

# BRITISH FARMER & GROWER

The voice of British farming

MEDIA  
PACK  
2025

REACH FARMERS  
THROUGH COST  
EFFECTIVE  
ADVERTISING

WHAT YOU WILL FIND INSIDE  
RATES, STATS AND PUBLISHING DATES

47,371

Avg circulation per issue  
January - December 2023

Circulation independently  
monitored and audited by ABC



INDUSTRY EXPERTS, FOR OVER 110 YEARS





# WHY SHOULD YOU ADVERTISE IN BRITISH FARMER & GROWER

British Farmer & Grower is the flagship publication of the National Farmers' Union and is the best way to reach our country's innovative farming businesses.

NFU members are at the forefront of the design of agricultural policy and frequently speak to MPs, supply chain leaders and retailers at the highest levels to ensure that British farmers get the best deal for a profitable and productive future for the sector. Our members rely on British Farmer & Grower to keep them informed and up to date on all farming issues.

Every month a blend of political insights, practical farming news, regional news and member focus features is delivered to each NFU member. Our audited ABC figure of 47,371 copies makes us the largest agricultural publication in the country.

The NFU has been representing agriculture for more than 110 years and is the voice of British farming. This means that we are uniquely placed to understand their lives, their businesses and their priorities, as well as having our finger on the pulse of the latest agricultural issues.

Member exclusive content from our in-house policy and sector experts gives farmers and growers the inside track on agricultural hot topics. Our magazine contains NFU news, features focusing on visionary member businesses, farm management and sector spotlights, as well as details on exclusive member benefits.

75% of NFU members pick up and read the magazine every month and are highly responsive to the advertisements published.

We are the only magazine that produces four regional editions that contains bespoke content directly relating to the North, East, South and Midlands. It also enables advertisers to focus their message to specific areas

**THE  
VOICE OF  
BRITISH  
FARMING**



# OUR READERS

## STATISTICS

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## READER HABITS

75%

read every,  
or almost  
every month

37%

spend a maximum  
of 20 mins reading  
the magazine.

69%

read by two  
people or more

## READER SATISFACTION

88%

satisfied with  
quality of the  
information  
and articles

89%

members satisfied  
with information  
on key farming  
issues

89%

members satisfied  
with information on  
specific farming  
issues

91%

satisfied with  
the business  
advice

86%

satisfied with  
practical advice  
given

## REASONS FOR READING

58%

read for key  
issues in farming

62%

for farming  
policy updates

55%

for sector  
specific  
information

62%

for business  
advice

55%

for practical  
advice

CONTACT DETAILS: **Scott Keyes** / t: 02476 858 958 / m: 07917 909530 / e: [scott.keyes@nfu.org.uk](mailto:scott.keyes@nfu.org.uk)

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ





# NATIONAL & REGIONAL COVERAGE

- **FOUR REGIONAL EDITIONS**
- **COST EFFECTIVE AND FLEXIBLE ADVERTISING SOLUTIONS**
- **A UNIQUE MARKETING OPPORTUNITY**

## CONTACT

Scott Keyes

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## MIDLANDS

**Circulation 12361**

Derbyshire  
Herefordshire  
Leicestershire  
Lincolnshire  
Northamptonshire  
Nottinghamshire  
Rutland  
Shropshire  
Staffordshire  
Warwickshire  
Worcestershire

## SOUTH

**Circulation 12849**

Berkshire  
Buckinghamshire  
Cornwall  
Dorset  
Devon  
Gloucestershire  
Hampshire  
Isle of Wight  
Oxfordshire  
Somerset  
Wiltshire

## NORTH

**Circulation 12829**

Cheshire  
Durham  
Cleveland  
Cumbria  
Greater Manchester  
Lancashire  
Merseyside  
Northumberland  
Tyne and Wear  
Yorkshire

## EAST

**Circulation 9046**

Bedfordshire  
Cambridgeshire  
East Sussex  
Essex  
Hertfordshire  
Huntingdonshire  
Greater London  
Kent  
Middlesex  
Norfolk  
Suffolk  
Surrey  
West Sussex

Call for more  
information  
on Farming  
Wales  
Magazine

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# NATIONAL & REGIONAL RATES 2025

## ADVERTISING RATES

### NATIONAL RATES

For coverage in all 4 regional editions

FULL PAGE:	£2,625
HALF PAGE:	£1,415
QUARTER PAGE:	£865
EIGHTH PAGE:	£465
CLASSIFIED SCC:	£40

### PREMIUM POSITIONS

DPS:	£4,500
BACK COVER:	£3,245
INSIDE COVER:	£2,885

### REGIONAL RATES

For coverage by individual region

FULL PAGE:	£1,340
HALF PAGE:	£770
QUARTER PAGE:	£460
EIGHTH PAGE:	£310
CLASSIFIED SCC:	£16.00

### PREMIUM POSITIONS

DPS:	£2,280
BACK COVER:	£1,550
INSIDE COVERS:	£1,650

## REGULAR MONTHLY CONTENT ON FARMING SECTORS

**LIVESTOCK • DAIRY  
POULTRY • CROPS  
SUGAR • HORTICULTURE**

## INSERTS

**As an addition to advertising why not consider inserts in British Farmer & Grower?**

Inserts can be booked for all or selected regions.

