

THE FARMART

FARMERS' TRADE MAGAZINE

MEDIA PACK



Connecting Farmers with Agricultural Suppliers since 1983!



A print & digital magazine



A leading source of agricultural services & suppliers.

Published monthly & distributed free by post to over 9,000 farms & agricultural businesses. Plus a digital copy sent to 3,000+ email addresses.

We've never bought a mailing list, so every single reader has requested to subscribe. Unlike with other unsolicited marketing literature, this means we're confident that the magazine is going to genuine working farms and actively used, thus providing great returns on advertising spend.

IN OUR SURVEY, READERS TOLD US:

89%

have visited the website of a business, having seen their advert in The Farmart initially

82%

have contacted an advertiser directly as a result of seeing them in The Farmart

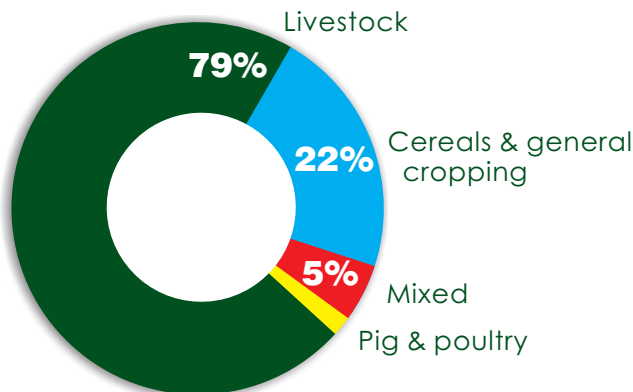
72%

keep the magazine until the next issue arrives

63%

have recommended a Farmart advertiser to someone else

Readership Profile



In addition to being posted & sent online, there are over 50 collection points around the region, at livestock markets & agricultural stores.

Digital magazine see www.thefarmart.co.uk

Circulation of the magazine currently stands at over 12,000.

As a result of our regular promotion, social media exposure & word of mouth, our readership is growing every single month.

The Farmart is distributed in:

Cheshire - Derbyshire - Greater Manchester - Lancashire - Merseyside - North Wales - Shropshire & Staffordshire.

Contact us now to boost your sales across this strong farming region

01625 529 900

www.thefarmart.co.uk

01625 529 900

THE FARMART

TO ADVERTISE CALL 01625 529 900

MEDIA PACK



Want to sell to Farmers? You'll want to talk to us!

- The Farmart works! That's why it's been around since 1983.
- Each magazine is often kept by the phone throughout the month.
- Digital edition available to read a week before the printed magazine.
- Free advert design service.
- High % of advertisers have been with us for over 10 years.
- High Quality print & paper so your advert looks great.
- Over 9,000 copies of each edition printed.
- Database cleaned monthly to remove those who have moved out of agriculture or relocated.
- Growing circulation - new subscribers signing up regularly.

Advertisers range from small scale sole traders to major international corporations.

If getting more agricultural customers is your aim then you'll need to be in The Farmart.

Social Media Promotion



Advertisers are also featured on our social media channels.



Online Directory

In addition to being in the printed magazine, advertisers are also easily found via our online directory.

Don't take our word for it - here's what others have got to say:

"We have always had a fantastic service when placing an advert, it's a great magazine and found on most farmhouse tables and most importantly a major asset to our business."

Nuthatch Landworks

"Even though I've advertised in The Farmart for over 20 years, I always know when it has been delivered as my phone starts ringing."

Millward & Keeling

"So many people start their phone calls to us with: 'I've just seen your advert in The Farmart.'"

Stamford Agricultural Services

"I've been pleasantly surprised how effective my printed advert has been in this modern digital world."

AC Tyres

"My sales rep tells me that most new customers mention they've seen us in The Farmart."

S&S Agri Liming

Reader Comments:

"I keep the Farmart by the phone & find it useful for everything I need on the farm."

"The adverts are clear & interesting."

"I've had The Farmart delivered for years & wouldn't want to be without it."

"We have The Farmart in our Farm office and look forward to reading it each month."

THE FARMART

RATE CARD 2024

MEDIA PACK

COPY DATES

The booking, copy & cancellation deadlines are at 12 noon on the following days:

JANUARY ISSUE

Copy Date: 8th December

FEBRUARY ISSUE

Copy Date: 15th January

MARCH ISSUE

Copy Date: 12th February

APRIL ISSUE

Copy Date: 11th March

MAY ISSUE

Copy Date: 15th April

JUNE ISSUE

Copy Date: 13th May

JULY ISSUE

Copy Date: 14th June

AUGUST ISSUE

Copy Date: 15th July

SEPTEMBER ISSUE

Copy Date: 12th August

OCTOBER ISSUE

Copy Date: 16th September

NOVEMBER ISSUE

Copy Date: 14th October

DECEMBER ISSUE

Copy Date: 11th November

JANUARY 2024 ISSUE

Copy Date: 9th December

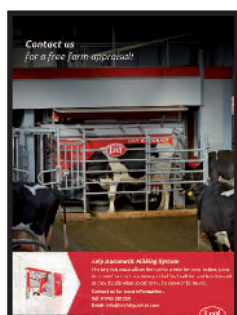
TO ADVERTISE PLEASE CONTACT:

