

# Commercial Opportunities



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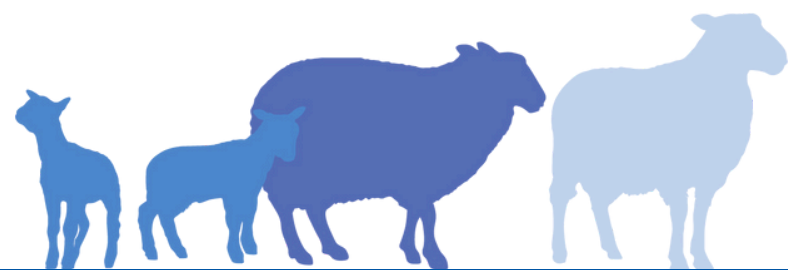
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# Support NSA and the UK sheep industry

NSA prides itself on providing a voice for the UK sheep sector, ensuring it is sustainable and prosperous for the years to come.

All income funds NSA's vital activity. So, when a commercial company works with NSA it benefits everyone involved.

No one else can offer access to a dedicated sheep farming audience and ensure an investment in the future of that industry.



# Corporate Support packages

An NSA Corporate Support package is a great place to start a commercial relationship with NSA, as NSA works closely with all its Corporate Supporters, offering exclusive opportunities other companies can't access.

For example, only Corporate Supporters can advertise in the NSA Weekly Email Update and on the NSA website.

NSA offers Gold Support and Corporate Support packages.

Both are formally acknowledged on the NSA website, with links provided to their own websites, and annually recognised in the NSA Sheep Farmer magazine.

Nominated staff in companies that hold a support package are sent the magazine six times a year and the Weekly Email Update every Friday, to keep them up to date with important political and technical advances in the sheep sector.

Packages are available for the competitive rate of £500+VAT per year for a Gold Support package, and £260+VAT per year for a Corporate Support package.

Weekly Email Update and website adverts are charged separately – more later on.

# NSA Weekly Email Update advertising

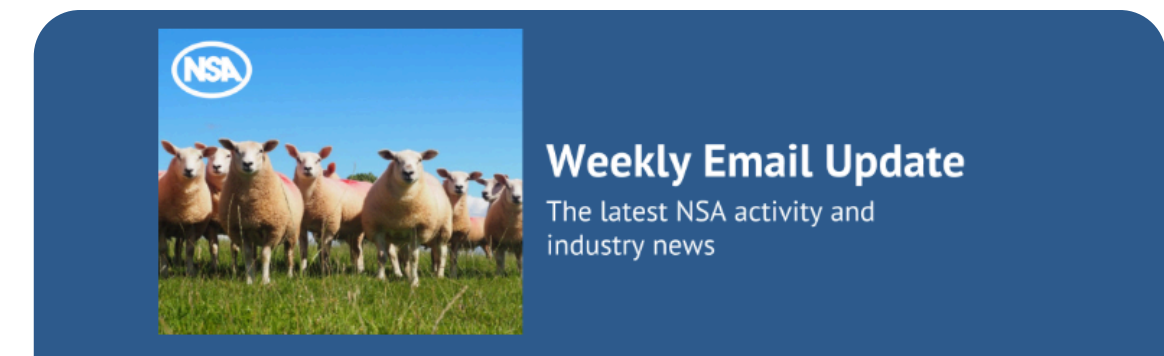
Buying advertising space in the NSA Weekly Email Update is available exclusively to companies with an NSA Corporate Support package.

A maximum of four adverts are included in the email sent out every Friday to more than 5000.

NSA enjoys good open rates and engagement, exceeding averages within the industry.

The graphics and a URL link should be provided at least one week before the email is due to be delivered. These should be sent to NSA Corporate Sales Manager and NSA Digital Communications Officer.

One advert costs £45+VAT for Gold Supporters (limited to two per month) and £55+VAT for Corporate Supporters (limited to one per month), sold on a first-come, first-served basis.



Phil Stocker  
NSA Chief Executive



Peter Delbridge  
NSA Chairman



Friday 18th July 2025

This issue includes adverts from Datamars, Shearwell, Zoetis and Nomate.

Dimensions (W x H)	Format
600 x 400 px	PNG or GIF

# Sheep Farmer Magazine

Placing an advert in NSA Sheep Farmer magazine is the best way to get your message directly to active and engaged UK sheep farmers.

It provides a unique mix of best practice advice, seasonal updates and farm features, as well as keeping readers abreast of the vital work NSA does on behalf of the industry.

