

COST-EFFECTIVE, TARGETED ADVERTISING

Countryside

CHAMPIONING FOOD, FARMING & RURAL LIFE


Advertising
media pack
2023

**Advertising
rates**

**Publishing
dates**

**Readership
information**

CIRCULATION
35,268

 Audit Bureau Of Circulation
January to December 2021



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 finer 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 35,268* 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 4 and 5-star hotels, estate agents and leisure venues. Plus, the magazine is also available digitally at Readly, giving great exposure to a broad readership.

Martin Stanhope
Editor

*Source Audit Bureau of Circulation Jan to Dec 2021

REGULAR FEATURES

Climate-friendly farming
Discover how British farmers are looking to the future

Great British food
With chef Miranda Gore Browne

In pictures
Visual stories from David Edmund-Jones

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 and beer in the recommendations

Diary dates
Our monthly event guide

Feathered Focus
Our regular guide to all things poultry

Gardening with Pippa Greenwood
Topical green-fingered advice

Three things I can't live without
Rural celebs tell us what's essential to their lives



2023 THEMES

January
SKILLS AND COURSES EDITION

February
SMALLHOLDER EDITION

March
PROPERTY EDITION

April
THE GREAT BRITISH GARDEN EDITION

May
TRAVEL EDITION

June
THE 'MADE IN BRITAIN' EDITION

July
THEN AND NOW EDITION

August
THE WILDLIFE AND ADVENTURE EDITION

September
COUNTRYSIDE KITCHEN EDITION

October
MACHINERY MATTERS

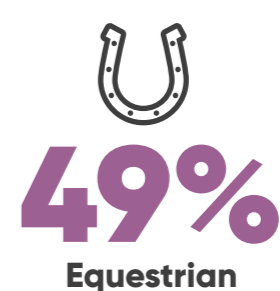
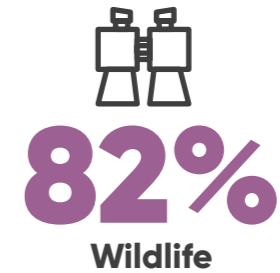
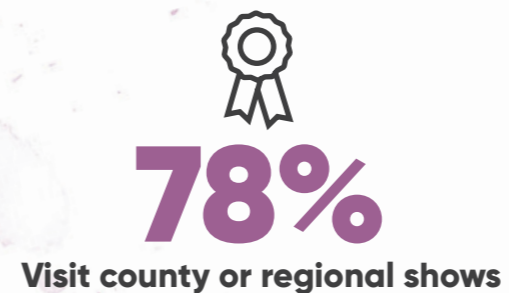
November
WORKING ANIMALS EDITION

December
FESTIVE EDITION



About our readers

INTERESTS



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 and order from an advertisement

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	£65
Up to 10g	£75
Up to 15g	£85
Up to 20g	£95
Up to 25g	£105

Sending Files

Please send all files to:

t: 01733 362700/701

e: countryside@atgraphicsuk.com

ACCEPTABLE FILES

PDF (preferred format)

TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.

Please refer to 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.

DEADLINE AND PUBLICATION SCHEDULE 2023

ISSUE	Ad booking deadline	Copy deadline	Inserts booking deadline	Inserts delivery	With members from
JANUARY 23	15-Nov-22	16-Nov-22	17-Nov-22	22-Nov-22	02-Dec-22
FEBRUARY 23	09-Dec-22	13-Dec-22	14-Dec-22	19-Dec-22	06-Jan-23
MARCH 23	17-Jan-23	18-Jan-23	19-Jan-23	24-Jan-23	03-Feb-23
APRIL 23	14-Feb-23	15-Feb-23	16-Feb-23	21-Feb-23	03-Mar-23
MAY 23	21-Mar-23	22-Mar-23	23-Mar-23	28-Mar-23	07-Apr-23
JUNE 23	25-Apr-23	26-Apr-23	27-Apr-23	03-May-23	12-May-23
JULY 23	23-May-23	24-May-23	25-May-23	31-May-23	09-Jun-23
AUGUST 23	20-Jun-23	21-Jun-23	22-Jun-23	27-Jun-23	07-Jul-23
SEPTEMBER 23	25-Jul-23	26-Jul-23	27-Jul-23	01-Aug-23	11-Aug-23
OCTOBER 23	22-Aug-23	23-Aug-23	24-Aug-23	30-Aug-23	08-Sep-23
NOVEMBER 23	19-Sep-23	20-Sep-23	21-Sep-23	26-Sep-23	06-Oct-23
DECEMBER 23	17-Oct-23	18-Oct-23	19-Oct-23	24-Oct-23	03-Nov-23
JANUARY 24	14-Nov-23	15-Nov-23	16-Nov-23	21-Nov-23	01-Dec-23

CONTACT DETAILS

Jamie Royle

Media Sales Team Leader

t: 02476 858 954

e: Jamie.Royle@nfu.org.uk

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

