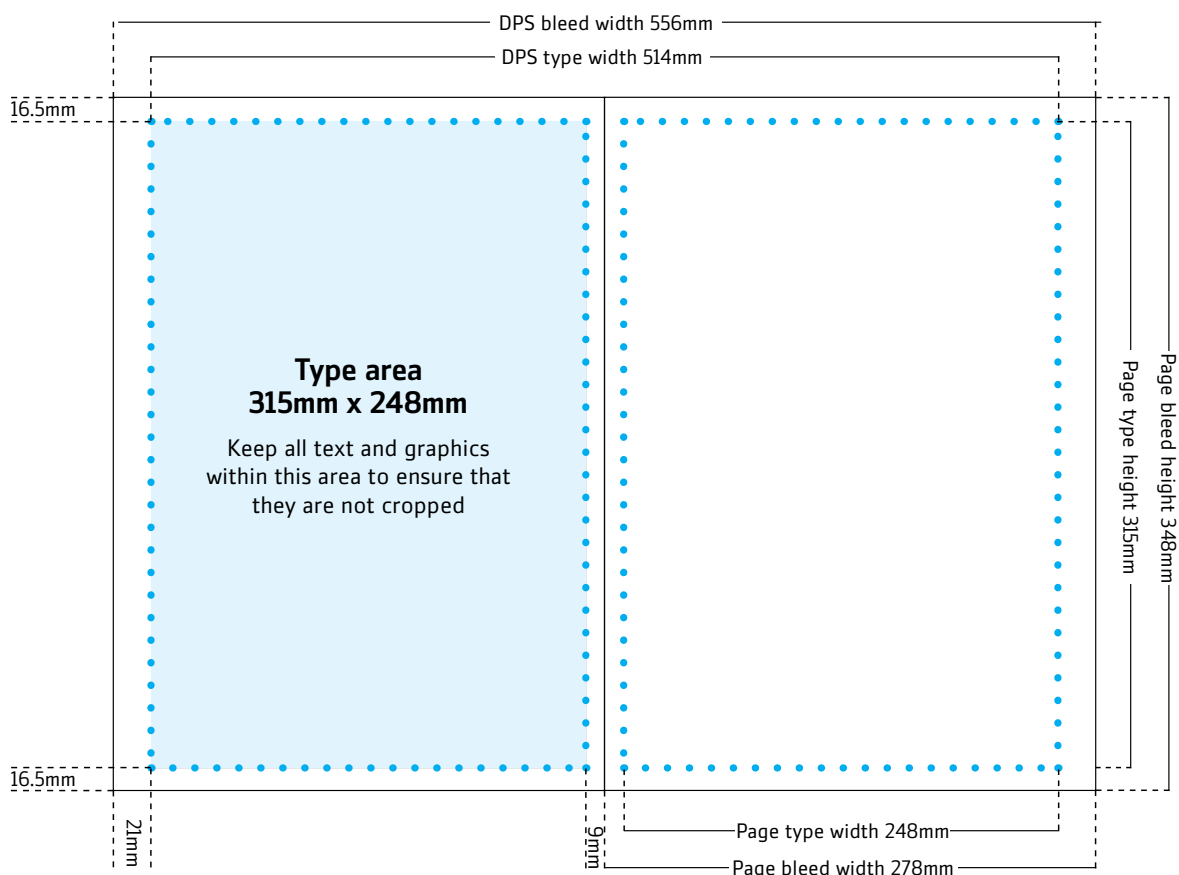
For further information:

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

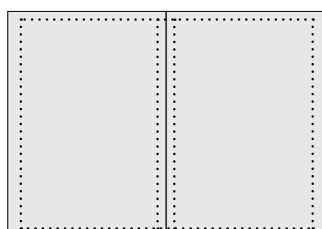
Deadlines

Classified Advertising	3pm Wednesday same week	Inserts	10 days prior to publications date
Display Advertising	3pm Tuesday same week		

MECHANICAL DATA

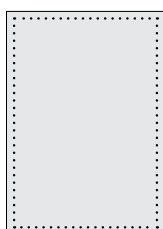


*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



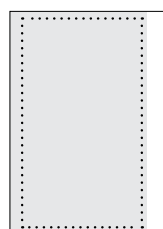
DOUBLE PAGE SPREAD

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



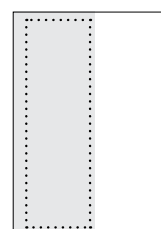
FULL PAGE

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



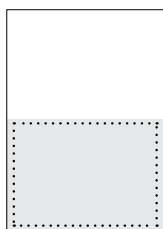
FULLSCAP PAGE

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



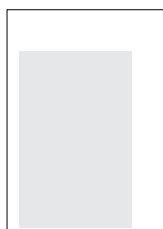
HALF PAGE VERT

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



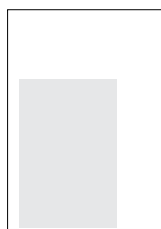
HALF PAGE HORIZ

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



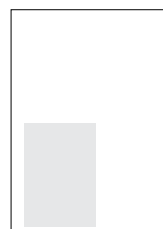
MAGAZINE PAGE

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



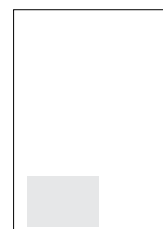
MINI PAGE

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