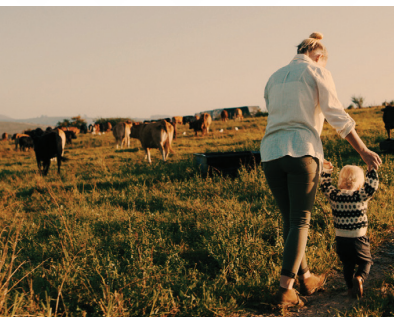


South West Farmer Media Pack



Successfully serving farming
for over 40 years
www.southwestfarmer.co.uk

SOUTH WEST
Farmer





Welcome to

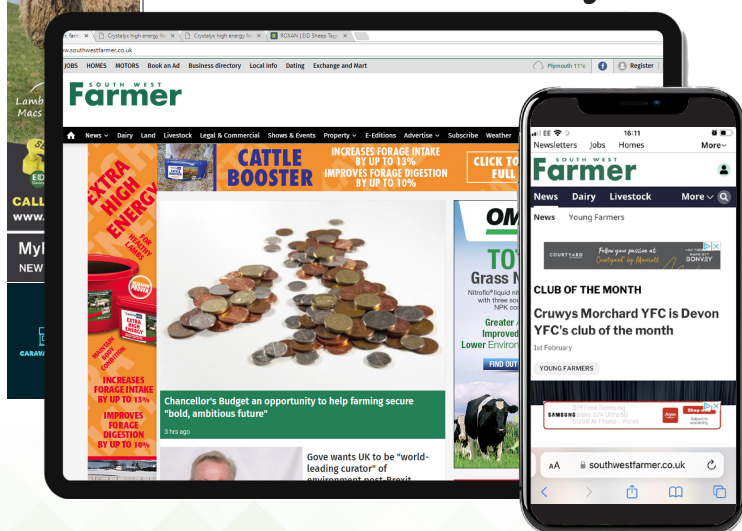
SOUTH WEST

Farmer

Over 42,000 readers every month in print and online*



Men found with stolen machinery



South West Farmer has been published for over 40 years and is the go to publication for rural communities across the south west. Whether it is the latest news in agriculture or farms, land and machinery for sale or agricultural services and recruitment, we offer sound, practical advice in an attractive and readable form every month.

South West Farmer is delivered as a subscription to over 12,000 farmers tables and 600 copies to farming and agricultural outlets throughout the Westcountry. In all, a quality publication for farmers across the beautiful south west countryside and an incredible platform for those businesses supplying goods and services to them. South West Farmer can also be viewed online every month at www.southwestfarmer.co.uk where we have over 3,000 digital subscribers.

The South West Farmer awards take place every November as a black tie awards ceremony to celebrate the tremendous work our farmers do throughout the year. You can nominate now by following the link on our website and also contact us as a potential business sponsor of one of our sought after awards categories.

Retention Value

Southwest Farmer is a monthly publication, presenting advertisers a unique product with an extended shelf-life, therefore increasing the potential call to action whilst delivering an optimum return on investment.

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*publishers statement based on 3 readers per copy.





Print and Digital Advertising Rates

Series Discounts

Ad Size	3 Editions	6 Editions	12 Editions
Full Page £1990+vat	-20%	-35%	-50%
Half Page £1290+vat	-10%	-25%	-40%
Qtr Page £750+vat	-10%	-20%	-30%

News / Front half of publication

Full Page..... H320mm x W259mm

Half Page ... H160mm x W259mm (vertical aspect: H320mm x W114mm)

Quarter page H160mm x W114mm

Classified adverts from £50

Recruitment adverts from£350+vat inc online presence

Smaller advert sizes available, please enquire. All artwork should be CMYK, 300 DPI.

**All print adverts include run of site digital impressions as standard

Area Map



Online

southwestfarmer.co.uk 28-day fixed

- Standard MPU £249+VAT
- Premium and In-article MPU £299+VAT
- Skin Surround Full £299+VAT
- Double Height MPU £349+VAT

Commercial Content£610+VAT

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Print Schedule & Copy Deadlines

12 ISSUES 2024

Publishing Month	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cover Date	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Copy Deadline (Friday)	5-Jan	2-Feb	8-Mar	5-Apr	10-May	7-Jun	5-Jul	9-Aug	6-Sep	4-Oct	8-Nov	6-Dec
Booking Date (for invoices)	12-Jan	9-Feb	15-Mar	12-Apr	17-May	14-Jun	12-Jul	16-Aug	13-Sep	11-Oct	15-Nov	13-Dec
Subscriber Receipt Date (Royal Mail)	28-Jan	28-Feb	28-Mar	28-Apr	28-May	28-Jun	28-Jul	28-Aug	28-Sep	28-Oct	28-Nov	28-Dec

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South West Farmer Awards

A celebration of the Farming Industry
in the South West



Sponsorship Categories

- Student/Apprentice of the Year
- Beef Farmer of the Year
- Sheep Farmer of the Year
- Outstanding Achievement of the Year
- The Diversification Award
- New Entrant/Tenant Farmer
- Family Run Farm of the Year
- Dairy Farmer of the Year
- Young Farmer of the Year
- Sustainability Champion of the Year
- Inspirational Woman in Agriculture
- Woodland Hero Award

South West Farmer Headline Sponsor £6,500+vat

- Present South West Farmer of the Year award at event
- 2 x Full page adverts in South West Farmer, June & December
- Table of 10 at awards night
- Banners on stage and in reception at awards, (sponsor provides)
- 2 x Commercial content digital marketing campaigns, June & December
- Logo on ALL trophies and certificates
- Pre and post event coverage as headline sponsor
- Headline sponsor in new A5 glossy souvenir programme at awards, for all 300 guests
- Headline sponsor slot to speak on stage at awards event
- Table marketing promotions opportunities
- Promoted as headline sponsor across our Westcountry print and online channels with a potential audience of over 2 million

South West Farmer Category Award Sponsor £3,465+vat

- Present award at the event
- Logo on your category award and certificate
- Roller banner in main awards area on the night (sponsor supplied)
- Marketing literature/merchandising in all goodie bags
- 2 x quarter page adverts in South west farmer publication, June & December
- 2 tickets to the awards event
- 1 x commercial content digital marketing in November
- Pre and post event coverage
- Name & logo in new A5 glossy souvenir brochure at event for all 300 guests
- Promoted as category sponsor across our Westcountry print and online channels with a potential audience of over 2 million



Proudly supporting

FCN THE FARMING
COMMUNITY
NETWORK
Here for *you*

SOUTH WEST
Farmer



Contact us



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Roland Ebert**

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