

SCOTTISH HORSE



MEDIA PACK 2018

CONTACTS

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HELLO AND WELCOME TO THE 2018 SCOTTISH HORSE MEDIA PACK



Thank you for your continued support and my sincere best wishes for a healthy, wealthy and prosperous year -- for you, your horses and ponies, and your businesses.

It's fair to say the past few years have faced some challenges for the equestrian and agricultural sectors. But, the two worlds are not totally separate and there are many cross-overs between the two sectors, which offers a diverse target for you, as proven by our long-established advertising clients and one for many potential new business partners for Scottish Horse to ponder.

At The Scottish Farmer, within which Scottish Horse resides, we have long recognised the important role the equestrian sector plays in Scottish farming life and over the years we have appreciated your commitment and feedback to help us develop the Scottish Horse section within it.

In 2018 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 and we hope you will be part of it.

As a result, we continually challenge ourselves to ensure that we make Scottish Horse even more effective for you as an advertiser and further increase reader engagement to keep us 'First in the Field'. Some of our writers are considered 'best in show' and provide technical knowledge on feeding, veterinary care, specialist advice on such topics as stabling and buildings, plus insights into the art of showing and producing horses to the highest standards.

This year, we will continue to incorporate Scottish Horse as a monthly supplement within The Scottish Farmer and build on its success with more specialist writers who will guide readers through what can be a complex niche sector, continuing to showcase your products to an aspirational Scottish equestrian marketplace. That the equine business in Scotland is becoming ever more influential across the UK is increasingly evident and some of our showjumpers, dressage riders, driving specialists and show horse producers compete not just on a national basis, but also internationally and to this end Scottish equestrian industry is punching well above its weight.

So, once again, can I thank you for your continued support and trust that our innovative developments for the year ahead will meet with your approval and allow you to consider placing your business with us, whether you are an established business partner or thinking of advertising with us for the first time,

Ken Fletcher
Editor

REGULAR FEATURES

FEEDING ADVICE – always a keen topic that covers an array of interesting content which is updated monthly to reflect key issues.

VET COLUMN – authoritative advice from the Clyde Vet Group Equine Hospital a leading and well respected voice within equestrian veterinary practice.

SHOWING & OPINION – what’s better than a good healthy debate on the opinions of the Scottish Horse industry? Tom Best sets the scene on a monthly basis.

WHAT’S NEW – all the news and views that affect Scottish riders.

GALLERY & EVENTS – a favourite read which showcases the very best of what’s been happening around the shows and events of that month.

REGULAR CONTRIBUTORS

BHS News - **HELENE MAUCHLEN**

Feedings focus - **Dr VICKI GLASGOW**

Showing & Opinion - **TOM BEST**

Vet Advice - **CLYDE VET GROUP EQUINE HOSPITAL**

SPECIAL FEATURES

Spring Turnout	APRIL
RHS Preview	MAY
Blair Preview	JULY
Winter Events	SEPTEMBER

*All features may be subject to change and alteration.

SUPPLEMENT PUBLICATION DATES 2018

Publication Date	Ad copy deadline
JANUARY 20th	15th January
FEBRUARY 24th	19th February
MARCH 24th	19th March
APRIL 21st	16th April
MAY 19th	14th April
JUNE 23rd	18th June
JULY 21st	16th July
AUGUST 18th	13th August
SEPTEMBER 15th	10th September
OCTOBER 20th	15th October
NOVEMBER 17th	12th November
DECEMBER 15th	10th December



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 equestrianism, livestock, arable, renewables and business - not forgetting our superb show and sales coverage.

Our extensive features list reflects the vital timings within the unique equestrian and agricultural markets.

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.

The Scottish Farmer encourages readers to attend the RHS and local shows - **12%** of our readers attend equestrian shows; **8%** of our readers attend Point to Point.

From our last survey - **71%** of responders are Farm owners and tenants and **20%** are involved in Equestrian.

(*Source: TSF Readers Survey.)

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.

