

THE SCOTTISH **Farmer**

Supporting farmers in Scotland since 1893

MEDIA PACK 2024

**REACH A PRINT AND ONLINE AUDIENCE
OF MORE THAN 100,000 READERS EVERY WEEK**

THE SCOTTISH Farmer

WELCOME | THE FACTS | FEATURES | ADVERTISING | SIZES | DIGITAL



Despite all that gets thrown at the agricultural sector, farmers continue to deliver on producing food, looking after the environment and underpinning rural communities.

Week in and week out the industry outperforms in its contribution and The Scottish Farmer is here every step of the way, supporting our readers.

Our newspaper allows farmers to keep abreast of what's happening on a daily, weekly and long-term basis. We're committed to sifting through the news, generating unique content and supporting Scottish farmers, land managers and advisors in their decision-making processes. We have a loyal readership – both in print and increasingly on-line – and we know that you appreciate our reliability and knowledge, all delivered in whichever way you choose via your local retailer, by post or digitally, but without being preached to! The Scottish Farmer's position of offering readers a reliable source of information, news, top tips and features, also means that you, our advertisers, can benefit from the ONLY reliable way to reach all aspects of the industry in Scotland. Given all that is happening across the world, it will be ever more important that we play our

part in informing readers in new ways to deliver the promise that this great industry has.

We all face many challenges, however one thing that is certain is that food production remains as one of the basics of life – it's a true saying that land is one thing you cannot make any more of! This coming year, 2024, is going to be another of constant change and in Scotland farmers will learn more about the nuts and bolts of which direction the Scottish Government plans to take the industry.

One thing is for sure and that is that change is inevitable. So, we will be part of the many changes ahead. This media pack reflects the ever-changing facets of what the publishing industry can offer – everything from bespoke print and digital packages, to print only, digital only and inserts. We have a package that will suit everyone and anyone. If it's not listed in this communicate, then enquire ... that's what we are here for. Political, social and professional changes are part and parcel of modern agriculture and it's something that we and our readers embrace with gusto. We promise continual editorial change to reflect the way agriculture is adapting to political upheaval, the unending demands of pressure groups and the positive influence a modern industry can have on mitigating climate change.

Our aim is to remain part and parcel of the industry in this respect ... we are not called 'The Farmer's Bible' for nothing!

We have some of the most respected names in the industry as columnists and we will continue to strive to be the No 1 news back-stop for the Scottish industry and play a vital role in knowledge transfer across many spheres of the industry. We will, as usual, lead the way in news of 'what's happening'; 'why it's happened'; and 'what it means' for the industry, not just in Scotland, but on a wider UK and EU stage.

We also have, every week, a special feature which focusses on specific aspects of agriculture, covering the majors like Livestock, Arable, Dairying, Tractors, Machinery and Lifestyle, but also covering niche areas such as Renewables, Fencing, Solicitors and Precision Farming, etc. From our parent business, we also have a range of sibling newspapers and periodicals dotted throughout England, Wales and Ireland, which can be used as part of a national reach strategy, so it's not just a Scottish national market that we can help you 'hit'. We have the capability to reach all farmers in the UK. Let us be part of your aspirations and needs for your business. Our professional editorial and advertising teams are only a phone call or e-mail away ...

John Sleigh, Editor



PUBLISHED BY

Newsquest Media Group
125 Fullarton Drive, Glasgow,
Lanarkshire G32 8FG

ADVERTISING

For all your advertising enquiries please contact our sales team who will be happy to tailor any advertising solutions to suit your individual needs.

See Advertising page for individual contact numbers
farmer.sales@thescottishfarmer.co.uk
www.thescottishfarmer.co.uk

THE FACTS

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REACH A PRINT AND ONLINE AUDIENCE OF MORE THAN 100,000 READERS EVERY WEEK

The Scottish Farmer has been a fundamental part of farming life in Scotland since 1893. Supplying news and information, the paper is in close contact with the industry through a team of highly qualified and very experienced journalists. This is complemented by technical and scientific writers from Scotland's agricultural colleges and research institutions.