The magazine is published six times a year and posted to all NSA members and supporters. Additional copies are also distributed at NSA events and activities.

The six editions each include a topical feature, as well as additional content around the NSA Sheep Events running around the UK.

For more information about sponsorship and other opportunities at these events, please contact the relevant event organiser.



# Sheep Farmer Magazine

Edition	Feature
Feb/Mar	Lambing Focus
Apr/May	Grassland focus + NSA Scot Sheep preview
Jun/Jul	Weaning focus + NSA Sheep Event preview + NSA Scot Sheep event report
Aug/Sep	Quarantine focus + NSA Sheep Event report
Oct/Nov	Tupping / early pregnancy focus + NSA ram sale reports
Dec/Jan	Pre-lambing focus

# Rate card and specifications

Advert	Price	Size (WxH)
Cover Full Page - Inside front / Inside back / Outside back	£1270	216mm x 303mm with bleed
Single full page	£1155	216mm x 303mm with bleed
Half page - portrait	£693	90mm x 271mm
Half page - landscape	£693	190mm x 134mm
Quarter page strip	£462	190mm x 65mm
Quarter page standard	£435	90mm x 134mm
Eighth page	£264	90mm x 65mm
Large directory tile	£88	44.5mm x 60mm
Small directory tile	£44	44.5mm x 30mm
Inserts	£190/1000	Up to A4 in size. Price subject to weight.

\*Please note prices listed above exclude VAT. Discount available for Gold Corporate Supporters, and for NSA members and affiliated breed societies on tile adverts.

# Editions and deadlines

<b>Edition</b>	<b>Deadline for booking adverts and inserts</b>	<b>Deadline for providing advert artwork</b>	<b>Deadline for inserts to arrive at mailing house</b>	<b>Date magazine arrives with readers</b>
Feb/Mar	Tuesday 6th January	Friday 16th January	Friday 30th January	Thursday 12th February
Apr/May	Tuesday 3rd March	Friday 13th March	Friday 27th March	Thursday 9th April
Jun/Jul	Tuesday 12th May	Friday 22nd May	Friday 5th June	Thursday 18th June
Aug/Sep	Tuesday 7th July	Friday 17th July	Friday 31st July	Thursday 13th August
Oct/Nov	Tuesday 1st September	Friday 11th September	Friday 25th September	Thursday 8th October
Dec/Jan	Tuesday 27th October	Friday 6th November	Friday 20th November	Thursday 3rd December

NSA is also able to offer advertising on the Sheep Farmer carrier sheet.

A company can have a logo and short message on the front of the sheet (where the recipient's name and address is printed) and then a full colour advert on the back.

Price on application.

# Sheep Farmer Magazine

Supplying adverts: Sheep Farmer is standard A4 size (210mm x 297mm). Only full page adverts are accepted with a bleed. Adverts must be supplied as print-ready PDFs, CMYK with fonts embedded. All other files and non-print-ready PDFs will require resetting, which is a service NSA can provide at a fee by negotiation. Adverts designed to look like a magazine article must be clearly labelled as “Promotional message”, “Advertorial” or similar. If this is not the case and an advert is supplied that NSA considers to be too similar to a magazine article, it will be laid out with an advertorial label added.

Supplying inserts: Most inserts of standard A4 size or smaller can be accepted, but the weight and number/type of fold is required when booking. Once booked with NSA, inserts to be delivered to Mailing Dept, The Lavenham Press Ltd, 47 Water Street, Lavenham, Suffolk CO10 9RN. Deliveries (9am-4pm Monday-Friday). To be accompanied by a full delivery advice note detailing the insert title, magazine title and issue date, plus quantity and number of boxes/pallets. Face of each box/pallet to be marked e.g. SHEEP LEAFLET for SHEEP FARMER FEB/MAR 2026 ISSUE – BOX 1 OF 10.

Supplying advertorial: Full page and half page advertorial space can be purchased, with the purchaser to provide the content and NSA to design the layout. Prices are available on application. NSA reserves the right to refuse print content if it is deemed inappropriate or inaccurate and will contact the company to discuss this. The content cannot make reference to NSA without prior agreement.