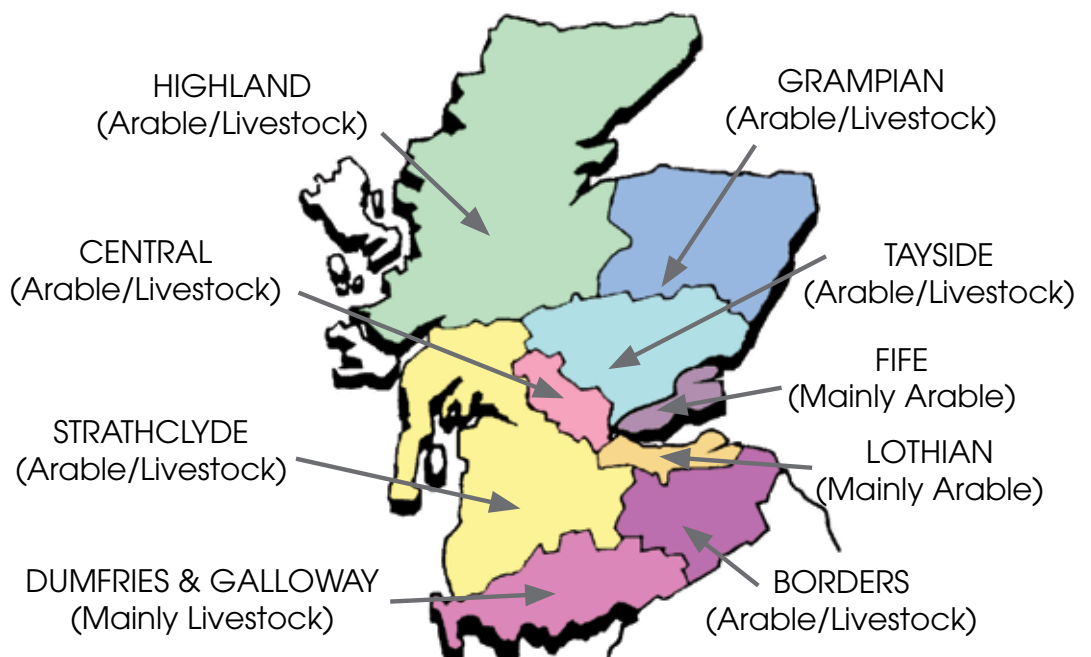
The Scottish Farmer is read by more Farmers in Scotland than any other Farming media.

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

(1st January 2016 - 31st December 2016)



DEFINITION OF AGRICULTURAL AREAS BY REGION



RATES & POSITIONS

These rates are effective from 1st January 2017 and replace all previous cards.

CLASSIFIED ADVERTISING

Scottish Horse	£7.50 mono	£8.50 colour
Scottish Farmer	£9.50 mono	£14.50 colour

DISPLAY ADVERTISING/ROP

Back Covers

Full colour			
1 issues	£1100	6 issues	£900
3 issues	£1000	12 issues	£825

Inside Front/Inside Back Covers

Full colour			
1 issues	£1000	6 issues	£800
3 issues	£900	12 issues	£750

Front Cover Strip (4x6)

Full colour			
1 issue	£400	6 issues	£325
3 issues	£350	12 issues	£300

Full Page

Full Colour			
1 issue	£900	6 issues	£700
3 issues	£750	12 issues	£675

Half Page

Full Colour			
1 issue	£550	6 issues	£450
3 issues	£500	12 issues	£400

Quarter Page

Full colour			
1 issue	£375	6 issues	£300
3 issues	£325	12 issues	£275

Eighth Page

Full Colour			
1 issue	£250	6 issues	£200
3 issues	£225	12 issues	£175

All advertisements under £200 are strictly prepay.

CONTACTS

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Ken Fletcher, Editor
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Subscription & Marketing Department
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farmer.subs@thescottishfarmer.co.uk



PRINT & DIGITAL OPPORTUNITIES

SCOTTISH HORSE

Rates

Run of Site or Channel specific – we can ensure that your campaign is tailored to any specific areas of our sitemap.
(Rates are based on tenancy for 1 month)

SKIN

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

FREE PAIR OF INTEGRA BOOTS WORTH £40 FOR EVERY READER WITH OUR SUBSCRIPTION EXTRAVAGANZA

integra.boot

CONTACTS
Supporting Farmers in Scotland Since 1881

Register your details on our website to be entered into our prize draw

NEWS BUSINESS EQUINE LIVESTOCK MACHINERY ARABLE RECREABLES LIFESTYLE OPINION EQUESTRIAN SECTIONS

Directories

- Agricultural Solicitors
- Auctioneers Directory
- Breed Societies Directory
- THE SCOTTISH FARMER BREED SOCIETIES DIRECTORY
- Made in Scotland Directory
- Motoring Directory
- Property
- Recruitment