The Scottish Farmer is read by more Farmers in Scotland than any other Farming media.

11,417 paid for copies every week. 100% actively purchased.

(1st January 2022- 31st December 2022)

93% of our readers agree that The Scottish Farmer provides up to date information on farming issues – our reader loyalty remains strong and constant, with **73%** of our readers engaged with us for 10 years or more.

71% of our readers agree that if they were to read only 1 farming publication it would be The Scottish Farmer.

The Scottish Farmer is an excellent sales driver with **87%** of our readers having purchased goods and services advertised in the magazine.

Our award winning editorial team ensures you have the reassurance of using the widely recognised and leading industry publication that provides excellent coverage on key topics such as livestock, arable, renewables and business - not forgetting our superb show and sales coverage.

With a total Scottish agricultural coverage, **87%** of our readers are the main buyers of agriculturally related products and agree that The Scottish Farmer helps with business and purchasing decisions.

91% of our readers read The Scottish Farmer every week.

98% of our readers state that up to 7 persons read their copy of The Scottish Farmer.

Our features list reflects the vital timings within the unique agricultural market. **83%** of our readers agree that The Scottish Farmer gets involved in Scottish farming life better than any other publication or media. For businesses looking to reach Scotland's agricultural community our title is second to none and offers a superb advertising platform to promote products and services.

88% of our readers shop online (**22%** every week and **65%** every month).

80% of our readers use the internet every day. This allows you to reach the maximum audience who are financially active within your sector.

97% of our readers stated that The Scottish Farmer offers better value for money than any other farming publication.

(*Source: TSF readers survey.)

FEATURES 2024

WELCOME | THE FACTS | **FEATURES** | ADVERTISING | SIZES | DIGITAL

JANUARY	Issue Date
Show & Sales Directory	06/01/24
Renewables	06/01/24
Forestry	06/01/24
ATV Special	13/01/24
Feed Ration Special	13/01/24
Motoring	13/01/24
Scottish Horse	13/01/24
Lambing Special	20/01/24
Castration & Tail Docking	20/01/24
Health & Safety	20/01/24
Independent Schools	20/01/24
Waste Management/Recycling	20/01/24
Dairying & Dairy Tech Preview	27/01/24
Farm Diversification	27/01/24
Stirling Bull Sales (wk1)	27/01/24
Legal Matters	27/01/24
FEBRUARY	Issue Date
Renewables	03/02/24
Forestry	03/02/24
Galloway Cattle	03/02/24
Highland Cattle	03/02/24
Luing Cattle	03/02/24
Stirling Bull Sales (Wk2)	10/02/24
Motoring	10/02/24
Precision Farming	10/02/24
Spring Arable	17/02/24
Contactors Special	17/02/24
Scottish Horse	17/02/24
Wedding Special	17/02/24
Low Carbon Agri Show Preview	24/02/24
Royal Northern Spring Show Preview	24/02/24
UK Dairy Expo Preview	24/02/24
Spring Livestock Special	24/02/24
Drainage	24/02/24

MARCH	Issue Date
Fencing & Field Boundaries	02/03/24
Legal Matters / Meet the Surveyors	02/03/24
Skills Training & Apprenticeships	02/03/24
Grass & Silage Special	09/03/24
Maize Establishment	09/03/24
Disease & Weed Control	09/03/24
Renewables	09/03/24
Forestry	09/03/24
Motoring	09/03/24
Tyres	09/03/24
Dairying Special	16/03/24
GPS Smart Farming	16/03/24
Property	16/03/24
Materials Handling	16/03/24
Potato Planting Focus	16/03/24
Scottish Horse	16/03/24
Hill Lambing Preview	23/03/24
Sheep Health	23/03/24
YFC Special	23/03/24
Farm Buildings	23/03/24
Livestock Handling	30/03/24
Tags	30/03/24
De-Horning	30/03/24
Farm Holidays	30/03/24
Outdoor Living	30/03/24
Lawn Mowers	30/03/24
APRIL	Issue Date
Livestock Smart Farming	06/04/24
Soil Health & Fertiliser	06/04/24
Livestock Nutrition	13/04/24
Slurry Management	13/04/24
Renewables	13/04/24
Forestry	13/04/24
Legal Matters / Rural Retirement/Pensions	13/04/24
Scottish Horse	13/04/24

