

# NATIONAL FARMER



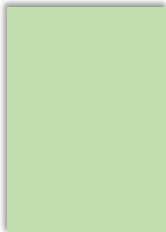
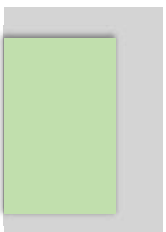
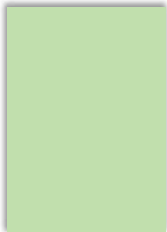
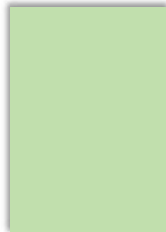
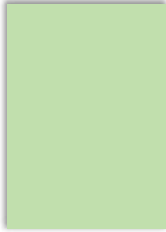
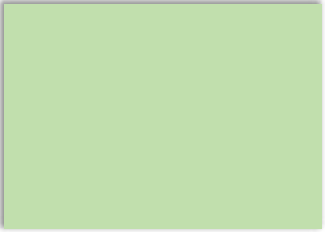
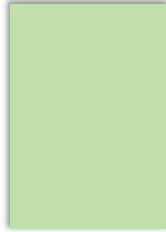
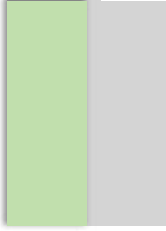
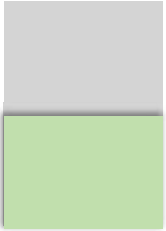
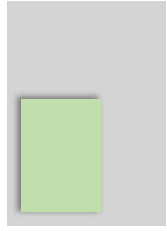
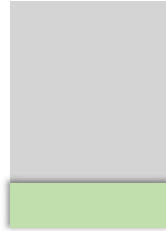
**Q** How do you reach in excess of 50,000 decision makers within the farming community?

**A** By promoting your business with National Farmer - the worlds first digital turn page farming magazine!

National Farmer is a digital publication from Business Independent Publishing, utilising over 15 years' experience within the farming and agricultural publishing sector. It reflects the latest independent news, product launches, innovation and special features within the agricultural sector. National Farmer is established as the main free digital farming publication circulated throughout the United Kingdom to over 50,000 subscribers.

How will National Farmer make a difference to your business? By offering what both readers and advertisers want – a quality product, realistic advertising rates and most importantly, editorial that is written to be read.

Plan a targeted promotional campaign with one of our specialist consultants today to start harvesting the benefits that National Farmer can achieve.

<p><b>Mayfair Position</b></p>  <p>Size: 200mm wide x 280mm deep*</p> <p><b>£1250</b></p>	<p><b>Front Cover</b></p>  <p>Size: 142mm wide x 213mm deep</p> <p><b>£1250</b></p>	<p><b>Inside Front Cover</b></p>  <p>Size: 200mm wide x 280mm deep</p> <p><b>£1000</b></p>	<p><b>Back Cover</b></p>  <p>Size: 200mm wide x 280mm deep</p> <p><b>£1000</b></p>
<p><b>Inside Back Cover</b></p>  <p>Size: 200mm wide x 280mm deep</p> <p><b>£1000</b></p>	<p><b>Double Page Spread</b></p>  <p>Size: 400mm wide x 280mm deep</p> <p><b>£1345</b></p>	<p><b>Full Page (ROP)</b></p>  <p>Size: 200mm wide x 280mm deep</p> <p><b>£875</b></p>	
<p><b>Half Page Portrait</b></p>  <p>Size: 96.5mm wide x 280mm deep</p> <p><b>£575</b></p>	<p><b>Half Page Landscape</b></p>  <p>Size: 200mm wide x 137.5mm deep</p> <p><b>£575</b></p>	<p><b>Quarter Page Portrait</b></p>  <p>Size: 92mm wide x 122mm deep</p> <p><b>£375</b></p>	<p><b>Quarter Page Landscape</b></p>  <p>Size: 200mm wide x 78mm deep</p> <p><b>£375</b></p>

**File specifications:** Preferred formats for advertisements being supplied to National Farmer are:

- High resolution Adobe Acrobat PDF files
  - High resolution Jpeg files (@ 300dpi)
- \* Please note, all artwork supplied for the Mayfair position must be in Jpeg format