

Cheshire Farmart



Exceptional results

Cheshire Farmart is a magazine style directory of local agricultural services and suppliers. Published on a monthly basis and obtained free either by subscription or at livestock markets and retail outlets, it's the leading source of supplier contact details in the county.

Having been established for over 29 years Cheshire Farmart has an exceptionally strong profile within the agricultural community. As a mailing list has never been purchased throughout that time we know that every single reader has requested to subscribe.

Unlike other free unsolicited marketing literature we are confident that the magazine is read, kept and actively used, thus providing great returns on advertising spend.

Many of our readers tell us that they use our magazine as a kind of "Farmers' Yellow Pages or "Buyers' Guide", keeping it permanently by the telephone.

Distribution

Our circulation area covers all of Cheshire and about half of each of the surrounding counties. Most of our readers and working farmers with a smaller percentage of country sports and horse enthusiasts. About 300 magazines every month are placed in our dispensers at the major livestock markets and sales counters in our area. The remainder are posted out direct to subscribers. Circulation currently stands at approximately 5,750 of which 3,150 go to Cheshire addresses. According to standard practices in the newspaper and magazine industry that equates to a readership of 16,350 and these numbers are increasing every month.

The subscription database is cleaned every month without fail to ensure those who have retired or moved away from agriculture no longer appear on the mailing list. This ensures the accuracy of our target audience and so our advertisers are confident their message is reaching the right people.

50% of our advertisers can't be wrong

Results show that advertising in Cheshire Farmart is so successful that over 50% of those advertisers who were included in the magazine 10 years ago are still advertising with us on a regular basis.

"Within a week of advertising our bulk bins in Cheshire Farmart every farmer or supplier I spoke to mentioned them to me"

Mortimer Feeds



"Best value agricultural advertising in the area"

Darren Martin - Dalecrete



"We had over 1,000 farmers attend Muck North West, over half had seen our advert in Farmart"

Harvey Hughes



Tel: 01625 529 900



Cheshire Farmart

RATE CARD MAY 2011



Advert in full colour	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Single Booking	£667	£545	£357	£211	£126
Till Cancel Booking (Runs until you tell us to stop)	£647	£531	£348	£207	£120
3 Month Booking (Paid each month)	£647	£531	£348	£207	£120
3 Month Booking (All paid end of first month)	£1,903	£1,560	£1,010	£601	£354
12 Month Booking (Paid each month)	£634	£520	£337	£200	£117
12 Month Booking (All paid end of first month)	£7,175	£5,847	£3,806	£2,260	£1,340
Trader Section	£493		£301		

Advert in single colour	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Single Booking	£539	£442	£299	£171	£109
Till Cancel Booking (Runs until you tell us to stop)	£521	£425	£289	£168	£104
3 Month Booking (Paid each month)	£521	£425	£289	£168	£104
3 Month Booking (All paid end of first month)	£1,524	£1,247	£835	£481	£300
12 Month Booking (Paid each month)	£507	£416	£277	£160	£100
12 Month Booking (All paid end of first month)	£5,658	£4,593	£3,106	£1,779	£1,123

Advert in black & white	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
Single Booking	£345	£290	£197	£120	£76
Till Cancel Booking (Runs until you tell us to stop)	£327	£275	£189	£117	£70
3 Month Booking (Paid each month)	£327	£275	£189	£117	£70
3 Month Booking (All paid end of first month)	£941	£795	£533	£332	£200
12 Month Booking (Paid each month)	£313	£265	£177	£111	£65
12 Month Booking (All paid end of first month)	£3,325	£2,785	£1,895	£1,182	£729

Special positions	(Special positions are very time consuming so are never given away free of charge)			Extra cost per month before VAT (if available)	
Other Positions (Rt Hand Page etc.)	£36 each	£31 each	£18 each	£9 each	£6 each
Page 2, Index View & Inside Back Cover	£85	£70	£50	£31	£19
Page 3	£58		£35	£22	
Centre Pages	£73		£45		
Back Cover	£169		£104		
Front Cover		£253			
Box on Front Cover	£134				

All prices shown are excluding VAT

TERMS - DISPLAY ADVERTS: all invoices due for payment by the end of the month in which the advertisement appears.

NEW ADVERTISERS. If possible we prefer payment by debit/credit card for the first 3 months.

RESPONSIBILITY FOR PAYMENT: If Cheshire Farmart are not paid for an advertisement then the person who books the advert shall take personal responsibility to pay for the advertisement(s). These terms apply even if it is on behalf of a limited company.

ADVERTISERS SENDING US COMPLETE ARTWORK are responsible for the quality of the reproduction of the advertisement in the magazine (although we will always try to let you know if we think there will be a problem).

LIABILITY Cheshire Farmart's liability shall be limited to the value of the advertisement, and will not extend to any consequential loss.

ADVERTISING AGENCY COMMISSION: - 10% if paid on time.

SIZE OF ADVERTISEMENT Full Page - 194mm x 272mm, 3/4 Page - 194mm x 203mm, 1/2 Page Landscape 194mm x 134mm, 1/2 Page Portrait - 272mm x 94mm, 1/4 Page Landscape 194mm x 64mm, 1/4 Page Portrait - 134mm x 94mm, 1/8 Page - 94mm x 64mm, Front Cover 180mm x 180mm

CLASSIFIEDS 1 month costs £26, 3 months costs £64. Max 24 words, extra words cost 26p per word per month.

Tel: 01625 529 900

LOOSE INSERTS
5,750 FOR
£437 + VAT
 Like buying postage stamps at 8p each!!



Cheshire Farmart

SPECIAL FEATURES 2012



» January (1)

Shows
Auctions
Events



» January (2)

Focus on Energy



» February

Slurry
Drainage & Water



» March (1)

Silage
Crops



» March (2)

Muck North
West



» April

Tractors
Machinery
Hire




» May (1)

Shows



» May (2)

Livestock and
Veterinary



» June

Cheshire Show
Country Pursuits



» July

Nantwich Show
Food
Drink



» August

Dairy Event
Feed & Nutrition



» September

Cheshire
Ploughing Match



» October (1)

Slurry



» October (2)

Foot Care




» November

4x4s
Farm Machinery



» November

Professional
Services



» December

ATVs
Farm Transport



29 Chapel Lane, Wilmslow, Cheshire SK9 1NG

Tel: 01625 529 900, Fax: 01625 536 837

email@cheshirefarmart.com www.cheshirefarmart.com

To advertise phone: Lorraine Tel: 01270 661 095 or Sarah Tel: 01270 618 962