Spring Crop Spraying	20/04/24
Cereal Disease Control	20/04/24
Biostimulants	20/04/24
Spring Bull Sales Previews	27/04/24
Recycling	27/04/24
Pigs & Poultry Preview	27/04/24
MAY	Issue Date
Ayr Show Preview	04/05/24
Shearing	04/05/24
Property	04/05/24
Motoring	04/05/24
All Energy Preview	11/05/24
Renewables	11/05/24
Forestry	11/05/24
Scottish Horse	11/05/24
Further Education/Agri Careers Guide	11/05/24
Grass	11/05/24
Muck & Slurry	18/05/24
Dairying	18/05/24
Tractor Special	25/05/24
Tyres	25/05/24
Legal Matters / Power of Attorney	25/05/24
ScotSheep	25/05/24
JUNE	Issue Date
Beef feature	01/06/24
Cereals Preview	01/06/24
Potatoes	01/06/24
2nd Cut Silage	08/06/24
Smart Grazing	08/06/24
Motoring	08/06/24
Renewables	08/06/24
Forestry	08/06/24
RHS Preview	15/06/24
Oil Seed Rape	15/06/24

FEATURES 2024

WELCOME | THE FACTS | **FEATURES** | ADVERTISING | SIZES | DIGITAL

Scottish Horse	15/06/24
RHS Lifestyle	15/06/24
Calf & Heifer Rearing	22/06/24
Arable Scotland Preview	22/06/24
RHS Results	29/06/24

JULY Issue Date

Great Yorkshire Show Preview	06/07/24
Livestock Nutrition	06/07/24
Drones & GPS Systems	06/07/24
Crop Storage	06/07/24
Sheep Special	13/07/24
ATV Special	13/07/24
Scottish Horse	13/07/24
Renewables	20/07/24
Forestry	20/07/24
Legal Matters / Agricultural Solicitors	20/07/24
Turriff Show Preview	27/07/24
Agri College / Graduation Special	27/07/24
Dairying	27/07/24

AUGUST Issue Date

NCC	03/08/24
Arable Special (Varieties Focus)	03/08/24
Potatoes	03/08/24
Beltex Sheep	03/08/24
Renewables	10/08/24
Forestry	10/08/24
Scottish Horse	10/08/24
Property	17/08/24
Texel Sheep	17/08/24
Dutch Spotted	17/08/24
Blue Texels	17/08/24
Haulier feature	24/08/24
UK Dairy Day Preview	31/08/24

SEPTEMBER Issue Date

Kelso Ram Sales Preview	07/09/24
Bluefaced Leicester	07/09/24
Autumn Sowing	07/09/24
Autumn Herbicides	07/09/24
Autumn Livestock Special	14/09/24
Tillage	14/09/24
Renewables	14/09/24
Forestry	14/09/24
Scottish Horse	14/09/24
Soil Management & Fertiliser	21/09/24
Livestock Housing & Health	21/09/24
Potato Storage/Handling	21/09/24
Independent Schools	21/09/24
Hedge Cutting	28/09/24
Blackface Sheep	28/09/24
Precision Farming	28/09/24
Pest/Vermin Control	28/09/24
South Country Cheviots	28/09/24
Weddings	28/09/24

OCTOBER Issue Date

Stirling Bull Sales Preview	05/10/24
Tractor Special	05/10/24
Renewables	05/10/24
Forestry	05/10/24
Combines	12/10/24
Salers Cattle	12/10/24
Property	12/10/24
Scottish Horse	12/10/24
Borderway Expo Preview	19/10/24
Cultivation Equipment	19/10/24
Telehandlers/Materials Handling	19/10/24
Legal Matters / Succession Planning	19/10/24
Stars of the Future	26/10/24
Tyres	26/10/24
Balers	26/10/24

