

Enjoy the great British Countryside

If you love the British countryside, its people and glorious landscapes, its animals and the farmers who produce our world-beating food, then Countryside magazine is for you.

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

Countryside members look forward to receiving their magazine every month, delivered directly to the door, and can take advantage of exclusive benefits and discounts on rural products and services.

You can also buy Countryside as a subscription, or as a standalone purchase through major newsagents and supermarkets. It's also distributed at major events such as the Cheltenham Festival and BBC Good Food Show, and at doctors, dentists and spas, giving great exposure to a broad readership.

With 132 pages of high quality editorial and superb photography, we aim to fulfil our readers' interests in a number of key subjects, including: food and farming, smallholdings, dogs and horses, gardening and rural skills.



2020 Themes

January
Good Health edition

February
Smallholder edition

March
The Property edition

April
The Great British Garden edition

May
Countryside Travel edition

June
The 'Made in Britain' edition

July
Then and Now edition

August
The Wildlife and Adventure edition

September
Countryside Kitchen edition

October
Power and Machinery edition

November
Working animals edition

December
Festive edition

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 **35,176** 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

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

@NFUcountryside countrysideonline

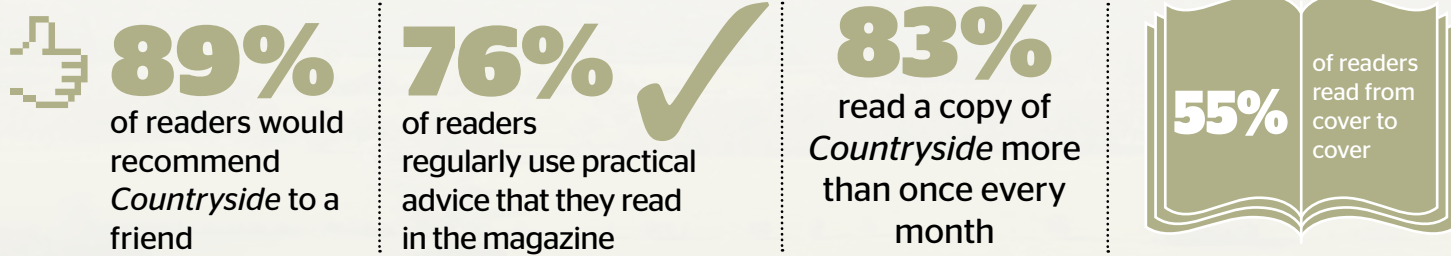
Reader interests



Reader profile



Reader facts



35,176
CIRCULATION EVERY MONTH
Source Audit Bureau of Circulation Jan to Dec 2018

Advertising rates & Specifications

Double Page Spread: £4,000
 TYPE AREA: 266mm (h) x 396mm (w)
 TRIM: 290mm (h) x 420mm (w)
 BLEED: 296mm (h) x 426mm (w)

Single Page: £2,320
 *Cover page position 25% premium
 TYPE AREA: 266mm (h) x 182mm (w)
 TRIM: 290mm (h) x 210mm (w)
 BLEED: 296mm (h) x 216mm (w)

Half Page Horizontal: £1,230
 129mm (h) x 182mm (w)

Half Page Vertical: £1,230
 263mm (h) x 88mm (w)

Quarter Page Vertical: £645
 129mm (h) x 88mm (w)

Eighth Page: £335
 62mm (h) x 88mm (w)

Classified SCC: £25
 1 column: 43mm (w)
 2 column: 88mm (w)
 4 column: 182mm (w)

Deadline and publication schedule 2020

Issue	Ad booking Deadline	Ads Copy Deadline	Inserts Deadline	Inserts Delivery	With Members from
Jan-20	19-Nov-19	21-Nov-19	21-Nov-19	26-Nov-19	06-Dec-19
Feb-20	05 Dec-19	13-Dec-19	13-Dec-19	20-Dec-19	10-Jan-20
Mar-20	21-Jan-20	23-Jan-20	23-Jan-20	28-Jan-20	07-Feb-20
Apr-20	18-Feb-20	20-Feb-20	20-Feb-20	25-Feb-20	06-Mar-20
May-20	24-Mar-20	26-Mar-20	26-Mar-20	31-Mar-20	10-Apr-20
Jun-20	28-Apr-20	30-Apr-20	30-Apr-20	05-May-20	15-May-20
Jul-20	26-May-20	28-May-20	28-May-20	02-Jun-20	12-Jun-20
Aug-20	23-Jun-20	25-Jun-20	25-Jun-20	30-Jun-20	10-Jul-20
Sep-20	28-Jul-20	30-Jul-20	30-Jul-20	04-Aug-20	14-Aug-20
Oct-20	25-Aug-20	27-Aug-20	27-Aug-20	01-Sep-20	11-Sep-20
Nov-20	22-Sep-20	24-Sep-20	24-Sep-20	29-Sep-20	09-Oct-20
Dec-20	20-Oct-20	22-Oct-20	22-Oct-20	27-Oct-20	06-Nov-20
Jan-21	17-Nov-20	19-Nov-20	19-Nov-20	24-Nov-20	04-Dec-20

Inserts

As an addition to advertising why not consider inserts?

£ per thousand inserts

Weight of Insert	Rate
Up to 5g	£55
Up to 10g	£65
Up to 15g	£75
Up to 20g	£85
Up to 25g	£95

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 (preferred format)
 TIFF, JPEG, EPS - all 320dpi CMYK
 high resolution formats.
 Please refer to www.pass4press.com for guidance on supplying artwork

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
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Countryside
 CHAMPIONING FOOD, FARMING & RURAL LIFE

THE COMPLETE RURAL EXPERIENCE

Rates
 All the information you need to know to advertise

Publishing
 Advertising deadlines and publication dates

Statistics
 An insight into our core audience and readership

Cost effective, targeted advertising

Media Pack 2020

