

Target your market in 2012

WWW.

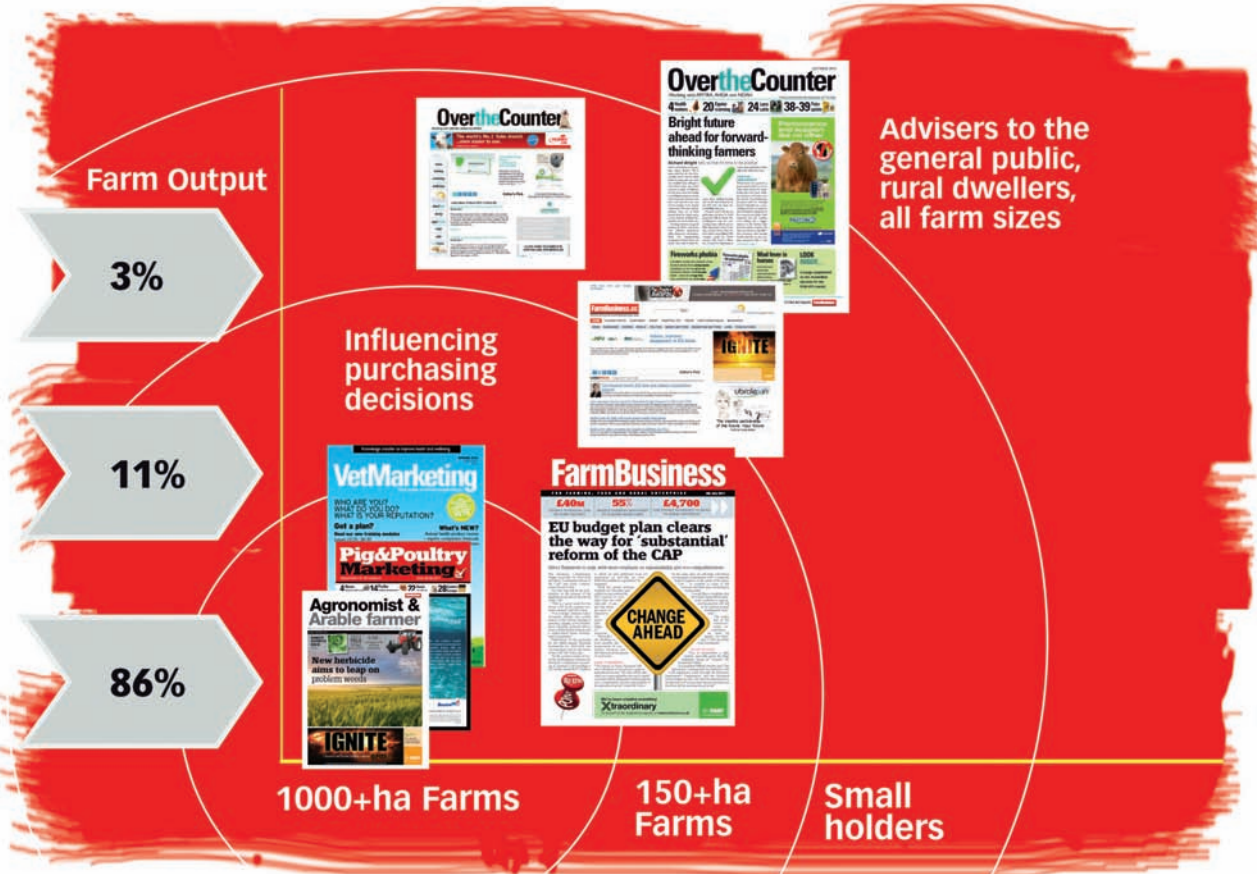
CLICK ON

[FarmBusiness.cc](http://www.FarmBusiness.cc)

**Farm Business –
the influential,
insightful,
business read for
farmers and the
UK food chain**

FarmBusiness

TARGETED MARKETING - KEY INFLUENCERS ON PURCHASING



Agriculture is now engaged in its second period of globalisation. As trade barriers and support are reduced farmers must turn to their own resources. To be competitive, UK farmers must learn lessons from other industries and adopt a new business orientated mindset!