NOVEMBER Issue Date

Farm Maintenance	02/11/24
Renewables	02/11/24
Forestry	02/11/24
Christmas Gift Guide	02/11/24
Arable Focus/Croptec Preview	09/11/24
LiveScot Preview	09/11/24
Scottish Horse/Christmas Gift Guide	09/11/24
Livestock Disease Prevention	16/11/24
Feeders & Bedders	16/11/24
Christmas Classic Preview	16/11/24
Legal Matters / Legacies	16/11/24
AgriScot Programme	16/11/24
Genetics/Breeding	23/11/24
Farm Buildings	23/11/24
Fencing	23/11/24
Sprayers	30/11/24
Diversification	30/11/24
Stoves & Heating	30/11/24

DECEMBER Issue Date

Muck & Slurry	07/12/24
Renewables	07/12/24
Forestry	07/12/24
Spring Crops/Seeds	14/12/24
Scottish Horse	14/12/24
Property	14/12/24
House Building	14/12/24
LAMMA Preview	21/12/24
That Was the Year That Was	21/12/24
Scottish Farmer Wallchart	28/12/24
Scottish Horse Wallchart	28/12/24

PLEASE NOTE: Dates are subject to change or cancellation.

ADVERTISING RATES

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DISPLAY ADVERTISING

King Size Page	£2860
Mag Page	£2640
Mini Page	£2420
Half Page	£2178
Quarter	£1496
Front Cover Strip	£1320
Front Cover Ear Tag	£545
All other covers	£3080
Scg colour	£30.25
Scg mono	£24.20

INDIVIDUAL CLASSIFIED CATEGORY

All classified (excluding Recruitment & Property)	SCC mono £17.05
Recruitment & Property	SCC mono £19.25
SCC Colour	£24.75

INSERTS

£POA

(Based on full print run dependent on weight with a sample copy to be provided prior to final quote)

WEB UPLOADS

PRINT ADVERT COST

Up to £100	£15.95	£1001 - £1500	£163.35
£109 - £200	£30.25	£1501 - £2000	£187.55
£201 - £500	£54.45	£2001 - £2500	£205.70
£501 - £1000	£84.70		

CONTACTING US

Advertising sales

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General Sales Inquiries

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Subscriptions

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Email: farmer.subs@thescottishfarmer.co.uk

DEADLINES

Classified Advertising

12 Noon Wednesday for Friday publication

Display Advertising

12 Noon Friday for the next Friday publication

Inserts

Supplied to printers 10 days prior to publication date

Please ensure you are given a unique reference number (URN) by the advertising sales department.

Failure to supply your unique reference number (URN) may result in the omission or incorrect publication of your advertisement.

ADVERTISING SIZES

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DISPLAY ADVERTISING (x6 COLUMNS)

	TYPE*	TRIM	BLEED
DOUBLE PAGE SPREAD	315mm x 514mm	338mm x 540mm	348mm x 556mm
FULL PAGE	315mm x 248mm	338mm x 270mm	348mm x 278mm
MAGAZINE PAGE	267mm x 206mm	-	-
MINI PAGE	227mm x 164mm	-	-
HALF PAGE, DPS HORIZONTAL	153mm x 514mm	165mm x 540mm	170mm x 556mm
HALF PAGE, HORIZONTAL	153mm x 248mm		
HALF PAGE VERTICAL	122mm x 315mm		
QUARTER PAGE	153mm x 122mm	-	-
FRONT COVER STRIP	50mm x 248mm	-	-

* Keep text or graphics within this area to ensure that they are not cropped.