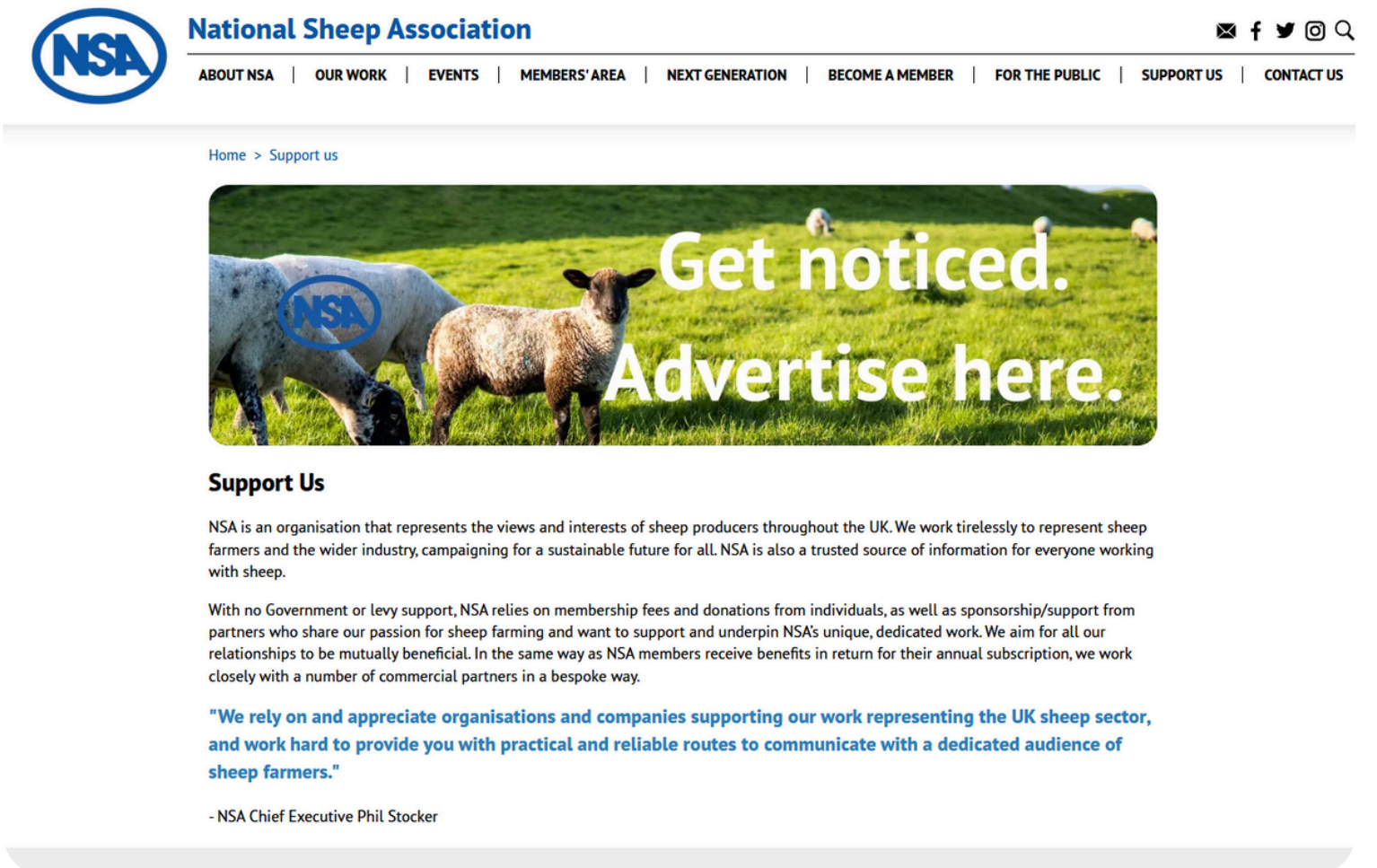
Supplying editorial: Although space is limited in each edition, NSA will consider editorial that provides technical / best practice advice for readers.

# Online advertising

NSA accepts adverts on its website – a fantastic opportunity for companies with a Corporate Support package to get in front of a predominantly sheep farming audience.

Adverts will click-through to the Corporate Supporter's own website. Slots will be available to buy in specific high-traffic areas, more information available upon request. Bookings will be limited to a maximum of one month at a time, across three pages.

An advert on one page of the website will be £275+VAT for a fortnight and £500+VAT for a month, sold on a first come, first-served basis.