Séan Rickard, Senior Economist Cranfield University, *Farm Business* World Conference



The media environment you place your advertising in has a direct effect on how your brand is viewed. This is known in the trade as the 'presenter effect' and it is for this reason that you should choose thought-provoking, leading editorial to set against your marketing messages

Alan Whibley, Publisher *Farm Business*

The *Farm Business* Proposition

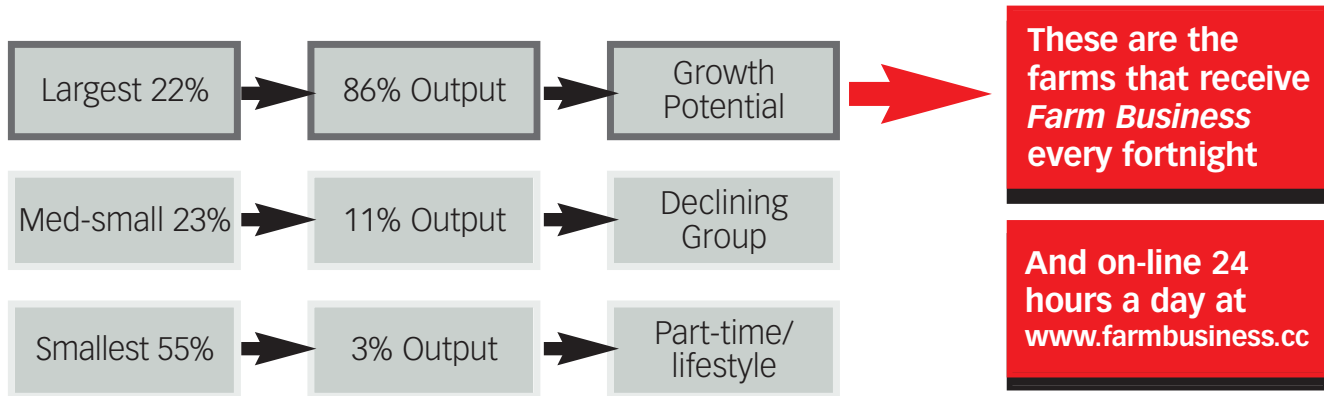
- 
- ➔ News-led, 'business & marketing insight'**
 - ➔ Targeting business farms and influencers**
 - ➔ Fortnightly frequency**
 - ➔ Technical, Markets, Business, Economics**
 - ➔ Farms accounting for 86% of all UK output**
 - ➔ On-line 24 hours a day at www.farmbusiness.cc**

Reach the decision makers

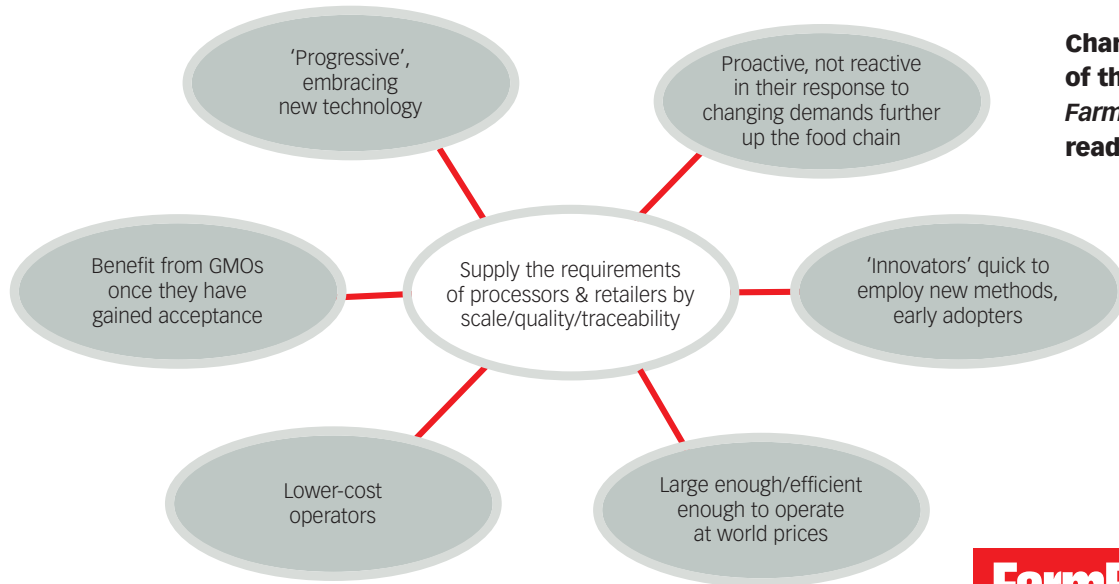
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Target your market

