

# Countryside

ADVERTISING MEDIA INFORMATION 2025





## From the editor



If you love the British countryside, its people and glorious landscapes, its animals and the farmers who produce our world-beating food, then *Countryside* magazine is the one for you. Published by the National Farmers'

Union and written by knowledgeable professionals working within the rural environment, each magazine contains news and views, regular features, topical themes and high-profile interviews, as well as campaigning articles on key rural matters.

Our readers are typically aged 45 and over and have a taste for the good things in life, with the majority living or working in a rural environment. They have a high disposable income to invest in goods and services.

*Countryside* has a monthly circulation of 30,015\* and can also be purchased as a subscription, or as a stand-alone purchase through newsagents, supermarkets and online via Mags Direct. It's also distributed to a number of prestigious corporate venues. Plus, the magazine is also available digitally on Readly, giving great exposure to a broad readership.

Martin Stanhope  
Editor

\*Source Audit Bureau of Circulation Jan to Dec 2023



Circulation  
**30,015**  
abc

Shortlisted  
for cover of the year  
**PPA Independent  
Publisher  
Awards 2023**



## About our readers

Who reads *Countryside* and what are their interests? Regular surveys of our readership have provided some very useful statistical insights into their lives and their relationship to the magazine.

“

Countryside magazine is my favourite monthly magazine. It's suitable for men and women of all ages. The articles are both informative and engaging, and the regular features on issues such as gardening and food are very relevant.



Helen Giberson,  
Nottingham

## Profile

**45/55**

Male / Female

**78%**

Live in a rural area

**60%**

Own or manage an acre or more of land

**62%**

Own a dog

More than

**80%**

have been members for more than

**10 YEARS**

## Facts

**89%**

Would recommend *Countryside* to a friend

**76%**

Regularly use practical advice that they read in the magazine

**84%**

Read a copy of *Countryside* more than once every month

**90%**

Respond to advertisements and make an enquiry

**68%**

Placed an order from an advertisement

## Interests



**96%**

Gardening



**78%**

Visit county or regional shows



**92%**

Food & cookery



**98%**

Rural skills



**98%**

Support British farming



**87%**

Travel & events



**82%**

Wildlife



**49%**

Equestrian

**CONTACT DETAILS: Jamie Royle** // Media Sales Team Leader // t: 02476 858 954 // e: [Jamie.Royle@nfu.org.uk](mailto:Jamie.Royle@nfu.org.uk)

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

# Themes

Every edition of *Countryside* is structured around a topic relating to British food, farming and rural affairs. Here's a guide to our themes for 2025.



JANUARY

## Skills and courses

From dry-stone walling and land management to foraging and gardening, we'll look at how to broaden your horizons and learn a new skill.



APRIL

## The Great British Garden

This edition is packed full of great ideas to inspire and transform your garden, whatever its size, as well as top tips on what to plant and when.



JULY

## Then and Now

We reflect on our countryside's rich history – the crafts and traditions – and how these still have a place in modern rural life.



OCTOBER

## Back British Farming

Our special edition focuses on the work of our farmers and growers, from environmental projects to harvest, and highlights their crucial role in feeding the nation.



FEBRUARY

## Smallholding

Which animals should you keep? Which crops are best for a small plot? Can you make money? We take an in-depth look into the challenges of running a smallholding.



MAY

## Travel

Whether you want a holiday that's calm and quiet or dramatic and challenging, the beautiful British Isles has something for everyone to enjoy.



AUGUST

## Environment and conservation

In this edition we'll profile best practice in the fields of nature and conservation, look at government support schemes, and showcase Britain's environmental pioneers.



NOVEMBER

## Pets and animals

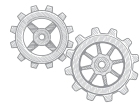
Whether they're rounding up livestock of providing companionship, rural life is unthinkable without the creatures, great and small, that are by our sides.



MARCH

## Property

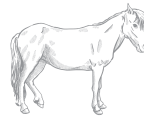
Restorations and renovations – take a peek behind closed doors to reveal a treasure trove of property innovation and design.



JUNE

## Made in Britain

Join us to celebrate the rural businesses flying the flag for Britain and producing some amazing products and services.



SEPTEMBER

## Equine

The joys and challenges of owning a horse with practical advice, new products and rider interviews.



DECEMBER

## Christmas

Let's celebrate everything that is great about Christmas – locally-sourced food, turkey tips, festive recipe ideas, a gift guide, a diary of events – all packed into one celebratory edition.

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



# Regular features

Our regular features cover a whole spectrum of subjects and interests, here's a quick guide to our monthly content.

### THE SEEDS OF A GREAT IDEA

## The seeds of a great idea

Farming productively while caring for wildlife gives Fay Johnson a lot of satisfaction, as Emma Hopley discovers during a visit to the Leicestershire family farm

**By Emma Hopley**



It's a beautiful scene: a woman in a blue vest and plaid shirt stands in a field of tall sunflowers, holding a large one. The background shows a rolling landscape under a cloudy sky.

“We didn't need to plant anything new as we use the seeds for the food that we are already growing”

### POWER TOOLS

## Powered wheelbarrows and small trailers

Discover the latest in powered wheelbarrows and small trailers, from compact models to larger, more powerful options.

