

# #STUDENTFARMER

## FARMING NEEDS YOU

*Step into the next generation of farmers*

Published three times a year, #studentfarmer wants agricultural students to know that the NFU is right behind them and that farming is the right choice for their future career. It's all about showing how dynamic and innovative agriculture can be, and showcasing the young people within it along the way.

#studentfarmer is delivered to agricultural colleges three times a year in January, April and September, straight to students, considering their next step.

It is also published  
as an e-edition  
online at  
[issuu.com/  
studentfarmer](http://issuu.com/studentfarmer)



# Advertise in #STUDENTFARMER

CALL ALAN BROWN ON 02476 858 955

# TECHNICAL INFORMATION

## ADVERTISEMENT RATES

DPS	£2000
BACK COVER	£1250
INSIDE BACK	£1130
FULL PAGE	£1030
HALF PAGE	£620
QUARTER PAGE	£310
EIGHTH PAGE	£155

## PUBLICATION SCHEDULE 2020

Issue	Ad booking deadline	Ad copy deadline	Distribution to Colleges
Jan 20	02-Dec-19	05-Dec-19	13-Jan-20
May 20	06-Apr-20	09-Apr-20	01-May-20
Sep 20	17-Aug-20	20-Aug-20	11-Sep-20
Jan 21	07-Dec-20	10-Dec-20	15-Jan-21

## AD DIMENSIONS AND SPECIFICATIONS

### DOUBLE PAGE SPREAD

Type: 263mm (h) x 396mm (w)  
Trim: 297mm (h) x 420mm (w)  
Bleed: 303mm (h) x 426mm (w)

### FULL PAGE

Type: 263mm (h) x 181mm (w)  
Trim: 297mm (h) x 210mm (w)  
Bleed: 303mm (h) x 216mm (w)

### HALF PAGE HORIZONTAL

129mm (h) x 181mm (w)

### HALF PAGE VERTICAL

263mm (h) x 88mm (w)

### QUARTER PAGE HORIZONTAL

62mm (h) x 181mm (w)

### QUARTER PAGE VERTICAL

129mm (h) x 88mm (w)

### EIGHTH PAGE

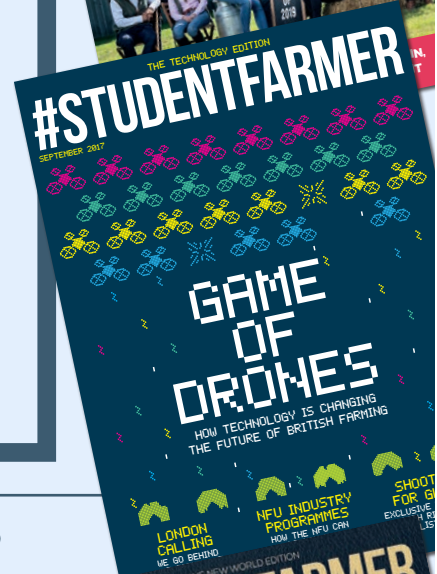
62mm (h) x 88mm (w)

### 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.



## I WANT TO BE A FARMER

#STUDENTFARMER [www.nfuonline.com](http://www.nfuonline.com)

I WANT TO BE A  
**Livestock FARMER**

I WANT TO BE A  
**Poultry FARMER**

I WANT TO BE A  
**Dairy FARMER**

I WANT TO BE A  
**Potato FARMER**

**WHAT KIND OF FARMER DO YOU WANT TO BE?**

There are loads of things you can farm – the world is your oyster and each industry is as important as the next. Cut out the poster above and take a picture of yourself with your chosen sector. Don't forget to tweet the picture to @studentfarmer or post on our Facebook wall and we'll share them!

## SENDING ARTWORK FILES

Please email artwork files as attachments to [darren.ryley@nfu.org.uk](mailto:darren.ryley@nfu.org.uk)

## TO ADVERTISE

Call Alan Brown  
on 02476 858 955  
[alan.brown@nfu.org.uk](mailto:alan.brown@nfu.org.uk)



#STUDENTFARMER

[www.nfuonline.com](http://www.nfuonline.com)