

Agronomist & Arable farmer 2012

FREQUENCY AND FORMAT x 6

Publication Dates:

Agronomist & Arable farmer 2012 – A4 magazine, 6 issues per annum



Targeting the agronomists and professional farm managers who advise the UK's largest farms on fertiliser use, ag-chems, seed, feed, machinery, and farm managers at 1,000+ ha arable farms across the UK

- Read by independent agronomists and trade agronomists in the UK
- Professional farmer readership – BASIS qualified and professional farm managers farming over 200ha of crops and grass
- This is a professional farm business readership; these people advise farm businesses on crop protection, fertiliser, seed selection, grassland and machinery

Issue Name	Copy Date	Publication Date
Early Spring	13th Jan	3rd Feb
Spring	24th Feb	16th Mar
Late Spring	5th Apr	27th Apr
Summer	11th May	1st Jun
Autumn	24th Aug	14th Sep
Winter	12th Oct	2nd Nov

Readership:

6,000 readers per issue

RATES

	Rate	Dimensions (width x height)
Coverwrap	£ on application	
FACTFILE *	£3,500	
Back cover	£2,300	
Double page spread	£3,500	(Supply as 2 single page PDFs)
Half DPS	£1,800	
A4 Full page	£1,800	194 x 280mm type area
(Special positions 20% extra)		210 x 297mm trim 216 x 303mm bleed
1/4 strip horizontal	£450	194 x 63mm
Half page	£900	194 x 132mm, or 95 x 273mm
Quarter page	£450	95 x 132 mm
Inserts – single sheet A4	£1,800	
Product monitor	£200 per product	
(image plus 25 words, up to 12 per page)		

* FACTFILE – four-page, full run, including print, holepunch and binding

Run-ons of factfiles are charged at £250 per thousand



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EDITORIAL FEATURES LIST

EARLY SPRING 2012 EDITION

Fungicide focus (T0 + T1);
Spring herbicide sequencing;
Focus on peas, beans and field-scale vegetables;
Guide to trailed and self-propelled sprayers;
Tyre advice – price and performance;
Focus on soft fruit

SPRING

Oilseed rape prospects for 2012;
Applications for T2, including a closer look at SDHI technology;
Potatoes – prospects/outlook for 2012;
Guide to trailed drills; Precision farming update – focus on automatic steering systems; Tractor focus – options at 150+ HP;
Focus on top fruit/fruit business start-up options

LATE SPRING

Focus on blight;
Growers' guide to this year's winter wheat candidates;
Application options at T3;
Technology update – soil mapping and analysis;
Focus on speciality crops;
Fertiliser update – looking at improved yields and protein levels in cereals

EVENTS:

Within the annual Food & Farming Industry Awards categories include Agronomist of the Year and Champion Sustainable Farm Practices.

SUMMER

Cereals 2012 preview (what to look out for if you're an adviser);
Focus on seed treatments;
Sugar beet variety focus;
Guide to cultivators;
Business advice services;
Renewables and waste management

AUTUMN

Black-grass control;
Autumn establishment advice incorporating tyre selection, crop nutrition and pest control;
Precision farming update with a focus on GPS options

WINTER

High horsepower tractors;
Guide to fertilisers/applicators and spreaders;
Growers' guide to spring barley varieties;
Harvest review – 2012 update and analysis of candidates for the 2013 Recommended List;
Fruit and vegetables – new varieties

Training Module 012
BLACK GRASS HERBICIDES

Getting the best from post-emergence black-grass herbicides

This autumn has been more challenging for post-emergence residual herbicides. In contrast to previous years, the weather has been particularly challenging for black-grass control. The herbicides used in the past have been less effective, and the weather has been less favourable. This module provides a comprehensive guide to the latest herbicides and their application, including a detailed analysis of the impact of black-grass on yield.

Effect of black-grass on yield

Harvest	Direction	12.8t/ha	10.4t/ha	12.8t/ha
2010	W	12.8	10.4	12.8
2011	E	12.8	10.4	12.8
2012	W	12.8	10.4	12.8
2013	E	12.8	10.4	12.8

12.8t/ha black-grass control

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CONTINUING PROFESSIONAL DEVELOPMENT – AGRICULTURIST & ARABLE FARMERS IN PARTNERSHIP WITH IAGS

TractorFocus

What's new at 150+ hp

Getting more and more high tech, with increased engine power

tractor focus

From tractor manufacturers, an increasing number of models are being introduced. These are new tractors designed to meet the needs of the modern farmer. The new models are more powerful, more efficient, and more comfortable. They are also more versatile, with a range of options available to suit different farming needs.

LANDINI T SERIES

Model	7-440	7-445	7-450	7-455	7-520
HP	140	145	150	155	170
Top speed	120	125	130	135	145
Top gear	120	125	130	135	145
Top gear	120	125	130	135	145
Top gear	120	125	130	135	145

MosaicDefoliant

Getting to grips with perennial weeds

A new study looks at the problems of specific perennial weeds

Perennial weed control

Perennial weeds are a major problem for farmers. They are difficult to control and can cause significant damage to crops. This study looks at the most effective ways to control perennial weeds, including the use of MosaicDefoliant. The study shows that MosaicDefoliant is highly effective against a range of perennial weeds, including black-grass, couch, and brome.

Perennial weed control

Perennial weed	Control
Black-grass	95%
Couch	90%
Brome	85%
Other	80%

PotatoBlight

Potato late blight – prospects for 2011

Growers might be forgiven for being lulled into a state of false security given that 2010 was for the most part a 'slow blight' year. Despite the introduction of new chemistry, changes in the diversity of the blight pathogen and susceptibility of varieties should keep us all on our guard this season.

POTATO VARIETIES COMPARED

Number of harvests	12 AD	12 AD	12 AD
12 AD	12	12	12
12 AD	12	12	12
12 AD	12	12	12
12 AD	12	12	12
12 AD	12	12	12

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