

# Countryside

ADVERTISING MEDIA INFORMATION 2024





## From the editor



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 the one 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.

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.

*Countryside* has a monthly circulation of 34,441\* and can also be purchased as a subscription, or as a stand-alone purchase through newsagents, supermarkets and online via Mags Direct. It's also distributed to 4 and 5-star hotels, estate agents and leisure venues. Plus, the magazine is also available digitally at Readly, giving great exposure to a broad readership.

Martin Stanhope  
Editor

\*Source Audit Bureau of Circulation Jan to Dec 2022



Circulation  
**34,441**  
abc

Shortlisted  
for cover of the year  
**PPA Independent  
Publisher  
Awards 2023**

## Our readers

Who reads *Countryside* and what are their interests? Surveys of our readership have provided some very useful statistical insights into their lives and their relationship to the magazine.

### Profile

**45/55**

Male / Female

**78%**

Live in a rural area

**60%**

Own or manage an acre or more of land

**62%**

Own a dog

More than

**80%**

have been members for more than

**10 YEARS**

### Facts

**89%**

Would recommend *Countryside* to a friend

**76%**

Regularly use practical advice that they read in the magazine

**84%**

Read a copy of *Countryside* more than once every month

**90%**

Respond to advertisements and make an enquiry

**68%**

Placed and order from an advertisement

### Interests



**96%**

Gardening



**78%**

Visit county or regional shows



**92%**

Food & cookery



**98%**

Rural skills



**98%**

Support British farming



**87%**

Travel & events



**82%**

Wildlife



**49%**

Equestrian

**CONTACT DETAILS: Jamie Royle // Media Sales Team Leader // t: 02476 858 954 // e: Jamie.Royle@nfu.org.uk**

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ



# Themes – 2024

Every edition of *Countryside* is structured around a topic relating to British food, farming and rural affairs. Here is a guide to our themes for 2024.

JANUARY

## Skills and courses

From dry-stone walling and land management to foraging and gardening, we'll look at how to broaden your horizons and learn a new skill.

MAY

## Travel

Whether you want a holiday that's calm and quiet or dramatic and challenging, the beautiful British Isles has something for everyone to enjoy.

SEPTEMBER

## Equine

The joys and challenges of owning a horse with practical advice, new products and rider interviews.

FEBRUARY

## Smallholding

Which animals should you keep? Which crops are best for a small plot? Can you make money? We take an in-depth look into the challenges of running a smallholding.

JUNE

## Made in Britain

Join us to celebrate the rural businesses flying the flag for Britain and producing some amazing products and services.

OCTOBER

## Back British Farming

Our special edition focuses on the work of our farmers and growers, from environmental projects to harvest, and highlights their crucial role in feeding the nation.

MARCH

## Property

Restorations and renovations – take a peek behind closed doors to reveal a treasure trove of property innovation and design.

JULY

## Then and Now

We reflect on our countryside's rich history – the crafts and traditions – and how these still have a place in modern rural life.

NOVEMBER

## Working animals

Whether they're rounding up livestock or providing companionship, we discover how working animals are vital to everyday rural life.

APRIL

## The Great British Garden

This edition is packed full of great ideas to inspire and transform your garden, whatever its size, as well as top tips on what to plant and when.

AUGUST

## Wildlife and adventure

Immerse yourself in our glorious countryside with tips and ideas on how to make the most of the natural world on our doorstep.

DECEMBER

## Christmas

Let's celebrate everything that is great about Christmas – locally-sourced food, turkey tips, festive recipe ideas, a gift guide, a diary of events – all packed into one celebratory edition.

**CONTACT DETAILS:** **Jamie Royle** // Media Sales Team Leader // t: 02476 858 954 // e: [Jamie.Royle@nfu.org.uk](mailto:Jamie.Royle@nfu.org.uk)

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ

# Regular features

Our regular features cover a whole spectrum of subjects and interests, here's a quick guide to our monthly content.



**Climate-friendly farming**  
Discover how British farmers are looking to the future

**Great British food**  
With chef Miranda Gore Browne

**In pictures**  
Visual stories from David Edmund-Jones

**Tried & tested**  
Products in the spotlight

**Buyer's guide**  
The latest machinery

**Equestrian review**  
The latest products for horse lovers

**Nature Magpie**  
Focus on the natural world

**Food reviews**  
Cheese and beer in the recommendations

**Diary dates**  
Our monthly event guide

**Feathered Focus**  
Our regular guide to all things poultry

**Gardening with Pippa Greenwood**  
Topical green-fingered advice

**Three things I can't live without**  
Rural celebs tell us what's essential to their lives



# Advertising rates and 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)

## Inserts

As an addition to advertising, why not consider inserts? Price per thousand inserts. Rates available for other weights on request.

Weight of Insert	Rate
Up to 5g	£70
Up to 10g	£80
Up to 15g	£90
Up to 20g	£100
Up to 25g	£110

# Deadlines and publication schedule 2024

Issue	Advert booking deadline	Advert copy deadline	Insert booking deadline	Inserts delivery	With members from	on sale date
January 24	14 Nov 23	15 Nov 23	16 Nov 23	21 Nov 23	01 Dec 23	07 Dec 23
February 24	8 Dec 23	12 Dec 23	13 Dec 23	18 Dec 23	05 Jan 24	11 Jan 24
March 24	16 Jan 24	17 Jan 24	18 Jan 24	23 Jan 24	02 Feb 24	08 Feb 24
April 24	13 Feb 24	14 Feb 24	15 Feb 24	20 Feb 24	01 Mar 24	07 Mar 24
May 24	19 Mar 24	20 Mar 24	21 Mar 24	26 Mar 24	05 Apr 24	11 Apr 24
June 24	23 Apr 24	24 Apr 24	25 Apr 24	30 Apr 24	10 May 24	16 May 24
July 24	21 May 24	22 May 24	23 May 24	28 May 24	07 Jun 24	13 Jun 24
August 24	18 Jun 24	19 Jun 24	20 Jun 24	25 Jun 24	05 Jul 24	11 Jul 24
September 24	23 Jul 24	24 Jul 24	25 Jul 24	30 Jul 24	09 Aug 24	15 Aug 24
October 24	20 Aug 24	21 Aug 24	22 Aug 24	27 Aug 24	06 Sep 24	12 Sep 24
November 24	17 Sep 24	18 Sep 24	19 Sep 24	24 Sep 24	04 Oct 24	10 Oct 24
December 24	15 Oct 24	16 Oct 24	17 Oct 24	22 Oct 24	01 Nov 24	07 Nov 24
January 25	12 Nov 24	13 Nov 24	14 Nov 24	19 Nov 24	29 Nov 24	05 Dec 24

## Sending files

Please send all files to:  
 t: 01733 362700/701  
 e: [countryside@atgraphicsuk.com](mailto:countryside@atgraphicsuk.com)

### Acceptable files

PDF (preferred format)  
 TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.  
 Please refer to [www.pass4press.com](http://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: Jamie Royle** // Media Sales Team Leader // t: 02476 858 954 // e: [Jamie.Royle@nfu.org.uk](mailto:Jamie.Royle@nfu.org.uk)

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