DISPLAY ADVERTISING (x6 COLUMNS)

DISPLAY ADVERTISING	1 col: 38mm	2 col: 80mm	3 cols: 122mm	4 cols: 164mm	5 cols: 206mm	6 cols: 248mm
CLASSIFIED ADVERTISING	1 col: 38mm	2 col: 80mm	3 cols: 122mm	4 cols: 164mm	5 cols: 206mm	6 cols: 248mm
* Gutter width: 4mm (x5)		* Number of Columns: 6 (38mm each)				

INSERTS

Loose inserts accepted. Sample must be submitted.

Dimension restrictions.

COPY REQUIREMENT

Complete Artwork

We prefer to accept advertising in the following formats: Press Optimised PDF; Illustrator EPS; Photoshop EPS, JPEG or TIFF at 300dpi. Fonts should be embedded/outlined to paths and all pictures should be CMYK.

Solid Backgrounds

Where a large dark solid or black background, with reversal text is to be printed, it is especially recommended that the black print be solid with an additional 40% cyan print underneath the black, to provide satisfactory solid density and to improve the overall quality of the printed image. Solid black backgrounds should not be reproduced using all four process colours.

In-house Design

Advertisements can also be made up in-house by our production staff. Text and images should ideally be emailed. Digital images may be also be supplied via link to download and must be large enough to be printed at 300 dpi at the target size. JPEG compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted.

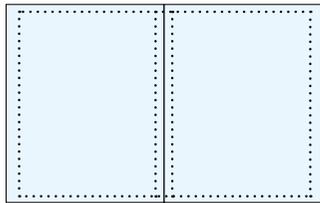
If you have any query regarding these specifications please call our production department on 0141 302 7765.

NB. It should be noted that the Magazine Division of Newsquest (Herald & Times) Ltd will NOT, under any circumstances, accept copies of fonts. Fonts are licensed to the purchaser and may only be copied for the purposes of backing up. It is illegal to copy fonts in any form.

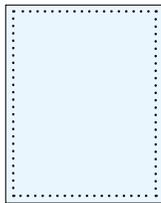
ADVERTISING SIZES

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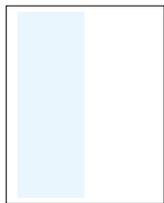
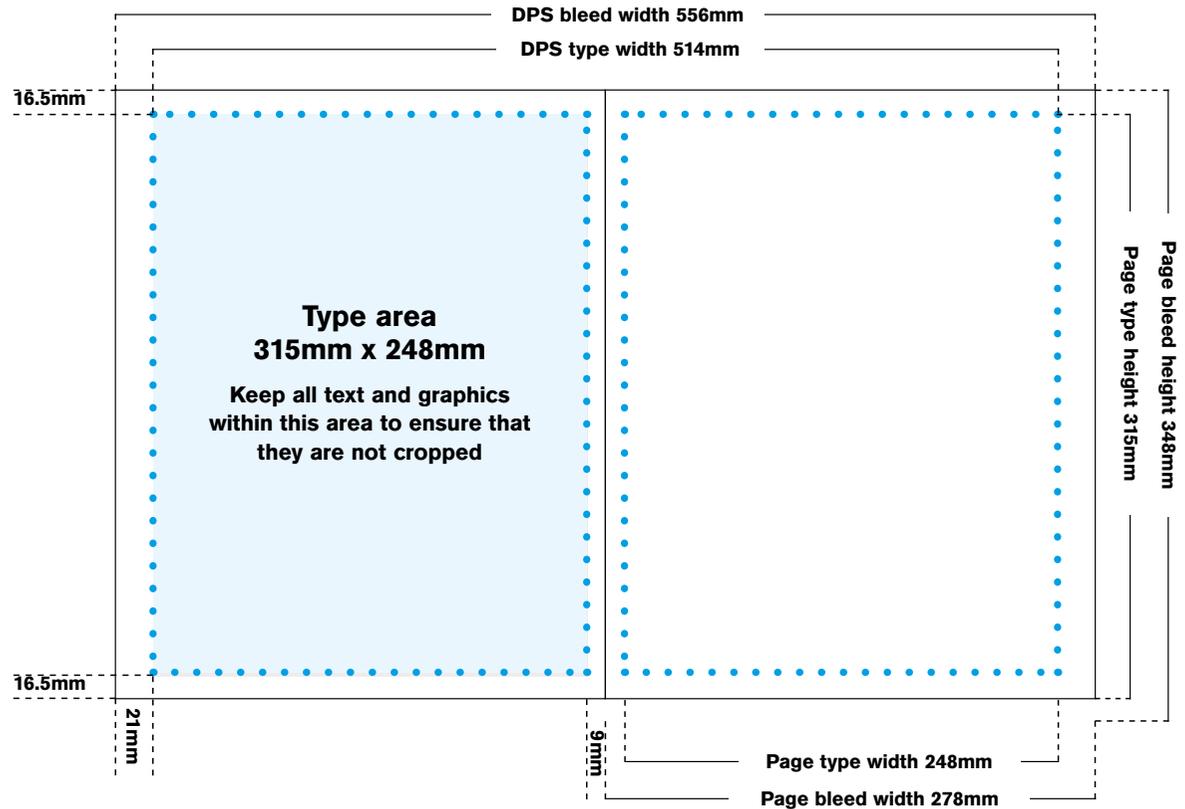
*Please note that Full page bleed adverts will only bleed entirely off 3 sides and not into the gutter