The screenshot shows the National Sheep Association website. At the top left is the NSA logo. To its right is the text "National Sheep Association". Further right is a navigation menu with links: ABOUT NSA | OUR WORK | EVENTS | MEMBERS' AREA | NEXT GENERATION | BECOME A MEMBER | FOR THE PUBLIC | SUPPORT US | CONTACT US. On the far right are social media icons for email, Facebook, Twitter, Instagram, and a search icon. Below the navigation is a breadcrumb trail: Home > Support us. The main content area features a large image of sheep in a field. Overlaid on the image is the text "Get noticed. Advertise here." with the NSA logo. Below the image is a section titled "Support Us" with the following text: "NSA is an organisation that represents the views and interests of sheep producers throughout the UK. We work tirelessly to represent sheep farmers and the wider industry, campaigning for a sustainable future for all. NSA is also a trusted source of information for everyone working with sheep." Below this is another paragraph: "With no Government or levy support, NSA relies on membership fees and donations from individuals, as well as sponsorship/support from partners who share our passion for sheep farming and want to support and underpin NSA's unique, dedicated work. We aim for all our relationships to be mutually beneficial. In the same way as NSA members receive benefits in return for their annual subscription, we work closely with a number of commercial partners in a bespoke way." Below that is a quote: "We rely on and appreciate organisations and companies supporting our work representing the UK sheep sector, and work hard to provide you with practical and reliable routes to communicate with a dedicated audience of sheep farmers." At the bottom of the quote is the attribution: - NSA Chief Executive Phil Stocker.

# Online advertising

Companies will need to provide a URL for the advert to link to, confirmation of which pages they would like their advert on and how long they would like the advert to run.

It is essential that companies take note of the accepted dimensions and formats accepted.

All advertisements are subject to human review to ensure alignment with NSA brand values and user standards. NSA reserves the right to reject, remove or request edits to any advertisement at our sole discretion, with or without explanation, to maintain the integrity of our platform.

To enquire about online advertising on the NSA website, please contact the NSA Corporate Sales Manager and NSA Digital Communication Officer:

[Helen@nationalsheep.org.uk](mailto:Helen@nationalsheep.org.uk)  
[Lydia@nationalsheep.org.uk](mailto:Lydia@nationalsheep.org.uk)

Dimensions (W x H)	Format
2400 x 650 px	Gif or PNG
1080 x 800 px	Gif or PNG

# Direct email advertising

NSA holds a comprehensive sheep farmer mailing list and can offer NSA Corporate Supporters an exclusive opportunity by sending out an email on their behalf.

The NSA Digital Communication Officer will work with a company to design an eye-catching email to more than 5000 sheep farmers.

To ensure a good reception to these emails, a maximum of one email per quarter can be booked and a company cannot send more than one email in a calendar year.

A bespoke, direct email is £900+VAT, sold on a first-come, first-served basis.



# Lambing List sponsorship

The NSA Lambing List is a very popular service that helps NSA members find veterinary and agricultural students looking for work experience placements during the lambing season.

Sponsorship of the list provides a company with high profile exposure to sheep farmers and the next generation, including an advert on the Lambing List website, promotion via all NSA communications outlets, inclusion in press releases and exposure on social media.

Sponsorship costs £1000+VAT per calendar month



# NSA Newsletters sponsorship

**NSA next generation NEWSLETTER** JUNE 2025

• Tregoyd Farm, taken at NSA Welsh Sheep 2025

### A WARM WELCOME FROM PHIL

At NSA, we have a strong desire to support the development of the younger generation and encourage future leaders in our industry – people who can become real ambassadors for sheep farming.

The Next Generation programme is a fantastic opportunity for younger farmers to gain insights into the industry. We are able to offer access to industry leaders and government policy makers which would not ordinarily be available.

Our aim, through NSA Next Generation, is to give you opportunities to continue your journey as a sheep farmer, with confidence and knowledge, supported by NSA. To stay relevant and to do this effectively, NSA is planning some tweaks to the existing programme to reflect changes and opportunities. Look out for more news later this year.

We want the Next Generation programme to help young people to become ambassadors for sheep farming. Hopefully, going on to help shape future government policy by speaking up for the needs, challenges and opportunities sheep farming provides, not only to farmers but its positive impact on wider communities, landscapes and biodiversity.

We want to make sure our industry has a network of strong, knowledgeable sheep farmers and industry leaders who recognise the challenges and expectations we face. NSA Next Generation will help provide the tools and contacts for you to progress in your career.

