

# What is Countryside magazine?

With a passion for rural issues, *Countryside* magazine aims to give our readers a comprehensive monthly guide on how to enjoy and make the most of rural living.

Published by the National Farmers' Union and written by knowledgeable professionals actively working within the rural environment, each magazine contains news and views, regular features, topical themes, and interesting celebrity interviews, as well as campaigning articles supporting key rural matters.

With 132 pages of high quality editorial and superb photographs, we aim to fulfil our readers' interests in a number of key subjects.

Recognised as a magazine of influence, *Countryside* was recently awarded the prestigious 'Magazine of excellence award' by the National Federation of Newsagents.

# Why advertise with Countryside Magazine?

Our readers are typically aged 45 and over and have a taste for the finer things in life, with the majority living or working in a rural environment. They have a high disposable income to invest in goods and services and recent research shows that 93 per cent of readers stated that they always or sometimes read the advertising pages, a significant number generating positive response for our advertisers.

With a certified ABC distribution of **35,136** through membership and copies sold through leading newsagents, supermarkets, and rural retail outlets, *Countryside* offers targeted and cost-effective advertising that works.



## Countryside Online

Keep up to date with all the latest by visiting us at: [www.countrysideonline.co.uk](http://www.countrysideonline.co.uk)

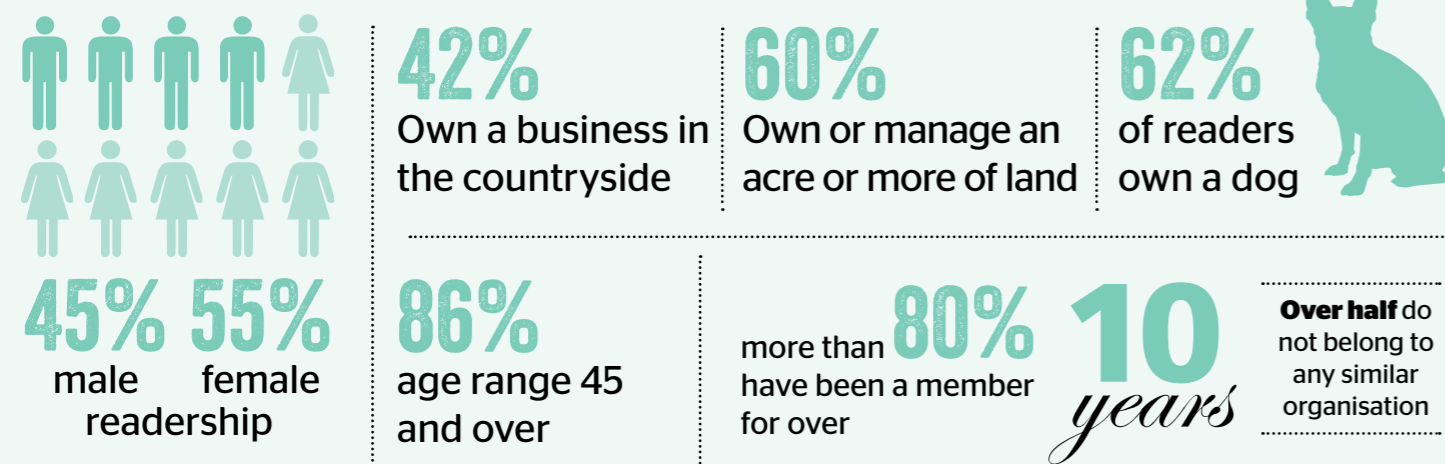
Packaged with *Countryside* magazine we are able to offer a multi-media marketing campaign giving greater reach and exposure



