

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

47,371

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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

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

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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

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.

AUGUST

Farm Safety

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

SEPTEMBER

Property & Maintenance

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

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.

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DEADLINES & PUBLICATION SCHEDULE 2025



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

"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 making difficult questions and not taking machine and technology for granted. The latter back-up equipment were crucial but farmers all admit have their finger close to time to time on their side.

People
Do not be fooled with the general perception that robots milking is a painless, painless process. In the end, the cows need to be milked, and when the cows are not in the field, they need to be milked. The more you can do to make the process easier, the better the results will be.

Price
When making such significant investments, it is not only the cost of the machine but also the cost of the milk. When you have a robot, you are not only producing milk, but you are also producing a product that is more valuable than the milk itself.

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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

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 roll out their regenerative programme, helping British farmers improve their environmental performance.

By increasing an end supporting regenerative agriculture, we want to help build a more resilient and sustainable food system. We want to help build a more resilient and sustainable food system. We want to help build a more resilient and sustainable food system.

Our aim is to help farmers improve their environmental performance, reduce their carbon footprint, and increase their resilience to climate change. We want to help build a more resilient and sustainable food system.

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