Keep in touch with local news
Sign up for email alerts

NEW Ascra at T2
For the best disease control and biggest yields

SUBSCRIBE FOR 1 YEAR at £119 PLUS FREE BOOTS SAVING £74

SUBSCRIBE FOR 2 YEARS at £219 PLUS FREE BOOTS SAVING £128

DOUBLE HEIGHT MPU

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

Keep in touch with local news
Sign up for email alerts

NEW Ascra at T2
For the best disease control and biggest yields

Click here to find out more and benefit from the latest chemistry

BILLBOARD

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

NEW Ascra at T2
For the best disease control and biggest yields

Click here to find out more and benefit from the latest chemistry

Ascra Xpro

MPU

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

Smallholder

JUST £30

Annual subscription gift offer

LEADERBOARD

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

FREE PAIR OF INTEGRA BOOTS WORTH £40 FOR EVERY READER WITH OUR SUBSCRIPTION EXTRAVAGANZA

integra.boot

THE SCOTTISH Farmer
Supporting Farmers in Scotland Since 1881

Register your details on our website to be entered into our prize draw

SUBSCRIBE FOR 1 YEAR at £119 PLUS FREE BOOTS SAVING £74

SUBSCRIBE FOR 2 YEARS at £219 PLUS FREE BOOTS SAVING £128

AD STRIPS

Dimensions: **320 x 50**,
File Formats: **GIF, HTML5**, Max File Size: **40KB - £300 per month**

Download The Scottish Farmer App today and get a FREE 7-day trial

MOBILE LEADERBOARD & ADHESION BANNER

Dimensions: **320 x 50**,
File Formats: **GIF, HTML5**, Max File Size: **40KB - £300 per month**

MERCHANDISE

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 & SCOTTISH HORSE ANYTIME, ANYPLACE, ANYWHERE



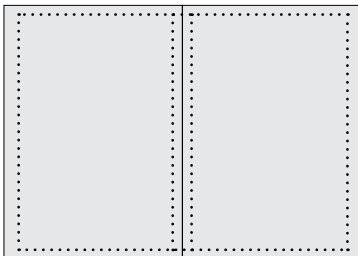
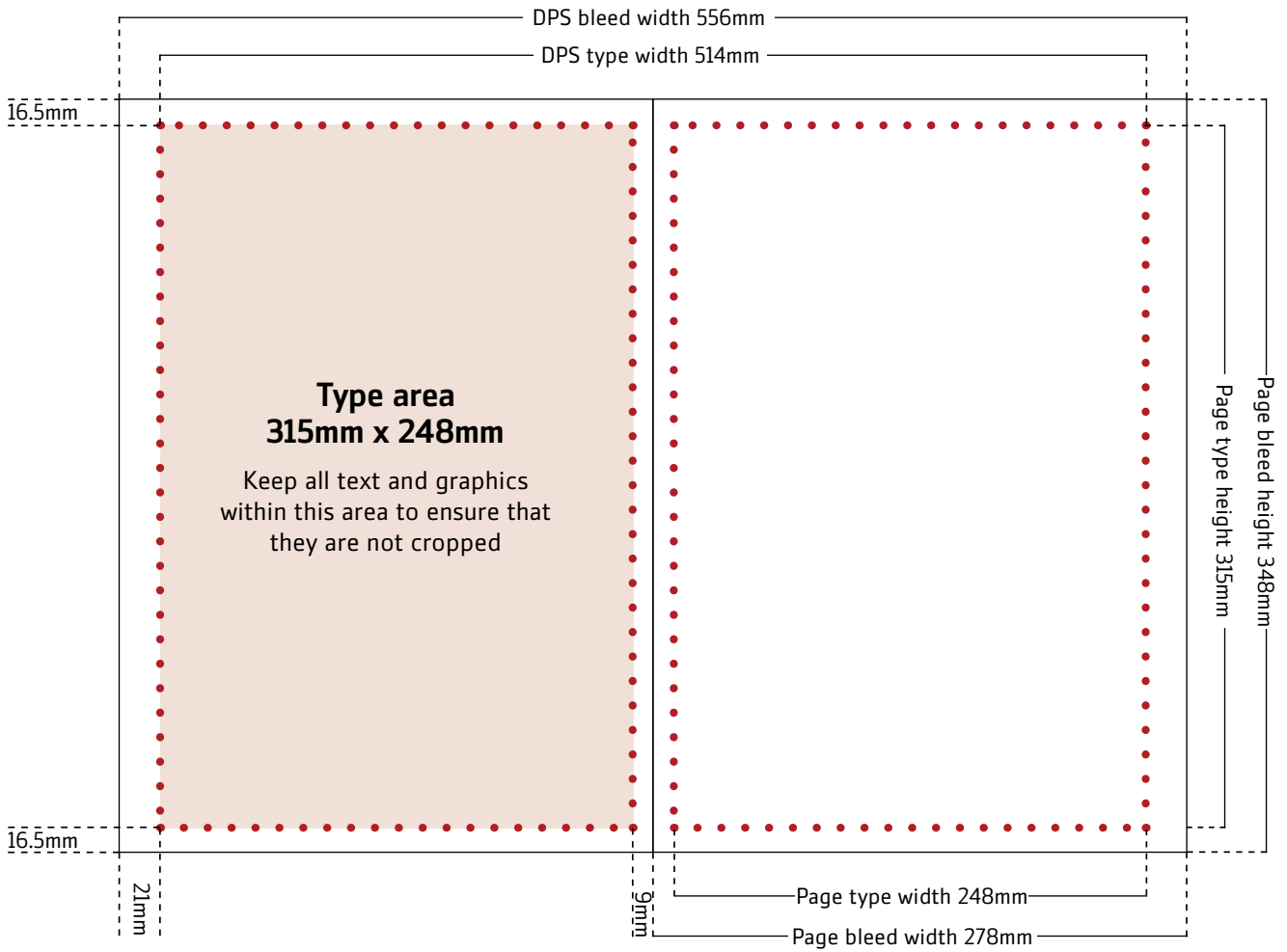
All content from The Scottish Farmer is also available online on our website www.thescottishfarmer.co.uk and via an e-edition replica of the newspaper which brings you the same fantastic content of the printed edition, direct to your device. Our website and e-edition also has supporting apps which allows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