Any requests or suggestions to be sent to [Lydia@nationalsheep.org.uk](mailto:Lydia@nationalsheep.org.uk)

facebook.com/natsheep  
@nationalsheep  
@nationalsheep

**SUPPORTING THE FUTURE OF THE SHEEP INDUSTRY THROUGH YOUNG PEOPLE**

NSA sends out popular newsletters by email throughout the year, including two that are available to sponsor – the newsletter produced by NSA Scottish Region and sent to NSA members and supports in Scotland at least three times per year, and the NSA Next Generation newsletter sent to an extensive mailing list of budding young farmers.

Sponsorship costs £275+VAT per edition and includes your logo on the front page and space for an advert, plus promotion online and on social media when the newsletter is issued

**NATIONAL SHEEP ASSOCIATION SCOTLAND** WORKING FOR THE SCOTTISH SHEEP INDUSTRY JUNE 2025 EDITION [www.nsascotland.org](http://www.nsascotland.org)

Kindly sponsored by: **Shearwell Data Livestock Systems**

### CHAIRMAN'S WELCOME

by Peter Myles, NSA Scotland Chair

"Don't worry it's not you; it's the position you hold"

I feel immensely privileged to be chairman of the National Sheep Association (NSA) in Scotland, and from when I first took on the position I was struck struck by the degree of professionalism Regional Coordinator Grace Reid gave to her role. This professionalism was recognised by so many like minded bodies and helped NSA Scotland open doors to forge closer and closer links with so many of them.

Now the time has come for Grace to move on and we wish her well in her new endeavours. At the time of writing, I believe we are close to taking on someone new to help us north of the border. However, to keep a sense of continuity we have been well served by our NSA HQ friends to cover Scottish issues and keep these industry links intact.

Where I fit in, is to attend everything, read the stuff, turn my hearing aids to full, listening mode and try and comprehend the often-complex issues laid before me, and to give sensible non-sensational common-sense responses on behalf of sheep farmers in Scotland. Something that doesn't come naturally for a dyslexic teacher from Glasgow, but I know I need to, and will, put in the work to represent our members, to the best of my ability.

One of the joys of my role is being invited to industry events and getting the opportunity to network and mix with some of the most talented and smart people from all sectors, and often being in 'the room where it happens'. Scotland has a wealth of capable and intelligent farming leaders who, will always strive for what is, how they see it, best for the industry and I'm proud to be considered one of them.

However, before pomposity takes hold, as Grace pointed out some time ago, "Don't worry it's not you; it's the position you hold" and that put me in my place right away!

For more information, please click here. Visit NSA Scotland at the following events:

**11<sup>TH</sup> JUNE 2025**  
NSA HighlandSheep  
By kind permission of the Brooke Family, Midteam Farm, Ardgay, IV24 1DL

**19<sup>TH</sup> - 22<sup>ND</sup> JUNE 2025**  
NSA Sheep Centre at the Royal Highland Show  
Royal Highland Centre, Edinburgh EH28 3NB

**your business your future**

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# NSA regions and ram sales

NSA is made up of nine regions, all of which have their own administrator and committee.

As well as organising the regional activities, such as farm walks or members' meetings, in some areas, regions hold Sheep Events and annual ram sales. The regions and ram sales welcome the opportunity to have other companies join them to spread best practise messages.

Contact NSA to find out more.



# NSA Sheep events

NSA hosts and organises a range of events on a biennial calendar, including the flagship national NSA Sheep Event and renowned NSA regional sheep events.

The combination of the national event and regional on-farm events means the biennial calendar takes in every corner of the UK and attracts an audience of active sheep farmers from the smallholder to the large commercial operator.

These events give further opportunities to engage with a specific audience through having a stand or by gaining further exposure through sponsorship. Packages vary in size and value. NSA produces Event Guides for many of its events, with advertising opportunities either offered at a list price or included within sponsorship packages.

Contact NSA to find out more.



# Prize draw opportunities

NSA is always on the lookout for commercial companies looking to donate prizes for NSA campaigns. Such prizes come with the equivalent value in press and promotion, including various combinations of online and social media activity, direct emails, press releases, Sheep Farmer content, promotion at all NSA events and activities and more.

The two main types of campaigns are membership recruitment (targeting sheep farmers who are not yet NSA members) and data collection (targeting all sheep farmers).

More information is available upon request.

National Sheep Association

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**For further details of any  
of these opportunities**

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Contact Helen Roberts

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[helen@nationalsheep.org.uk](mailto:helen@nationalsheep.org.uk)

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07976 803066

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