DOUBLE PAGE SPREAD
Bleed: 348mm(h) x 556mm(w)
Trim: 338mm(h) x 540mm(w)
Type: 315mm(h) x 514mm(w)



FULL PAGE
Bleed: 348mm(h) x 278mm(w)
Trim: 338mm(h) x 270mm(w)
Type: 315mm(h) x 248mm(w)



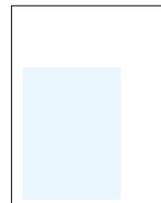
HALF PAGE VERT
Type: 315mm(h) x 122mm(w)



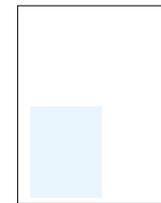
HALF PAGE HORIZ
Type: 153mm(h) x 248mm(w)



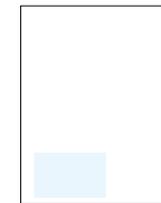
MAGAZINE PAGE
Type: 267mm(h) x 206mm(w)



MINI PAGE
Type: 227mm(h) x 164mm(w)



QUARTER PAGE
Type: 153mm(h) x 122mm(w)



EIGHTH PAGE
Type: 76(h) x 122mm(w)

TESTIMONIALS

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Alison Lawson

“The Scottish Farmer is Bell Ingram’s “go to” publication for targeting the rural and agricultural sector. It’s a key part of our marketing mix and we’ve found it to be highly effective in terms of generating brand awareness for our business. I can’t praise the Scottish Farmer team enough for making the whole advertising process seamless from start to finish.”

Alison Lawson

Marketing Manager,
Bell Ingram LLP
Durn, Isla Road, Perth PH2 7HF
Email: alison.lowson@bellingham.co.uk
Tel: 01738 621121
www.bellingram.co.uk



John Spicer

“We advertise fortnightly in The Scottish Farmer and have done for many years. We find that our adverts reach the demographic we want to attract to our business and helps raise our brand awareness amongst Scotland’s farming community.”

John Spicer

Partner, S&S Services,
8 Old Bridge Road, Heathfield, Ayr, KA8 9SX
Email: info@sandsservices.co.uk
Tel: 01292 880080
www.sandsservices.co.uk



Maree Hay

“We were looking to expand the market for our ‘Storm Strength from Shetland’ polytunnel/greenhouse hybrids and needed new avenues of advertising. We were approached by Carol-Anne Forbes about advertising in the Scottish Farmer. We were not convinced that the publication was the right market-place for us, but decided to try it. The results have been fantastic, and sales have definitely grown as a result of our ads there.

Carol-Anne is a real joy to work with and always has new marketing ideas and options for us - which usually always result in an increase in sales. We are delighted that we took a chance!”

