

NSA SCOTLAND *magazine*

MEDIA PACK 2016/2017

The remit of NSA Scotland is to promote and represent the sheep industry in a general sense to others. This involves the promotion of sheep and their products to the agricultural industry and to an increasing degree, the general public whilst also ensuring that the appropriate political authorities in Scotland, United Kingdom, Europe and around the World, understand the views and predicaments of the Scottish sheep farmer. This brings NSA Scotland into regular contact with Government agricultural officials and departments around the UK, each of the farming unions, the levy bodies, MSPs, MPs, MEPs, European Commission officials, and a growing number of environment and welfare based pressure groups.

The NSA Scotland Magazine is the official publication of the National Sheep Association in Scotland. It is the intention of the NSA Scotland Committee to publish at least one of these a year in late Autumn and will be posted direct to Scottish Sheep Farmers including all NSA members in Scotland, as well as Scottish Executive and key agricultural and political decision-makers.

The NSA Scotland Magazine is tremendously well-respected within the industry, authoritative and informative and is essential reading for all sheep farmers and those involved within the industry. The NSA Scotland Magazine promotes the work and activities of NSA Scotland and highlights good flock management and welfare whilst addressing specific issues in the Sheep Farmers year.

FOR FURTHER DETAILS ON ADVERTISING AND SPONSORSHIP:

EUAN EMSLIE - NSA SCOTLAND SECRETARIAT & EVENTS ORGANISER

01430 441870
07718 908523
euan@nsascotland.org

  www.nsascotland.org



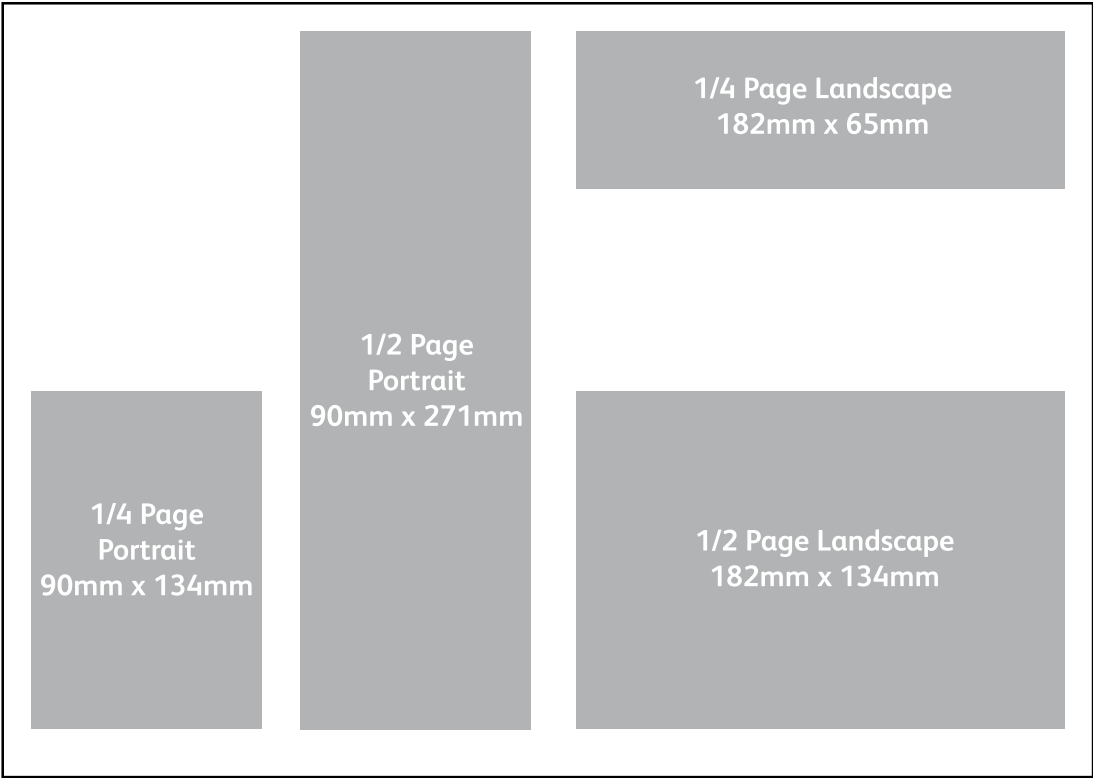
Specification and Rates

Advert	Price	Size (w x h mm)
FULL PAGE		
Outside Back Cover	£1,200	210mm x 297mm + 3mm bleed
Inside Front Cover	£1,000	210mm x 297mm + 3mm bleed
Run of magazine	£900	210mm x 297mm + 3mm bleed
HALF PAGE		
Landscape	£495	182 x 134
Portrait	£495	90 x 271
THIRD PAGE		
Landscape	£395	182 x 87
Portrait	£395	60 x 271
QUARTER PAGE		
Landscape	£295	182 x 65
Portrait	£295	90 x 134
CONTENTS PAGE		
Landscape	£395	140 x 65

INSERTS ARE AVAILABLE BY NEGOTIATION.
OTHER SIZES ARE AVAILABLE BY NEGOTIATION.

