

SHEEP FARMER

A NATIONAL SHEEP ASSOCIATION PUBLICATION

MEDIA PACK 2019

For Sheep Farmer magazine and event guides
for NSA Welsh Sheep, NSA North Sheep and
NSA Sheep Northern Ireland



NSA Sheep Farmer magazine is an essential read for everyone in the sheep sector. It provides a unique mix of best practice advice, seasonal updates and farm features, as well as keeping readers abreast of the vital work NSA does on behalf of the industry. The magazine is published six times a year and posted to all NSA members and supporters. Additional copies are also distributed via NSA events and activities.

NSA is renowned for its sheep events – and each is supported by an Event Guide that gives exhibitors and supports opportunity to make the most of their presence on the day. Three of these guides are produced in-house by NSA and details of other event guides can be obtained directly from the event organiser.

**To book advertising and for all enquiries, please contact Helen Roberts
on 01691 654712, 07976 803066 or helen@nationalsheep.org.uk**



RATE CARD AND ADVERT SPECIFICATION



ADVERT	SHEEP FARMER (A4)		EVENT GUIDE (A5)	
	PRICE	SIZE (WIDTH X HEIGHT)	PRICE	SIZE (WIDTH X HEIGHT)
Full Page / Inside Front / Back Cover	£1,100	216mm x 303mm with bleed	£550	156mm x 218mm with bleed
Full Page	£1,000	216mm x 303mm	£500	156mm x 218mm with bleed
Centre Fold Strip - Over Two Pages	£695	400mm x 65mm		
Half Page Portrait	£600	90mm x 271mm	£275	133mm x 92mm
Half Page Landscape	£600	190mm x 134mm	£275	64mm x 192mm
Third Page Portrait	£595	60mm x 271mm		
Third Page Landscape	£575	190mm x 87mm		
Quarter Page – Strip	£400	190mm x 65mm	£180	133mm x 46mm
Quarter Page – Standard	£375	90mm x 134mm	£180	64mm x 92mm
Eighth Page	£225	90mm x 65mm	£80	64mm x 46mm
Large Sheep Directory Tile	£80	44.5mm x 60mm		
Small Sheep Directory Tile	£40	44.5mm x 30mm		
Inserts	£155/1,000	Up to A4 in size. Price subject to weight		

Discounts: Discounts available on all advert sizes for NSA Gold Supporters.
25% discount available to NSA-affiliated breed societies and NSA members on sheep directory tiles.

EDITIONS / DEADLINES - SHEEP FARMER

EDITION	DEADLINE FOR BOOKING ADVERTS AND INSERTS ARTWORK	DEADLINE FOR PROVIDING ADVERT ARTWORK	DEADLINE FOR INSERTS TO ARRIVE AT PRINTERS	DATE ARRIVES WITH READERS
Feb / Mar 2019	Monday 7th January	Friday 11th January	Monday 28th January	Friday 8th February
Apr/ May 2019	Wednesday 6th March	Wednesday 13th March	Wednesday 27th March	Monday 8th April
Jun/ Jul 2019	Tuesday 23rd April	Tuesday 30th April	Tuesday 14th May	Friday 24th May
Aug/ Sep 2019	Wednesday 26th June	Wednesday 3rd July	Wednesday 17th July	Monday 29th July
Oct/ Nov 2019	Wednesday 4th September	Wednesday 11th September	Wednesday 25th September	Monday 7th October
Dec/ Jan 2020	Wednesday 6th November	Wednesday 13th November	Wednesday 27th November	Monday 9th December

NSA EVENT GUIDES

EVENT GUIDE	DEADLINE FOR BOOKING ADVERTS AND INSERTS ARTWORK	DEADLINE FOR PROVIDING ADVERT ARTWORK	DEADLINE FOR INSERTS TO ARRIVE AT PRINTERS	DATE ARRIVES WITH READERS
NSA Welsh Sheep	Monday 1st April	Monday 22nd April	Tuesday 30th April	Friday 10th May
NSA North Sheep	Monday 15th April	Monday 6th May	Tuesday 14th May	Friday 24th May
NSA Sheep NI	Monday 15th April	Monday 6th May	Tuesday 14th May	Friday 24th May

Supplying adverts: Sheep Farmer is standard A4 size (210mm x 297mm). Only full page adverts are accepted with a bleed. Adverts must be supplied as print ready PDFs, CMYK with fonts embedded. All other files and non-print-ready PDFs will require resetting, which is a service NSA can provide at a fee by negotiation.

Supplying inserts: Inserts to be delivered to Nite Direct Marketing Ltd, Nite House, Tokenspire Business Park, Hull Road, Woodmansey, Beverley HU17 0TB - a tail lift is necessary for pallet deliveries (8.30am-4pm Monday-Friday). To be accompanied by a full delivery advice note detailing the insert title, magazine title and issue date, plus quantity and number of boxes/pallets. Each face of each box/pallet to be clearly marked with the same information. e.g. SHEEP LEAFLET for SHEEP FARMER FEB/MAR 2018 ISSUE – BOX 1 OF 10. Maximum size for inserts is 210mm wide x 297mm deep; min. size is 105mm x 148mm. Minimum weight is 90gsm for a single leaf, 80gsm for four pages and 65gsm for eight pages. NOTE – folded inserts must have a closed edge in order to be machine fed.

Supplying advertorial: Full page and half page advertorial space can be purchased, with the purchaser to provide the content and NSA to design the layout. Prices are available on application to Helen Roberts.

Supplying editorial: Although space is limited in each edition, NSA will consider editorial that provides technical / best practice advice for readers. Companies wishing to provide editorial should contact Eleanor Phipps at NSA Head Office at least six weeks before the publication date with an outline of the suggested topic. If agreed, Eleanor will provide a deadline and word count.

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your business your future