WEIGHT OF INSERT	1-3 REGIONS	NATIONAL
Up to 5g	£70	£60
Up to 10g	£80	£70
Up to 15g	£90	£80
Up to 20g	£100	£90
Up to 25g	£110	£100
Up to 30g	£120	£110
Up to 35g	£130	£120
Up to 40g	£140	£130

Costs quoted per 1000. Rates available for other weights on request

## A FOCUS ON .....

### JANUARY

#### A future in farming

A look ahead to what 2025 has to offer in the latest in precision farming, technology and innovation.

### FEBRUARY

#### Machinery & Equipment

A preview of what and where to see the latest in machinery tools and equipment, including a glance at LAMMA.

### MARCH

#### Livestock

Providing livestock producers with guidance in maintaining healthy and productive animals.

### APRIL

#### Farm Business Resilience

Navigating the complex decisions needed to make your business a success'.

### MAY

#### County shows and events

Showcasing all the best in farming, a guide to the show season – when, where, and who will be there.

### JUNE

#### Preparing for harvest

Getting you and your farm ready for a successful harvest season

### JULY

#### Property & Maintenance

Best practice advice on how to effectively manage your property assets through investment and good maintenance for efficiency, safety and productivity.

### AUGUST

#### Farm Safety

Taking a pro-active approach to farm safety to minimise risks and keep everyone on the farm safe.

### SEPTEMBER

#### Rural Crime

The NFU Mutual's rural crime report highlights the impact of crime in rural communities and measures to take to prevent this ongoing issue.

### OCTOBER

#### Diversification

Exploring different ways of diversifying and supplementing a farm's income stream, by tapping in to new markets and making best use of existing land and resources.

### NOVEMBER

#### Woodland & Forestry

Looking at the forestry sector and managing and conserving our woodlands and forestry in a sustainable way.

### DECEMBER

#### Preparing for Winter

Practical advice and actions to take to get the farm ready for harsh winter conditions.

# DEADLINES & PUBLICATION SCHEDULE 2025



NFU Student & Young Farmer Ambassador Magnus Brown shares his family's experience with investing in a robotic milking system

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS FROM
Jan-25	11-Nov-24	13-Nov-24	20-Nov-24	25-Nov-24	06-Dec-24
Feb-25	09-Dec-24	11-Dec-24	17-Dec-24	30-Dec-24	10-Jan-25
Mar-25	13-Jan-25	15-Jan-25	22-Jan-25	27-Jan-25	07-Feb-25
Apr-25	10-Feb-25	12-Feb-25	19-Feb-25	24-Feb-25	07-Mar-25
May-25	17-Mar-25	19-Mar-25	26-Mar-25	31-Mar-25	11-Apr-25
Jun-25	22-Apr-25	23-Apr-25	30-Apr-25	02-May-25	16-May-25
Jul-25	19-May-25	21-May-25	28-May-25	02-Jun-25	13-Jun-25
Aug-25	16-Jun-25	18-Jun-25	25-Jun-25	30-Jun-25	11-Jul-25
Sep-25	21-Jul-25	23-Jul-25	30-Jul-25	04-Aug-25	15-Aug-25
Oct-25	18-Aug-25	20-Aug-25	27-Aug-25	01-Sep-25	12-Sep-25
Nov-25	15-Sep-25	17-Sep-25	24-Sep-25	29-Sep-25	10-Oct-25
Dec-25	20-Oct-25	22-Oct-25	29-Oct-25	03-Nov-25	14-Nov-25
Jan-26	17-Nov-25	19-Nov-25	26-Nov-25	01-Dec-25	12-Dec-25

**"Producing milk on robots is not cheap, but potentially profitable in all systems if implemented correctly"**

Talking to farmers and visitors from a range of breeds is important, but key to success is to be as open as possible to the machine and what it can do for you. The robot back-up system was crucial but it means all robots have their own set of issues to overcome.

**People**  
Do not be fooled with the general perception that robots milking is a painless, painless process. In the end, you have to be prepared to take on the machine and what it can do for you. The robot back-up system was crucial but it means all robots have their own set of issues to overcome.

**Price**  
When making such significant investments, it is not only the cost of the robot but also the cost of the system. When you have a robot, you also have to pay for the system. The cost of the system is a significant factor in the overall cost of the system. The cost of the system is a significant factor in the overall cost of the system.

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## REGENERATIVE AGRICULTURE SUPPORT FROM MCDONALD'S

McDonald's has been working with the sustainability experts at NFU Farms for more than 20 years to develop and test their regenerative agriculture and sustainable housing projects, helping them build a more sustainable future.

By investing in and supporting regenerative agriculture, we want to help build a more sustainable future for our customers and the planet.

Our aim is to support regenerative agriculture and help build a more sustainable future for our customers and the planet.

To learn more about NFU...

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