Maree Hay

Managing Director, Polycrub
Ollaberry Hall, Ollaberry, Shetland ZE2 9RT
Email: info@polycrub.co.uk
Tel: 07787 125219
www.polycrub.co.uk



Shirley Dodd

“The Scottish Farmer offers excellent advertising for farms and land and generates very useful leads. The staff are always extremely helpful and very professional”

Shirley Dodd

Property Sales Administrator
H&H Land & Property, Borderway,
Carlisle CA1 2RS
Telephone: 01228 406260
DD: 01228 406274
Email: shirley.dodd@hhland.co.uk
www.hhland.co.uk



Allan Patterson

“For the length of time that Threave Rural has been in business, The Scottish Farmer Sales Team have assisted us with our advertising with The Scottish Farmer and occasionally with the lifestyle magazine. We have always found the level of service to be extremely helpful, always managing to assist with our adverts, as well as the staff having a cheery disposition and being an absolute pleasure to deal with. They also keep us informed of any opportunity of adverts in other areas, such as the diary, year planner and other publications which we subscribe to. We have found that The Scottish Farmer advertising has worked well for us in marketing our farms and we will continue to use this title as our first choice given it’s effectiveness”

Allan W Paterson FIA (Scot)

Director, Threave Rural,
The Rockcliffe Suite, The Old Exchange,
Castle Douglas, DG7 1TJ
Telephone: 01556 453453
Mobile: 07736 165999
Email: allan@threaverural.co.uk
www.threaverural.co.uk



DIGITAL ADVERTISING

As Scotland's leading weekly agricultural title The Scottish Farmer has a growing online audience and offers advertisers an excellent opportunity to reach a relevant and specialist audience. Whether you want to complement your existing print offering or create a standalone bespoke campaign, Scotland's foremost agricultural news provider has a solution for you.

Increase response through the use of high impact interactive creatives to local audiences. Skins, or MPUs offer an eye-catching, attention grabbing way to increasing Click Through Rate to advertiser websites. These can appear on the homepage or any other relevant page and can be used to target relevant content including takeover campaigns.

WEEKLY NEWSLETTER / WEEKLY DIGITAL MASS-MAILER

Email Marketing - the fastest and most cost effective way to reach an audience with a targeted message. Why not get your message delivered directly to farmer's mailboxes every Thursday with our weekly newsletter, which can have its own hyperlink to your website. Newsletter Banner prices from £275 per weekly mailing.

E-shot Mailer - your message can be targeted up to 11k named contacts in the industry for £660. For more information on how these digital platforms can help promote your business or to discuss a more tailored bespoke package please email farmer.sales@thescottishfarmer.co.uk or speak to your regular contact here at The Scottish Farmer.

Native Content - We can also offer native content advertorial which would be included on the website and can be placed under a relevant heading i.e. machinery or on the home page. This would include 200-300 words, an image/logo, and URL. Cost start at £660