Emma Roberts:
01625 839 712

Jemma Lindley:
01952 890 181

HEAD OFFICE:
01625 529 900

Full colour advert	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Single	£955	£780	£510	£300	£180
10% off for 3 months	£2,579	£2,106	£1,377	£810	£486
15% off for 12 months	£9,741	£7,956	£5,202	£3,060	£1,836



Special positions

Right hand or early page £25 extra/month

Page 2, 3 & opposite or above index £35 extra/month

Back Cover - Full Page colour £1,085 - single

Back Cover - Half Page colour £630 - single

Front Cover - colour 189x185mm £1,140 - single

Expert Page £410 - single £1,055 - 3 months

Small Box on Front Cover £190 - single

Classified £60 - single £150 - 3 months

INSERTS (9,000 copies/single issue) £695 up to 25g £865 25g - 50g £995 50g - 75g

ALL PRICES SHOWN EXCLUDE VAT

Terms & Conditions

- We are able to offer a free advert design service – ask for details.
- Advertisers sending complete artwork are responsible for the quality of the reproduction of the advertisement in the magazine. Images which are not suitable for print will not be used. If this occurs, clients will be notified.
- The Farmart's liability will be limited to the value of the advertisement and will not extend to any consequential loss.

Copyright

- When sending any artwork or images for use on adverts, clients must own the appropriate copyright.
- Artwork created by The Farmart is subject to copyright and must not be published elsewhere without prior permission.









Credit Terms

- Payment is strictly in advance of the advert appearing in print.

THE FARMART

SPECIAL FEATURES 2024

MEDIA PACK

<p>» January</p> <p>Sheep & Lambing</p> 	<p>» February</p> <p>Slurry, Drainage & Water</p> 	<p>» March</p> <p>Tractors, Machinery & Hire</p> 
<p>» April</p> <p>Silage, Crops & Contractors</p> 	<p>» May</p> <p>All Things Dairy</p> 	<p>» June</p> <p>Professional Services & Diversification</p> 
<p>» July</p> <p>Fencing & Groundwork</p> 	<p>» August</p> <p>Livestock, Feed & Animal Health</p> 	<p>» September</p> <p>Getting Ready for Winter</p> 
<p>» October (1)</p> <p>Slurry</p> 	<p>» October (2)</p> <p>Hoof Health</p> 	<p>» November</p> <p>Buildings & Construction</p> 
<p>» December</p> <p>Farm Vehicles & Plant Hire</p> 	<p>» There's no extra charge to be included in one of our features</p> <p>Ask your Rep for details</p>	<p>We Can Distribute Your Leaflets</p> <p>Book Now!</p> <p>01625 529 900</p>

SHOW FEATURES 2024

- | | |
|---|--|
| » January - LAMMA
- Dairy Tech | » July - Nantwich Show |
| » May - Shropshire Show & Staffordshire Show | » September - UK Dairy Day
- Cheshire & Other Ploughing Matches |
| » June - Cheshire Show | » November - English Winter Fair
- Farm Business Innovation Show |

Office 23, Carlton Place, The Business Centre,
28-32 Greenwood Street, Altrincham, Cheshire WA14 1RZ
email@thefarmart.co.uk www.thefarmart.co.uk

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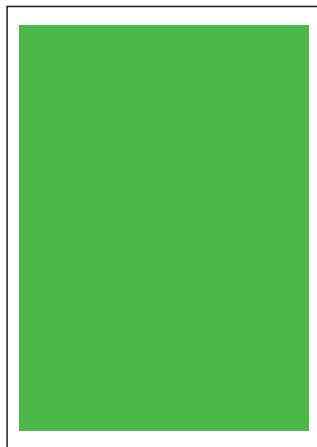
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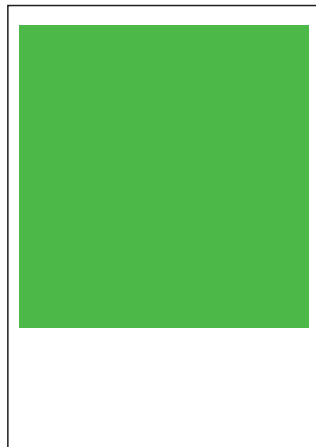
THE FARMART

ADVERT SIZES



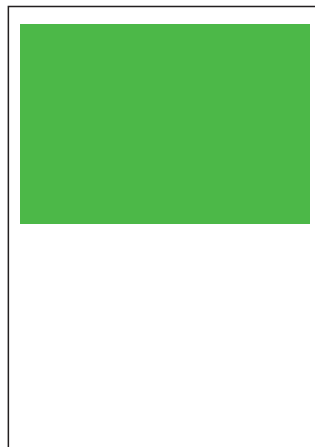
FULL PAGE

194mm (w) x 272mm (h)



