Media Pack
2020

TRUSTED TO DELIVER YOUR BRANDS TO THE HEART OF AGRICULTURE

NUMBER TITLE

CROPS & GRASS read by 43% of all 50+ha farm businesses

ARABLE read by 35% of all sub 400ha farm businesses

SHEEP read by 65% of all 200+ head farm businesses

BEEF read by 49% of all 100+ head farm businesses

DAIRY read by 64% of all 100+ head farm businesses

harvest 2017 data, gathered through independent farm surveys in the Map of agriculture farm structures Model
A note from the editor

Welcome to Farmers Guardian, the premier weekly title for the agricultural community.

For over 175 years, Farmers Guardian has sought to ask what the political and business decisions of the day really mean for its readers, and that is a tradition the current team is proud to continue, both in print and online.

Drawing on the resources of an unrivalled team of journalists, commentators and farmer writers, Farmers Guardian is packed full of technical features across a range of sectors including livestock, arable and machinery. By showcasing farm businesses or delving further into farming systems, we aim to give our readers an insight into innovative techniques which can hopefully inspire new ways of thinking on their own farms.

Farmers Guardian is also setting the agenda with its coverage of news and business stories, with our Brexit analysis asking what the ramifications of the political maelstrom are for those on the ground.

Our livestock sales and market data coverage also keeps our community up to date with weekly trading and shines a light on the auction marts which are such an integral part of the rural community, whether that is from a business or social perspective.

Whilst print sales continue to be strong, our online platform is surging ahead. FGInsight.com has record visitor numbers and our social platform is now the largest in UK agriculture. We’re thrilled to share our content digitally to over 230,000 followers on Facebook and in excess of 57,000 on Twitter.

I am incredibly proud to be the editor of Farmers Guardian and am driven to bring the very best insight and analysis to our readers.

Ben Briggs
Editor
2020 sees agriculture evolving in the face of uncertainty, financial pressures and new technology. Our readers trust Farmers Guardian to deliver the latest news, views, analysis and insight every Friday.

We cover the key issues our readers need to know, week-in, week-out for the entire industry. We reach the whole industry - from established farmer through to the next generation - with diverse content to inform, advise and entertain.

Farmers Guardian is the authentic voice of farming and is committed to ensuring a positive future for Britain’s farmers. So, why not join us and become part of our story?

Connecting buyers with sellers is what we do. Communicate the value and benefit of your brand, product or campaign with our range of advertising solutions. Reach the decision makers, influencers and spenders operating at the heart of agriculture.
Harvest 2017 data, gathered through independent farm surveys in the Map of Agriculture Farm Structures Model.
Farmers Guardian
in numbers

175
Est 1844
Talking to farmers for over 175 years

85,370
Readership
Every issue of Farmers Guardian is loved and shared by 2.9 people

29,438
Average weekly circulation of 29,438
Made up of members, newstrade purchasers and farming events

+370,000
FGInsight.com
page views per month

+230,000
followers

70
Minutes average read time

+57,000
Twitter followers

1
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Display Features 2020

January
- Sheep and lambing 03.01.20
- Machinery & Tractor Supplement (incorporating LAMMA preview) 03.01.20
- LAMMA Show report 1 10.01.20
- LAMMA Show report 2 17.01.20
- Dairy Tech preview 24.01.20
- Diversification, incorporating renewables 24.01.20
- Spring weed control 31.01.20
- Beef Supplement (including Stirling Bull Sales preview) 31.01.20

February
- Spring spraying (including fungicides and OSR PGRs) 07.02.20
- Machinery Workshop 07.02.20
- Machinery round up 14.02.20
- Latest sub-100hp tractors 14.02.20
- Spring equestrian 21.02.20
- Dairy Supplement (including UK Dairy Expo) 21.02.20
- Maize for feed and energy 21.02.20
- Farm Technology 21.02.20
- Apps and handheld devices 21.02.20
- Spring Equestrian 21.02.20
- Careers Supplement 28.02.20
- Machinery Round up 28.02.20
- Sheep 28.02.20

March
- Materials handling 06.03.20
- Farm buildings 06.03.20
- Machinery Workshop 13.03.20
- Dairy 13.03.20
- Cereal disease control 1 13.03.20
- Potato planting (cultivation, protection and nutrition) 20.03.20
- Machinery & Tractor Magazine 20.03.20
- Smallholder 20.03.20
- Cereal disease control 2 27.03.20
- Grass and silage 27.03.20

April
- Latest 100hp-200hp tractors 03.04.20
- Trailers 03.04.20
- Machinery Workshop 10.04.20
- Grain 10.04.20
- Focus on potatoes 10.04.20
- Farm business diversification 24.04.20
- Royal Welsh Grassland Event preview 24.04.20

