

Countryside

Media Pack 2022

**RURAL
LIFE AT
ITS BEST**

WHAT'S INSIDE:
ADVERTISING RATES,
READERSHIP INFORMATION,
AND PUBLISHING DATES

**FOOD, FARMING AND
ALL THAT'S BEST
TO EXPERIENCE IN
THE GREAT BRITISH
COUNTRYSIDE**

CIRCULATION 35,268

AUDIT BUREAU OF CIRCULATION
JAN TO DEC 2021



Cost-effective, targeted advertising.

Why advertise in Countryside?

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 members look forward to receiving their magazine every month, delivered directly to the door, and can take advantage of exclusive benefits and discounts on rural products 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 at major events such as the Cheltenham Festival and BBC Good Food Show. Plus, the magazine is also available digitally at Readly, giving great exposure to a broad readership.

* Source Audit Bureau of Circulation Jan to Dec 2021



2022 Themes

JANUARY
GOOD HEALTH
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
ENVIRONMENT AND
MACHINERY

NOVEMBER
WORKING ANIMALS
EDITION

DECEMBER
FESTIVE EDITION

READER INTERESTS



96%

Gardening



78%

Visit County or
Regional Shows



92%

Food & cookery



98%

Rural skills



98%

Support British
Farming



87%

Travel & Events



82%

Wildlife



49%

Equestrian

READER PROFILE

45%

Male

55%

Female

78%

readers live in
a rural area

60%

Own or manage
an acre or more
of land

62%

of readers
own a dog

More
than

80%

of readers have
been members
for more than

10 years

over half do not belong to any similar organisation

READER FACTS

89%

of readers
would
recommend
Countryside
to a friend

76%

of readers
regularly
use practical
advice that
they read in
the magazine

84%

read a copy
of Countryside
more than
once every
month

90%

of readers respond to
advertisements and
make an enquiry

68%

of readers placed
an order from an
advertisement

Advertising rates & 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? £ per thousand inserts
Rates available for other weights on request.

Weight of Insert	Rate
Up to 5g	£55
Up to 10g	£65
Up to 15g	£75
Up to 20g	£85
Up to 25g	£95

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 2022

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS FROM
Jan-22	16-Nov-21	18-Nov-21	18-Nov-21	23-Nov-21	03-Dec-21
Feb-22	14-Dec-21	15-Dec-21	15-Dec-21	20-Dec-21	07-Jan-22
Mar-22	18-Jan-22	20-Jan-22	20-Jan-22	25-Jan-22	04-Feb-22
Apr-22	15-Feb-22	17-Feb-22	17-Feb-22	22-Feb-22	04-Mar-22
May-22	22-Mar-22	24-Mar-22	24-Mar-22	29-Mar-22	08-Apr-22
Jun-22	26-Apr-22	28-Apr-22	28-Apr-22	4-May-22	13-May-22
Jul-22	24-May-22	26-May-22	26-May-22	31-May-22	10-Jun-22
Aug-22	21-Jun-22	23-Jun-22	23-Jun-22	28-Jun-22	08-Jul-22
Sep-22	26-Jul-22	28-Jul-22	28-Jul-22	02-Aug-22	12-Aug-22
Oct-22	23-Aug-22	25-Aug-22	25-Aug-22	31-Aug-22	09-Sep-22
Nov-22	20-Sep-22	22-Sep-22	22-Sep-22	27-Sep-22	07-Oct-22
Dec-22	18-Oct-22	20-Oct-22	20-Oct-22	25-Oct-22	04-Nov-22
Jan-23	15-Nov-22	17-Nov-22	17-Nov-22	22-Nov-22	02-Dec-22

Contact details

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