

SHEEPFARMER

A NATIONAL SHEEP ASSOCIATION PUBLICATION



MEDIA PACK 2020

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.

Rate card and advert specification

ADVERT	SHEEP FARMER (A4)	
	PRICE	SIZE (WIDTH X HEIGHT)
Full Page / Inside Front / Back Cover	£1,100	216mm x 303mm with bleed
Full Page	£1,000	216mm x 303mm
Centre Fold Strip - Over Two Pages	£695	400mm x 65mm
Half Page Portrait	£600	90mm x 271mm
Half Page Landscape	£600	190mm x 134mm
Third Page Portrait	£595	60mm x 271mm
Third Page Landscape	£575	190mm x 87mm
Quarter Page Strip	£400	190mm x 65mm
Quarter Page Standard	£375	90mm x 134mm
Eighth Page	£225	90mm x 65mm
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

Opportunities in 2020

In addition to Sheep Farmer magazine, NSA has a number of events and activities running in 2020 - including our flagship NSA Sheep Event in July. Contact us to discuss opportunities.



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

Editions and deadlines

EDITION	DEADLINE FOR BOOKING ADVERTS AND INSERTS	DEADLINE FOR PROVIDING ADVERT ARTWORK	DEADLINE FOR INSERTS TO ARRIVE AT MAILING HOUSE	DATE ARRIVES WITH READERS
Feb / Mar 2020	Wednesday 8th January	Monday 20th January	Monday 3rd February	Friday 14th February
Apr / May 2020	Friday 6th March	Wednesday 18th March	Wednesday 1st April	Wednesday 15th April
Jun / Jul 2020	Wednesday 13th May	Tuesday 26th May	Monday 8th June	Monday 19th June
Aug / Sep 2020	Friday 3rd July	Thursday 16th July	Thursday 30th July	Tuesday 11th August
Oct / Nov 2020	Friday 4th September	Wednesday 16th September	Wednesday 30th September	Monday 12th October
Dec / Jan 2021	Friday 6th November	Wednesday 18th November	Wednesday 2nd December	Monday 14th Decemer

Important information

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: Most inserts of standard A4 size or smaller can be accepted, but the weight and number/type of fold is required when booking. Once booked with NSA, inserts to be delivered to PR Fulfilment, Unit 22 Goldthorpe Industrial Estate, Commercial Road, Rotherham S63 9BL. 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 2020 ISSUE - BOX 1 OF 10.

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.

Supplying editorial: Although space is limited in each edition, NSA will consider editorial that provides technical / best practice advice for readers.

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

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