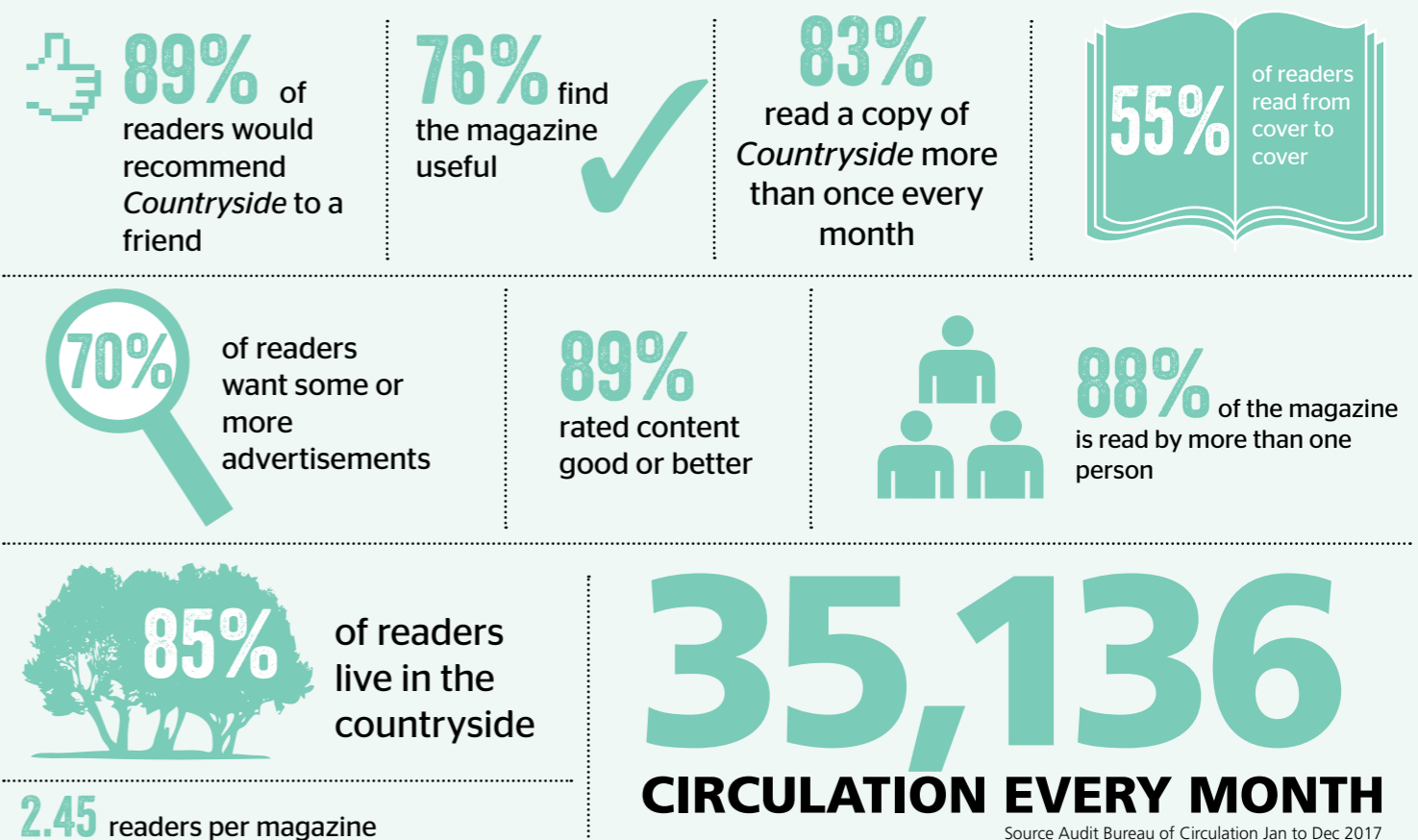
## Reader interests



## Reader profile



## Reader facts



# Countryside Magazine - 2018 Themes

| JANUARY  | FEBRUARY  | MARCH   | APRIL   | MAY   | JUNE   | JULY   | AUGUST  | SEPTEMBER   | OCTOBER   | NOVEMBER   | DECEMBER  |
|--|---|---|---|---|--|--|---|---|---|--|---|
| <b>THE GOOD LIVING EDITION</b><br>From growing and eating your own food, to getting out into the countryside for bracing walks in the beautiful British countryside, this edition is all about the simple art of good living in the British countryside. | <b>SMALLHOLDER EDITION</b><br>With tens of thousands of smallholdings across the country, we look at the latest news, features and kit for those pursuing a slice of the 'good life'. Also, an opportunity to explore animal health and welfare issues faced by today's smallholders and the responsibilities involved with keeping land and livestock. | <b>THE PROPERTY EDITION</b><br>As the property market shakes off its winter stupor, we'll focus on living in the countryside. Which areas are hot (and not), what's the likely impact of Brexit on rural house prices and how can you improve your home without breaking the bank? Plus, we'll be focusing on some of the most extraordinary rural renovations. | <b>THE GREAT BRITISH GARDEN EDITION</b><br>Whether you love 'grow your own' or flowery cottage gardens, this will be the edition for the green-fingered amongst us. Expect expert comment, inspirational garden features, product guides and stunning imagery as we look at just what makes us Brits such a gardening nation. | <b>THE 'MADE IN BRITAIN' EDITION</b><br>The British brand is renowned for quality and flair across the world - and this edition is devoted to businesses large and small that are proud to emblazon the British flag across their wares. We'll be speaking to some of the country's leading rural entrepreneurs and discovering the secrets of their success. | <b>THE WILDLIFE AND ADVENTURE EDITION</b><br>From seasonal migrations to the annual deer rut, Britain is a nation of wildlife watchers fascinated by the flora and fauna of this isle. This edition will be devoted to that wildlife, the people who nurture it, and adventures in the great outdoors. | <b>COUNTRYSIDE GOES ON ITS TRAVELS EDITION</b><br>At the height of the holiday season we'll be looking at some of our favourite destinations around the UK, asking what it takes to become an award-winning rural B&B and offering holiday choices for every person with every budget. | <b>THE COUNTRYSIDE KITCHEN EDITION</b><br>The beating heart of any country house or cottage remains the kitchen and this issue will take the pulse of food and food producers. We'll be looking at some of the most exciting food products and trends to emerge during 2017 and talking to some of the leading movers and shakers in the food market. | <b>THEN AND NOW EDITION</b><br>Britain's interest in nostalgia and history shows no sign of waning and this issue will be celebrating our connection with the rural past; its stories, events and museums and link those themes to our current times. | <b>THE MACHINERY EDITION</b><br>Whether its small tools or large machinery, having the right kit for the job is essential to innumerable parts of country life. We'll be taking a close look at the UK machinery and tool market and analysing new launches and trends. | <b>THE WORKING ANIMALS EDITION</b><br>From the dogs that help us tend our flocks to traditional working horses, animals are the constant companions to our rural lives. In this edition, we'll illuminate those tales and focus on the health, welfare and husbandry of our four-legged friends. | <b>THE FESTIVE EDITION</b><br>An unashamedly romantic and reflective edition will encapsulate why Christmas and the countryside walk hand-in-hand. From the food we eat, to the customs we enjoy, and the presents we receive, expect an edition with turkey and all the trimmings. |