WELCOME | THE FACTS | FEATURES | ADVERTISING | SIZES | DIGITAL

THICK SKIN

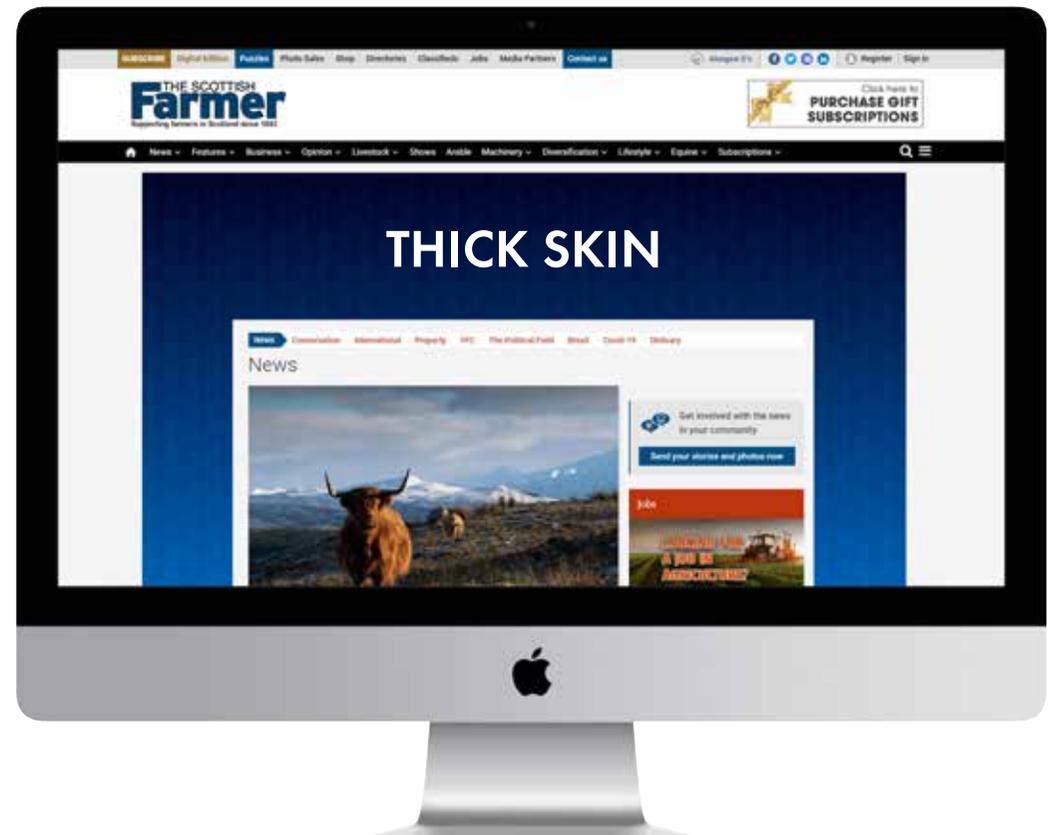
For added impact and visual display maximised to its fullest potential.

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

Max File Size: 150kb

Price: £1452 per month



DIGITAL ADVERTISING

WELCOME | THE FACTS | FEATURES | ADVERTISING | SIZES | DIGITAL



BILLBOARD DISPLAYS ON TABLETS

Appears across the top of the entire width of the page creating page dominance.

Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £847 per month



STANDARD MPU

Can be used to play video clips, competition adverts, with a high CTR (click through rate)

Dimensions: 300x250 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £424 per month



LEADERBOARD & MOBILE BANNER

Appears across the top of the entire width of the page creating strong brand awareness.

Dimensions: 728x90 pixels;
Mobile banner dimensions: 320x50 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £478 per month



DOUBLE HEIGHT MPU

Can be used to play video clips, competition adverts, strong call to action with direct response.

Dimensions: 300x600 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £786 per month

OUR AUDIENCE REACH

Beef **84%** 

Sheep **84%** 

Dairy **90%** 

Arable **75%** 

Crops & Grass **75%** 

Other **67%** 

87% of our audience have purchased goods or services advertised within the brand in the past 12 months



41% of our audience intend to purchase vehicles or machinery in the next 12 months



87% agree TSF helps with business and purchasing decisions



HOW OUR USERS INTERACT WITH US

iPad – **52%**
iPhone **43%**
Tablet **32%**
Mobile **48%**
Other **12%**



97% access the internet from home

45% from work
51% from a mobile device

88% Shop online
22% every week
65% every month

THE SCOTTISH **Farmer** gets involved in Scottish Farming life better than any other publication or media.

246,343
PAGE VIEWS



147,695
UNIQUE MONTHLY USERS



88% OF TRAFFIC IS LOCAL (SCOTLAND)

EVENTS COVERED ON tsf.co.uk

RHS, AgriScot
ScotSheep, Scot Grass
Beef Events
Local Shows
Local Auctions
As well as many more



READERSHIP

91% of users reference The Scottish Farmer every week
Editorial Satisfaction