May
- Potato irrigation and crop protection 01.05.20
- Careers Supplement 01.05.20
- Pigs and Poultry Supplement 01.05.20
- (including British Pig & Poultry Fair Preview) 01.05.20
- Machinery Workshop 01.05.20
- Sheep 08.05.20
- Beef Expo preview 08.05.20
- Machinery & Tractor Magazine (grassland & muck equipment special including grassland & Muck preview) 15.05.20
- Dairy 15.05.20
- Property 22.05.20
- Succession planning 22.05.20
- NSA Scotsheep 2020 preview 22.05.20
- Property Supplement 22.05.20
- Breeding and calves 29.05.20
- Cereals Event preview 29.05.20

June
- Machinery Workshop 06.06.20
- Royal Highland Show Supplement 12.06.20
- OSR varieties and establishment (agronomy update for OSR, plus latest establishment kit and technology) 12.06.20
- Cereals 2020 report 19.06.20
- Farm buildings - grain drying and storage 19.06.20
- Machinery round up - latest 100hp-200hp tractors 26.06.20
- Grass and forage 26.06.20
- Great Yorkshire Show preview 26.06.20
- Sheep 26.06.20

July
- Crop Nutrition 03.07.20
- Royal Welsh Show Preview 03.07.20
- NSA 2020 Preview 10.07.20
- Machinery Workshop 17.07.20
- Machinery & Tractor Magazine (tractors and loaders special) 17.07.20
- Organic manures 17.07.20
- Farm buildings 24.07.20
- Varieties Focus (Cereals and OSR) 24.07.20
- Shooting 24.07.20
- Sheep Supplement (Pedigree Focus) 31.07.20

August
- Crop establishment special (including establishment, machinery and agronomy) 07.08.20
- Machinery Workshop 07.08.20
- College clearence 07.08.20
- Cultivations 14.08.20
- Beef 14.08.20
- Autumn herbicides 1 21.08.20
- Machinery round up - latest 200-300hp tractors 28.08.20
- Property 28.08.20
- Sheep Supplement (commercial focus) 28.08.20

September
- Dairy Supplement (including UK Dairy Day preview) 04.09.20
- Autumn herbicides 04.09.20
- Combines 04.09.20
- Machinery Workshop 11.09.20
- Autumn pest control, incorporating slug control 18.09.20
- Dairy (including Dairy Show preview) 18.09.20
- Autumn equestrian 18.09.20
- Farm business diversification 25.09.20
- Irish Ploughing Match report 25.09.20

October
- Animal health 02.10.20
- Tractors 02.10.20
- Machinery Workshop 09.10.20
- Beef Supplement (including Stirling Bull Sales preview) 09.10.20
- Breeding and calves 16.10.20
- Farm buildings 16.10.20
- Agri-Expo preview 16.10.20
- Careers Supplement 23.10.20
- LED lighting 23.10.20
- Smallholder 23.10.20
- Machinery round up - latest 300hp-plus tractors 30.10.20
- Vermin control 30.10.20
- Christmas gift guide 30.10.20
- AgriScot preview 30.10.20
- Sheep 30.10.20

November
- Machinery Workshop 06.11.20
- Christmas gift guide 06.11.20
- CropTec Show preview 13.11.20
- Beef 13.11.20
- Christmas gift guide 13.11.20
- ATVs 20.11.20
- Renewables 20.11.20
- Machinery and Tractor Magazine (arable and root crop special) 27.11.20
- Dairy 27.11.20

December
- AHDB Recommended List report 04.12.20
- (Cereals and OSR Recommended Lists) 04.12.20
- Machinery round up - latest loaders 04.12.20
- Machinery Workshop 11.12.20
- Spring cropping 11.12.20
- Muck and slurry handling equipment 25.12.20

Farmers Guardian
THE HEART OF AGRICULTURE
Farmers Guardian network

FG Buy and Sell

British Farming Awards

FG Auction Finder

DAIRY FARMER

The CROPTEC SHOW

ARABLE FARMING

insightful communications

LAMMA

JobsIn Agriculture

Harvest 2017 data, gathered through independent farm surveys in the Map of Agriculture Farm Structures Model in association with 2020.
Why choose Farmers Guardian?

**Farmers Guardian**
- Provides you with direct access into the heart of farming
- Is the most effective way to reach livestock and mixed farming communities in the UK
- Can help you raise brand awareness, launch new products, increase sales and much more
- Helps you reach tens of thousands of decision makers via a cost effective channel
- Ensures your brand is featured in a trusted, insightful market leading title alongside unrivalled journalism

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11 WEEKLY TITLE

Harvest 2017 data, gathered through independent farm surveys in the Map of Agriculture farm structures model.
We know farming

TRUST US TO PUT YOUR BRAND AT THE HEART OF AGRICULTURE

CONTACT OUR SALES TEAM ON
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