“ **86% of UK farm output is managed by the top 22% of farms** ”



Target the 'progressive' farmer

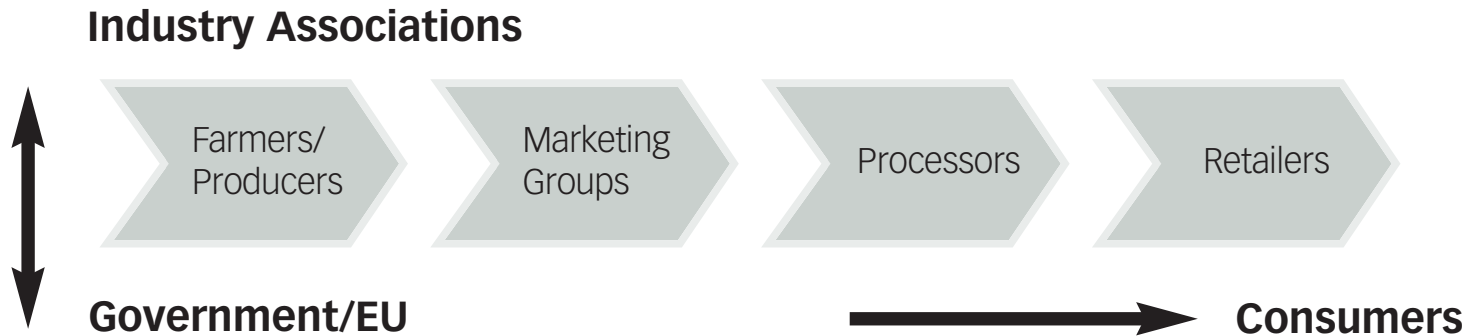


**Characteristics
of the primary
Farm Business
reader**

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Influence

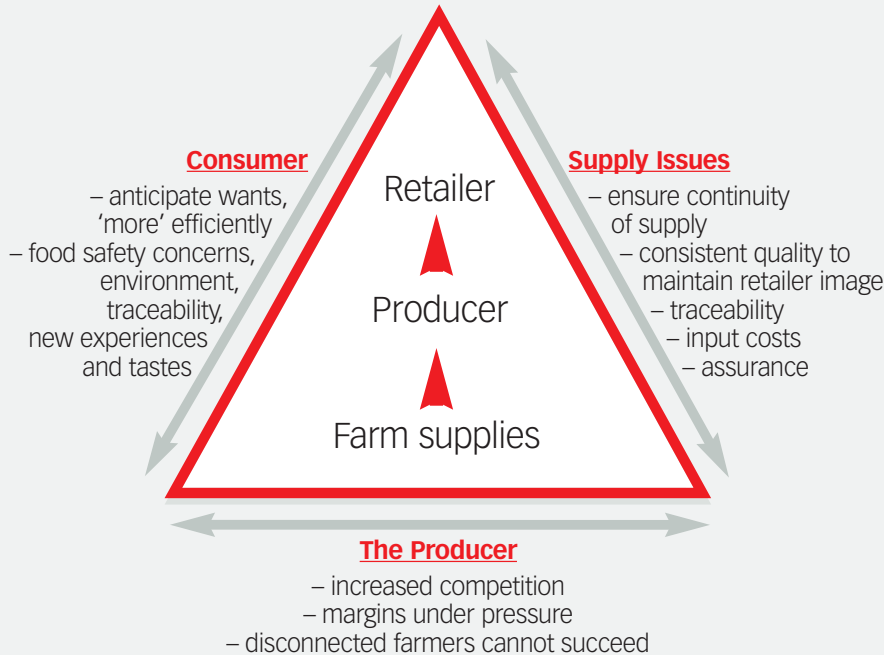
Farm Business provides the information that farmers need to market themselves more effectively within the food chain



