

# SHEEPFARMER

A NATIONAL SHEEP ASSOCIATION PUBLICATION

## MEDIA PACK 2022



Placing an advert in NSA Sheep Farmer magazine is the best way to get your message directly to active and engaged UK sheep farmers. 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.

### Features list

The six editions in 2022 will each include a topical feature, as well as additional content around the NSA Sheep Event and NSA Scot Sheep. For more information about opportunities at these two events, please contact the relevant event organiser.

EDITION	FEATURE
Feb/Mar 2022	Lambing focus
Apr/May 2022	Grassland focus + NSA Scot Sheep preview
Jun/Jul 2022	Weaning focus + NSA Sheep Event preview + NSA Scot Sheep event report
Aug/Sep 2022	Quarantine focus + NSA Sheep Event report
Oct/Nov 2022	Tupping / early pregnancy focus
Dec/Jan 2023	Pre-lambing focus

### 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 with bleed
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/£1000	Up to A4 in size. Price subject to weight.

\* Discount available for Gold Corporate Supporters, and for NSA members and affiliated breed societies on tile adverts.

### 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 2022	Monday 10th January	Thursday 20th January	Tuesday 1st February	Tuesday 15th February
Apr/May 2022	Monday 7th March	Thursday 17th March	Tuesday 29th March	Tuesday 12th April
Jun/Jul 2022	Monday 16th May	Thursday 26th May	Tuesday 7th June	Tuesday 21st June
Aug/Sep 2022	Monday 4th July	Thursday 14th July	Monday 1st August	Tuesday 16th August
Oct/Nov 2022	Monday 5th September	Thursday 15th September	Tuesday 27th September	Tuesday 11th October
Dec/Jan 2023	Monday 7th November	Thursday 17th November	Tuesday 29th November	Tuesday 13th December

### 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 Mailing Dept, The Lavenham Press Ltd, 47 Water Street, Lavenham, Suffolk CO10 9RN. Deliveries (9am-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.

**Back copies:** Previous editions of the magazine can be viewed at [www.nationalsheep.org.uk/nsa-community](http://www.nationalsheep.org.uk/nsa-community). More about working with NSA is available at [www.nationalsheep.org.uk/support-us](http://www.nationalsheep.org.uk/support-us).

To book advertising and for all enquiries, please contact Helen Roberts on 07976 803066 or [helen@nationalsheep.org.uk](mailto:helen@nationalsheep.org.uk)

your business your future