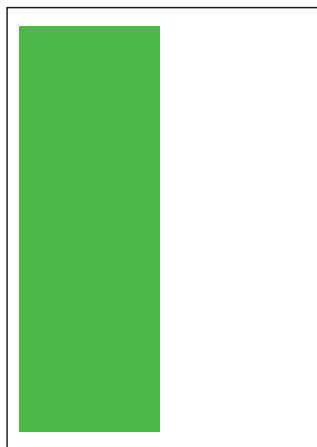
3/4 PAGE

194mm (w) x 203mm (h)



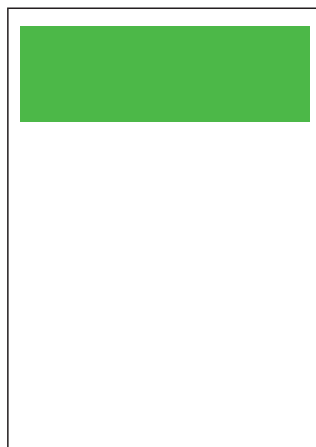
1/2 PAGE landscape

194mm (w) x 134mm (h)



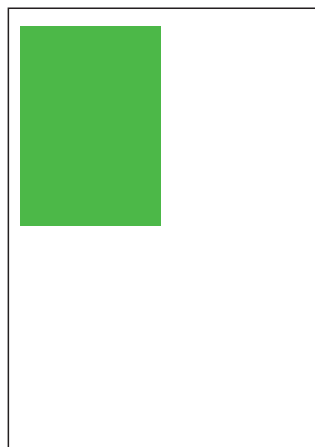
1/2 PAGE portrait

94mm (w) x 272mm (h)



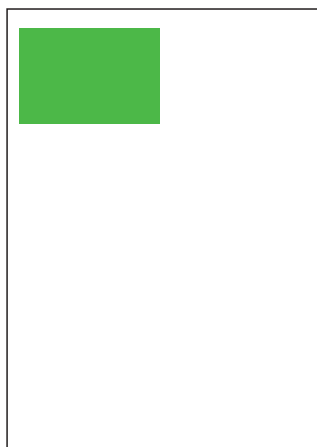
1/4 PAGE landscape

194mm (w) x 64mm (h)



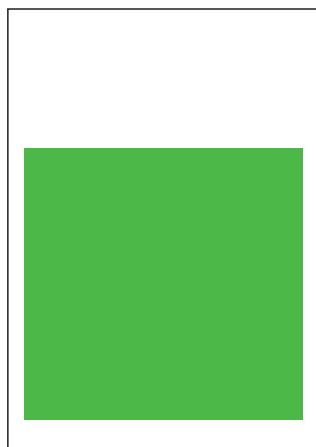
1/4 PAGE portrait

94mm (w) x 134mm (h)



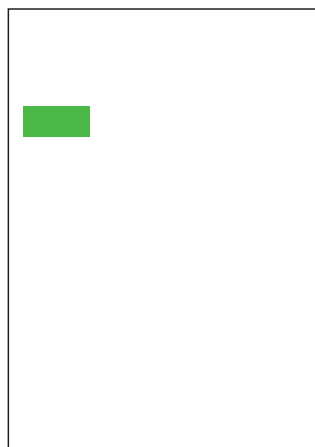
1/8 PAGE

94mm (w) x 64mm (h)



FRONT COVER

189mm (w) x 184mm (h)



SMALL BOX on front cover

44.4mm (w) x 20.3mm (h)

MEDIA PACK

ACCEPTED FORMATS:

ADVERTS:

Adobe Acrobat PDF
CMYK & 300pdi
Optimised for print.

INDIVIDUAL PHOTOS & LOGOS:

JPEG / TIFF / PNG

DESIGN:

Need help to design
your advert?

Just ask, we will
do it for free.

TO ADVERTISE PLEASE CONTACT:

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01952 890 181

Emma Roberts:
01625 839 712

HEAD OFFICE:
01625 529 900

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ADVERTORIAL SIZES 2024

FULL PAGE

194mm (w) x 272mm (h)

Approx. 850 words, pictures & logo
Single Booking

£770

3/4 PAGE

194mm (w) x 203mm (h)

Approx. 600 words, pictures & logo
Single Booking

£630

1/2 PAGE

194mm (w) x 134mm (h)

Approx. 340 words, picture & logo
Single Booking

£430

1/4 PAGE

194mm (w) x 64mm (h)

Approx. 160 words, picture & logo
Single Booking

£245

MEDIA PACK

ACCEPTED FORMATS:

ADVERTS:

Adobe Acrobat PDF
CMYK & 300dpi
Optimised for print.

INDIVIDUAL PHOTOS & LOGOS:

JPEG / TIFF / PNG

DESIGN:

Need help to design
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