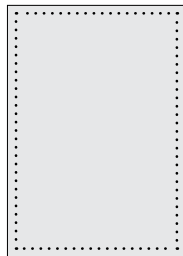


PRODUCTION DETAILS



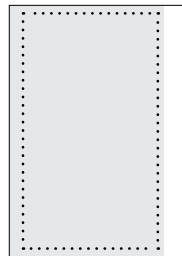
DOUBLE PAGE SPREAD

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



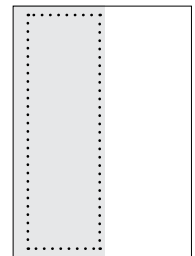
FULL PAGE

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



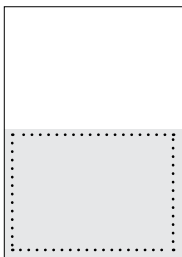
FULLSCAP PAGE

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



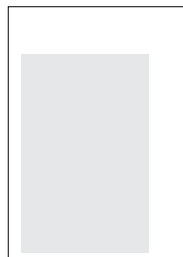
HALF PAGE VERT

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



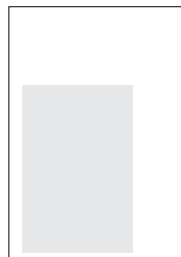
HALF PAGE HORIZ

Bleed: 169.5mm(h) x 278mm(w)
Trim: 164.5mm(h) x 270mm(w)
Type: 153mm(h) x 248mm(w)



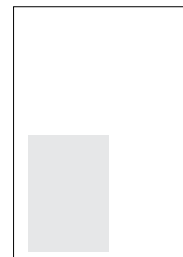
MAGAZINE PAGE

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



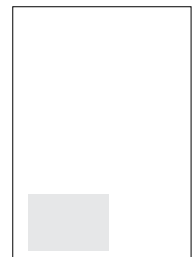
MINI PAGE

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

PRODUCTION DETAILS *(Continued)*

INSERTS

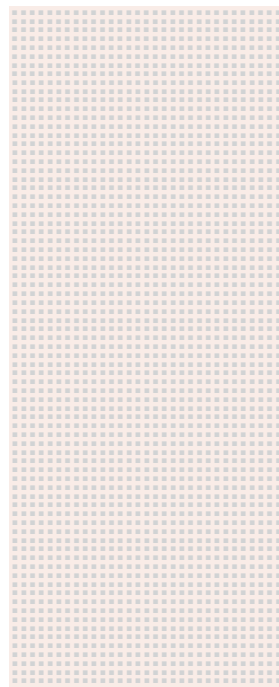
Loose inserts accepted.
Stitched in inserts by special arrangement.
Sample must be submitted.
Size must come within page size.

DIGITAL ELECTRONIC SPEC

Please ensure you are given a unique reference number (URN) by the advertising sales department. We only accept eps files (with fonts embedded), jpegs and press pdf's.
Failure to supply your unique reference number (URN) may result in the omission or incorrect publication of your advertisement.
To ensure ads are reader friendly, we have a minimum 7pt policy.
Full digital specification available on request.

COMMUNICATIONS

Carol-Anne Forbes
Scottish Horse
200 Renfield Street, Glasgow G2 3QB
Tel: 0141 302 6418
carol-anne.forbes@thescottishfarmer.co.uk



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.