Supplying Adverts

NSA Scotland Magazine is standard A4 size (210mm x 297mm). Files to be supplied as print ready PDFs, CMYK with fonts embedded. We can also accept EPS, Tiff and Jpeg files if greater than 300dpi. All other files (e.g. Doc and Pub) and non-print ready files require re-setting and will incur additional design and set cost by negotiation. If you require artwork designing for your advert or any queries regarding supplying adverts, please contact Tom Kinroy at Kinroy Design - tom@kinroydesign.co.uk



NSA Scotland Sponsorship Opportunities

NSA Scotland Winter Road show meetings

There are usually three of these per year held in January/February (Dates & Venues still to be confirmed). Why not take this opportunity to sponsor these and promote your business for a cost of £200 per meeting.

NSA Scotland Annual Members Meeting & Dinner - Wednesday 15th February 2017
Venue to be confirmed.

A unique opportunity to meet the movers and shakers within the sheep industry, including leading sheep farmers, government officials and industry leaders. Mainline Sponsorship costs £500 and includes a table of ten guests at the dinner, logos on advertisements, dinner menus and literature etc.

NSA Highlandsheep 2017 - Wednesday 31st May 2017
Kinnahaird Farm, Contin, Strathpeffer, Ross-shire

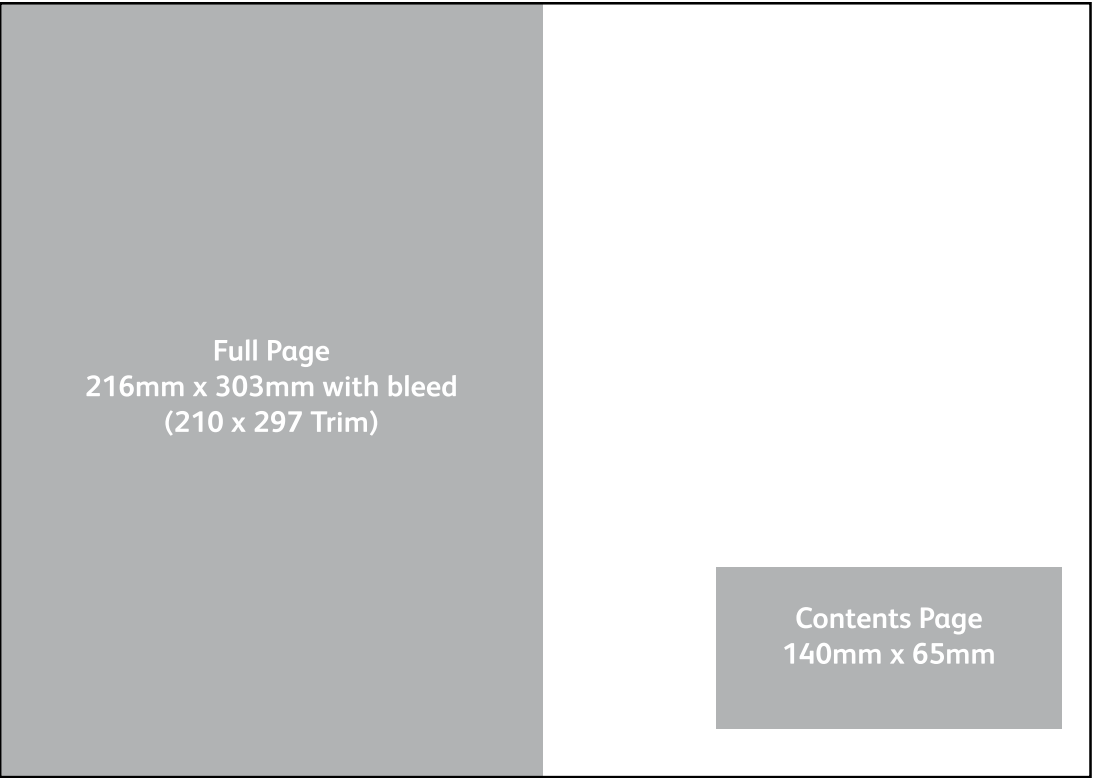
Having held two successful events in 2013 and 2015, this is now established as the North of Scotland’s biennial sheep event. This event gives you a unique opportunity to communicate with the majority of Sheep Farmers in the North of Scotland and further afield, by having a stand at the event and/or through various sponsorship opportunities at the event.

NSA Scotland Marquee at Royal Highland Show - 22nd to 25th June 2017
Ingliston, Edinburgh

Always one of the busiest and high profile stands in the show, featuring the leading sheep breeds societies and everything from live sheep exhibits, lamb tastings, through to wool and high fashion demonstrations. There are a number of sponsorship opportunities within the marquee including banner sites on the outside of the marquee.

NSA Scotsheep 2018 - Wednesday 30th May 2018
Venue to be confirmed

Scotland’s biennial sheep event (Hosts in 2016 – Glenrath Farms Ltd) usually attracts up to 8,000 sheep farmers. This event gives you a unique opportunity to communicate with the majority of Scotland’s & North of England’s Sheep Farmers by having a stand at the event and/or through various sponsorship opportunities at the event.



CONTACT:

EUAN EMSLIE
FOR ADVERTISING
BOOKINGS AND
ENQUIRIES

01430 441870
07718 908523
euan@nsascotland.org