

SCOTLAND *magazine*

MEDIA PACK 2015/2016

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.

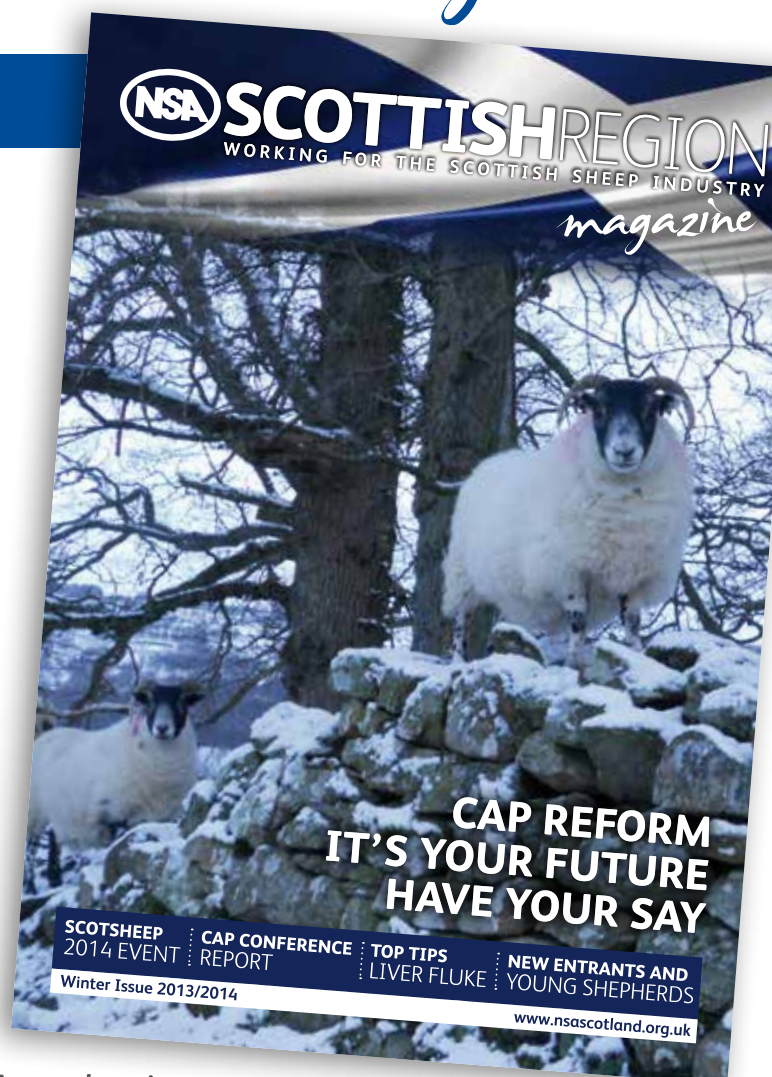
The NSA Scotland Magazine is the official publication of the National Sheep Association in Scotland. It is the intention of the NSA Scotland Committee to publish at least one of these a year and will be posted direct to Scottish Sheep Farmers including all NSA members in Scotland, as well as Scottish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

ADVERTISING CONTACT:

EUAN EMSLIE
FOR ADVERTISING BOOKINGS, SPONSORSHIP AND ENQUIRIES

01430 441870
07718 908523
ewan@appliedremedies.co.uk



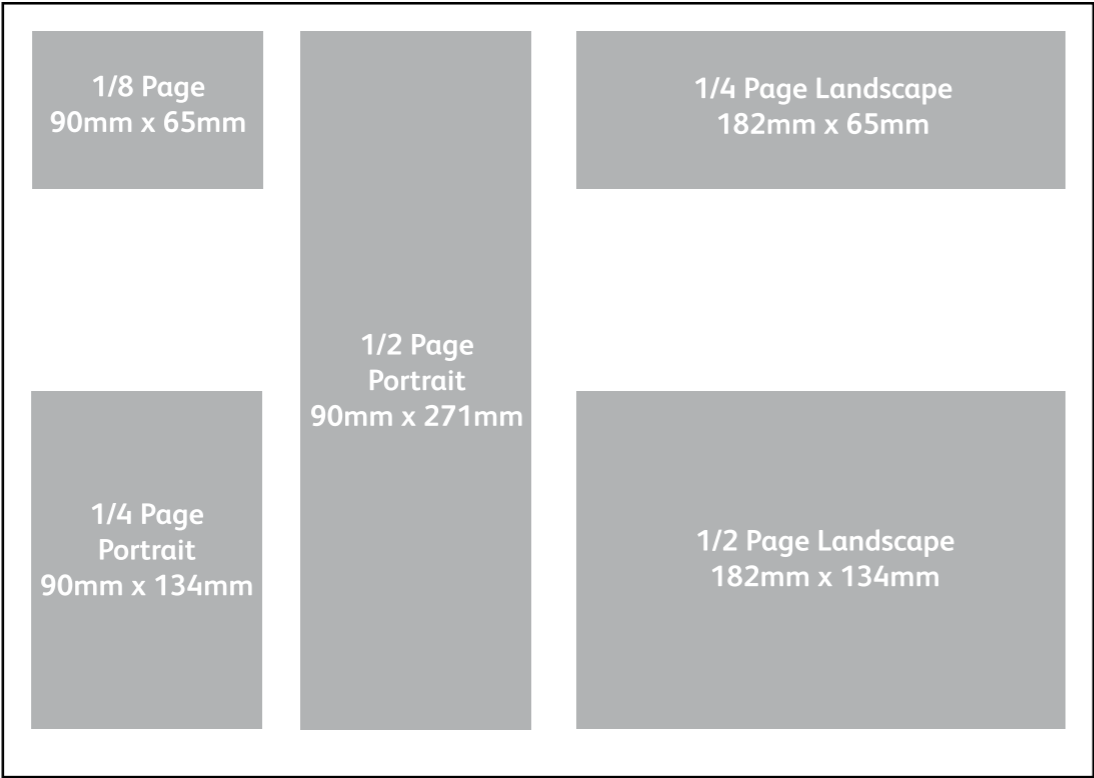
Specification and Rates

Advert	Price	Size (w x h mm)
FULL PAGE		
Outside Back Cover	£1,200	216 x 303 with bleed
Inside Front Cover	£1,000	216 x 303 with bleed
Run of magazine	£900	216 x 303 with bleed
HALF PAGE		
Landscape	£495	182 x 134
Portrait	£495	90 x 271
Landscape strip over two pages*	£900	392 x 134
THIRD PAGE		
Landscape	£395	182 x 87
Portrait	£395	60 x 271
QUARTER PAGE		
Landscape	£295	182 x 65
Portrait	£295	90 x 134
EIGHTH PAGE		
Landscape	£195	90 x 65
CONTENTS PAGE		
Landscape	£395	140 x 65

INSERTS ARE AVAILABLE BY NEGOTIATION. OTHER SIZES ARE AVAILABLE BY NEGOTIATION
*Only available in the centre pages of the magazine; one booking per edition; first come first served.

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 Scottish Region 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.

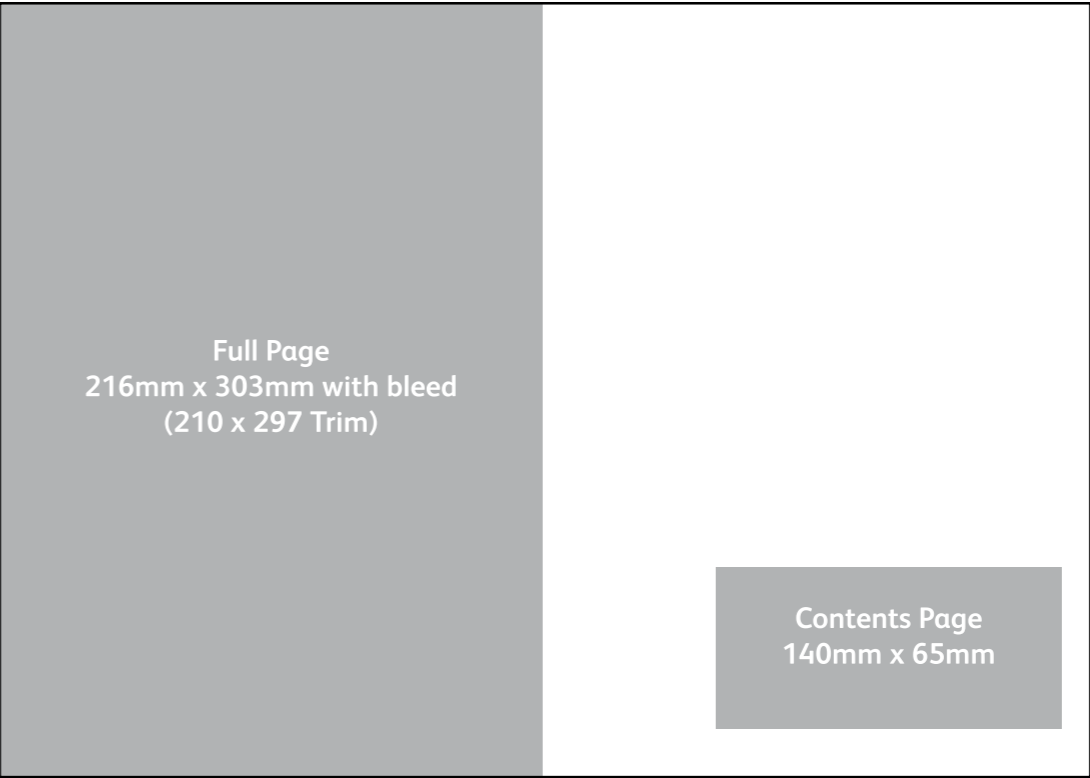
NSA Scotland Annual Members Meeting & Dinner
Wednesday 17th February 2016
Edinburgh Marriott Hotel, 111 Glasgow Road, Edinburgh, EH12 8NF
A unique opportunity to meet the movers and shakers within the sheep industry, including leading sheep farmers, government officials and industry leaders.

Mainline Sponsorship costs £500 and includes a table of ten guests at the dinner, logos on advertisements, dinner menus and literature etc.

NSA Scotsheep 2016
Wednesday 1st June
Blythbank, West Linton, Peeblesshire, EH46 7DF
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.

NSA Scotland Marquee at Royal Highland Show
23rd to 26th June 2016
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 Highlandsheep 2017
Date & Venue to be Confirmed
Having held two successful events in 2013 and 2015, this is now 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 by having a stand at the event and/or through various sponsorship opportunities at the event.



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