**By James**



A green powered wheelbarrow with a black seat and handlebars, parked on a lawn.

### TOOL & WORK

## Small trailers

Discover the latest in small trailers, from compact models to larger, more powerful options.

**By James**



A red and white small trailer with a black seat and handlebars, parked on a lawn.

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### TOOL & WORK

## Tested: gardening kit

Charlotte Heather tests out some of the kit and plants to try in your garden in 2023

**By Charlotte Heather**



A collection of gardening tools and plants, including a watering can, a trowel, and several potted plants.

### TOOL & WORK

## Great British food

With Miranda Gore Browne

**By Miranda Gore Browne**



A kitchen counter with various food items, including a rolling pin, a pie, and some vegetables.

### TOOL & WORK

## 5 WAYS to cook lamb

Discover five different ways to cook lamb, from traditional to modern.

**By Miranda Gore Browne**



A plate of lamb chops, garnished with herbs and a sauce.

- Climate-friendly farming**  
Discover how British farmers are looking to the future
- Great British food**  
With chef Miranda Gore Browne
- Tried & tested**  
Products in the spotlight
- Buyer's guide**  
The latest machinery
- Equestrian review**  
The latest products for horse lovers
- Nature Magpie**  
Focus on the natural world
- Food reviews**  
Cheese, beer and wine recommendations
- Diary dates**  
Our monthly event guide
- Feathered Focus**  
Our regular guide to all things poultry
- Gardening with Pippa Greenwood**  
Topical green-fingered advice
- In pictures**  
Visual stories from photographer David Edmund-Jones
- Three things I can't live without**  
Rural celebs tell us what's essential to their lives



# Advertising rates and specifications

## Double Page Spread: **£4,000**

TYPE AREA: 266mm (h) x 396mm (w)  
TRIM: 290mm (h) x 420mm (w)  
BLEED: 296mm (h) x 426mm (w)

## Single Page: **£2,320**

\*Cover page position 25% premium  
TYPE AREA: 266mm (h) x 182mm (w)  
TRIM: 290mm (h) x 210mm (w)  
BLEED: 296mm (h) x 216mm (w)

## Half Page Horizontal: **£1,230**

129mm (h) x 182mm (w)  
Half Page Vertical: £1,230  
263mm (h) x 88mm (w)

## Quarter Page Vertical: **£645**

129mm (h) x 88mm (w)

## Eighth Page: **£335**

62mm (h) x 88mm (w)

## Classified SCC: **£25**

1 column: 43mm (w)  
2 column: 88mm (w)  
4 column: 182mm (w)

## Inserts

As an addition to advertising, why not consider inserts? Price per thousand inserts. Rates available for other weights on request.

Weight of Insert	Rate
Up to 5g	£70
Up to 10g	£80
Up to 15g	£90
Up to 20g	£100
Up to 25g	£110

# Deadlines and publication schedule 2025

Issue	Advert booking deadline	Advert copy deadline	Insert booking deadline	Inserts delivery	With members from	On sale date
January 25	12 Nov 24	13 Nov 24	14 Nov 24	19 Nov 24	29 Nov 24	05 Dec 24
February 25	6 Dec 24	10 Dec 24	11 Dec 24	16 Dec 24	3 Jan 25	9 Jan 25
March 25	14 Jan 25	15 Jan 25	16 Jan 25	21 Jan 25	31 Jan 25	06 Feb 25
April 25	11 Feb 25	12 Feb 25	13 Feb 25	18 Feb 25	28 Feb 25	06 Mar 25
May 25	18 Mar 25	19 Mar 25	20 Mar 25	25 Mar 25	04 Apr 25	10 Apr 25
June 25	22 Apr 25	23 Apr 25	24 Apr 25	29 Apr 25	09 May 25	15 May 25
July 25	20 May 25	21 May 25	22 May 25	27 May 25	06 Jun 25	12 Jun 25
August 25	17 Jun 25	18 Jun 25	19 Jun 25	24 Jun 25	04 Jul 25	10 Jul 25
September 25	22 Jul 25	23 Jul 25	24 Jul 25	29 Jul 25	08 Aug 25	14 Aug 25
October 25	19 Aug 25	20 Aug 25	21 Aug 25	26 Aug 25	05 Sep 25	11 Sep 25
November 25	16 Sep 25	17 Sep 25	18 Sep 25	23 Sep 25	03 Oct 25	09 Oct 25
December 25	21 Oct 25	22 Oct 25	23 Oct 25	28 Oct 25	07 Nov 25	13 Nov 25
January 26	18 Nov 25	19 Nov 25	20 Nov 25	25 Nov 25	05 Dec 25	11 Dec 25
February 26	12 Dec 25	15 Dec 25	17 Dec 25	22 Dec 25	09 Jan 26	15 Jan 26

## Sending files

Please send all files to:  
 t: 01733 362700/701  
 e: [countryside@atgraphicsuk.com](mailto:countryside@atgraphicsuk.com)

### Acceptable files

PDF (preferred format)  
 TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.  
 Please refer to [www.pass4press.com](http://www.pass4press.com) for guidance on supplying artwork

### Typefaces, fonts and images:

Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

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