Farm Business is a networking tool to bring influencers together, sharing ideas, making commercial connections

Drive towards vertical partnerships

TECHNOLOGICAL ADVANCES



Place your advertising next to positive, thought-provoking

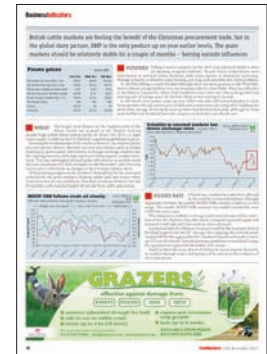
News&InternationalDrivers

The competitive landscape is a global one, with international drivers affecting commercial businesses faster than ever before. Environment, input prices, human resources, competition from emerging markets such as Brazil, China, India and Russia (B.R.I.C) all have a direct effect on business interests and trading abroad, and the ability to be competitive here in the UK. We look at the key drivers that are affecting business in the short and medium term, with views on long-term prospects for UK businesses.



BusinessSense

Running a successful business involves decision-making and planning across a multitude of disciplines from cropping, land acquisition and financial planning, to keeping an open mind on new business thinking and the direct impact global issues can have on the farm business. In the business pages of *Farm Business* all these issues are covered in a thought-provoking and analytical style.



ng and innovative editorial

Marketing

Farm Business looks at farming in the context of the food chain where effective marketing is paramount. We show how to maximise the value of what farmers produce, identifying consumer and market trends both in the UK and Internationally – showing farmers, through case-studies, how to add value. **Farm Business** discusses the importance of strengthening links between farmers, processors and retailers, and the use of effective branding, packaging and strong distribution links are all analysed by acknowledged experts.



Technical Best Practice

One of the key aims of **Farm Business** is to promote leadership, innovation and best practice. In this series of supplements we explore the very best in technical and practical farming know-how. This is an ideal environment to show how your products and services help UK farmers to compete

profitably and efficiently in an increasingly competitive world. Subjects covered include: weed control, animal vitality, milk production, fertilisers, seed selection, precision farming.



'Engage' with your customers



Farm Business organises the industry Awards at the House of Commons each December.



It's important to put your marketing message next to forward-thinking, challenging editorial, so that your advertising benefits by association. It doesn't need to be next to a relevant feature every time, it needs to be next to editorial that is truly 'useful' to the reader. You need to empathise with your audience, 'engage' on their level, and remember that a customer buys for their reasons not yours!

Caroline Whibley, Marketing Director, Farm Business

Circulation: 16,100 – 2010 ABC Audit Issue*



14,100

Posted to estate managers, named farm owners, managers and tenant farmers, farming 150+ha arable, 200+ beef, 100+ dairy, 500+ sheep, 500+ pigs, 500+poultry, 50+ha vegetables, pulses

500

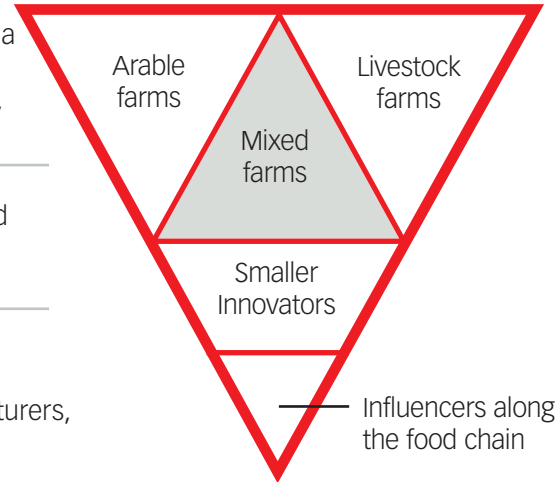
Smaller, innovator farms, diversified commercial enterprises