# Countryside

FOOD, FARMING & RURAL LIFE

"The complete rural experience"

## Advertising rates

**Double Page Spread: £4,000**  
 TYPE AREA: 263mm (h) x 390mm (w)  
 TRIM: 290mm (h) x 420mm (w)  
 BLEED: 296mm (h) x 426mm (w)

**Half Page Vertical: £1,195**  
 263mm (h) x 88mm (w)

**Quarter Page Vertical: £625**  
 129mm (h) x 88mm (w)

**Single Page: £2,250**  
 \*Cover page position 25% premium  
 TYPE AREA: 263mm (h) x 181mm (w)  
 TRIM: 290mm (h) x 210mm (w)  
 BLEED: 296mm (h) x 216mm (w)

**Eighth Page: £325**  
 62mm (h) x 88mm (w)

**Half Page Horizontal: £1,195**  
 129mm (h) x 181mm (w)

**Classified SCC: £24**  
 1 column: 42mm (w)  
 2 column: 88mm (w)  
 4 column: 181mm (w)

## Inserts

As an addition to advertising why not consider inserts?

£ per thousand inserts

| Weight of Insert | Rate |
|------------------|------|
| Up to 5g         | £50  |
| Up to 10g        | £60  |
| Up to 15g        | £70  |
| Up to 20g        | £80  |
| Up to 25g        | £90  |

Rates available for other weights on request

## Sending Files

Please send all files to:  
 t: 01733 362700/701  
 e: countryside@atgraphicsuk.com

**ACCEPTABLE FILES**  
 PDF, TIFF, JPEG, EPS –  
 all 320dpi CMYK high resolution formats.

**TYPEFACES, FONTS AND IMAGES:**  
 Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

## Contact details

**GROUP SALES MANAGER**  
**Alan Brown**

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 e: alan.brown@nfu.org.uk

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 Warwickshire CV8 2TZ

**General enquiries**  
 t: 02476 858956



## Deadline and publication schedule 2018

| Issue  | Ad booking Deadline | Ads Copy Deadline | Inserts Deadline | Inserts Delivery | With Members from |
|--------|---------------------|-------------------|------------------|------------------|-------------------|
| Jan-18 | 21-Nov-17           | 23-Nov-17         | 23-Nov-17        | 28-Nov-17        | 08-Dec-17         |
| Feb-18 | 14-Dec-17           | 19-Dec-17         | 19-Dec-17        | 02-Jan-18        | 12-Jan-18         |
| Mar-18 | 23-Jan-18           | 25-Jan-18         | 25-Jan-18        | 30-Jan-18        | 09-Feb-18         |
| Apr-18 | 20-Feb-18           | 22-Feb-18         | 22-Feb-18        | 27-Feb-18        | 09-Mar-18         |
| May-18 | 27-Mar-18           | 29-Mar-18         | 29-Mar-18        | 03-Apr-18        | 13-Apr-18         |
| Jun-18 | 24-Apr-18           | 26-Apr-18         | 26-Apr-18        | 01-May-18        | 12-May-18         |
| Jul-18 | 29-May-18           | 31-May-18         | 31-May-18        | 05-Jun-18        | 15-Jun-18         |
| Aug-18 | 26-Jun-18           | 28-Jun-18         | 28-Jun-18        | 03-Jul-18        | 13-Jul-18         |
| Sep-18 | 31-Jul-18           | 02-Aug-18         | 02-Aug-18        | 07-Aug-18        | 17-Aug-18         |
| Oct-18 | 28-Aug-18           | 30-Aug-18         | 30-Aug-18        | 04-Sep-18        | 14-Sep-18         |
| Nov-18 | 25-Sep-18           | 27-Sep-18         | 27-Sep-18        | 02-Oct-18        | 12-Oct-18         |
| Dec-18 | 23-Oct-18           | 25-Oct-18         | 25-Oct-18        | 30-Oct-18        | 09-Nov-18         |
| Jan-19 | 20-Nov-18           | 22-Nov-18         | 22-Nov-18        | 27-Nov-18        | 07-Dec-18         |

# Media Pack 2018



## RATES

All the information you need to know to advertise in our magazine and online

## STATISTICS

An insight into our core audience and readership

## PUBLISHING SCHEDULE

Advertising deadlines and publication dates