1,500

Key influencers – farm trade, vets, advisers, marketing groups, processors, retail buyers, manufacturers, policy makers

16,100

Distributed fortnightly



Publisher's demographic statement



*Total Average Net Circulation: 15828 (Period 12 months to December 2010)

Rates and Data

Rates

Insertions	1	6	12	18	22
DPS	4,530	3,920	3,520	3,175	2,860
Page	2,530	2,200	1,985	1,830	1,650
Half	1,420	1,200	990	810	720
Quarter	770	660	550	410	360

Advertisement sizes (width x height):

DPS*:	Bleed 426 x 303mm	Trim 420 x 297mm	Type 404 x 280mm
Full page:	Bleed 216 x 303mm	Trim 210 x 297mm	Type 194 x 280mm
Half page:	194 x 132mm or 95 x 273mm		
Quarter page:	95 x 132mm or		
Quarter strip:	194 x 63mm		
Branding strip:	194 x 26mm		

Website – www.farmbusiness.cc

Banner advert £95 rotating per week

Banner solus £380 per week

MPU advert £95 rotating per week

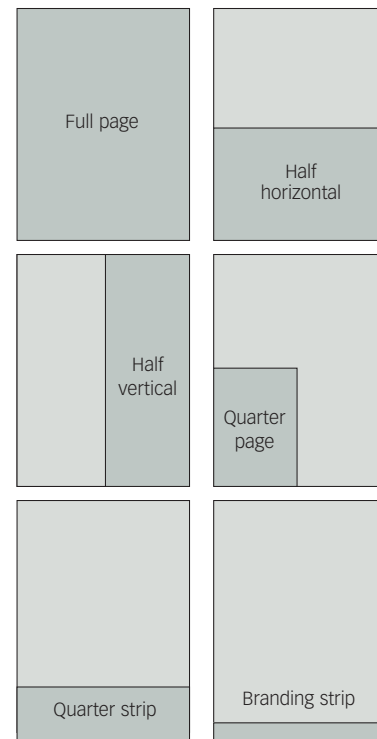
Recruitment advert £95 per week

* DPS ads must be supplied as two single-page PDFs.

All prices are quoted to include colour.

Inserts, bound and loose accepted by individual quotation.

Full terms and conditions available on request, or see reverse of 'order confirmation'.



For more information call 01892 861664 e: info@ghpublishing.co.uk

Grove House Publishing Ltd, Hendal Oast, Hendal Farm, Groombridge, Kent TN3 9NU

Issue Dates

2012

Jan 20

Feb 10, 24

Mar 9, 23

Apr 5, 20

May 4, 18

Jun 8, 22

Jul 6, 20

Aug 17

Sep 7, 21

Oct 5, 19

Nov 9, 23

Dec 7, 14

21 Issues

Mechanical Data

Farm Business is an A4 saddle-stitched title, printed sheet-fed with the following specifications.

Copy is required in digital format:

Files must be PDF Acrobat 1.3 compatible (eg PDF/X-1a:2001). All files to be supplied as composite CMYK. If a spot colour is required please contact the publisher. Files must contain crop marks. All images contained within the PDF must be high resolution (300 dpi) in CMYK format. All fonts must be embedded. Combined colour ink density must not exceed 300%. All files must be submitted as single pages.

Proofs supplied must be generated from the PDF, proofs from any other source are not acceptable. Proofs must be 100% of final size of advertisement.

For **Delivery** information please contact the publisher.

Copy dates

Material received no later than 3 weeks prior to publication date

Production

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Portfolio



www.farmbusiness.cc

FarmBusiness

data insight fusion e-mail sources research

DATA-RICH
TARGETED
RESPONSE-DRIVEN

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List lease, research, data services
Over 74,000 farm and rural names

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