



# COMMERCIAL OPPORTUNITIES

## 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. Every penny of income received funds NSA's vital activity. So, when a commercial company works with NSA it's a win-win for everyone involved – NSA, the commercial partner and the UK sheep sector. 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 pay to 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 £450+VAT per year for a Gold Support package, and £225+VAT per year for a Corporate Support package. Weekly Email Update and website adverts are charged separately – more later on.

## Read on to find out more about options to work with NSA

- Sheep Farmer media pack
- NSA Weekly Email Update advertising
- Online advertising
- Direct email advertising
- NSA Sheep Events
- NSA regions and ram sales
- Prize draw opportunities



# SHEEPFARMER

## MEDIA PACK 2025



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 via NSA events and activities.

### Features list

The six editions in 2025 will 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.

EDITION	FEATURE
Feb/Mar 2025	Lambing focus
Apr/May 2025	Grassland focus + NSA Welsh Sheep preview
Jun/Jul 2025	Weaning focus + NSA North, Highland South West and Northern Ireland Previews
Aug/Sep 2025	Quarantine focus + NSA Sheep Event reports
Oct/Nov 2025	Tupping / early pregnancy focus + NSA Sheep Farmers Conference Preview
Dec 2025/Jan 2026	Pre-lambing focus + NSA Sheep Farmers Conference Report

### Rate card and advert specification

ADVERT	SHEEP FARMER (A4)	
	PRICE*	SIZE (WIDTH X HEIGHT)
Full Page / Inside Front / Back	£1,155	216mm x 303mm with bleed
Cover Full Page	£1,050	216mm x 303mm with bleed
Centre Fold Strip - Over Two Pages	£725	400mm x 65mm
Half Page Portrait	£630	90mm x 271mm
Half Page Landscape	£630	190mm x 134mm
Third Page Portrait	£625	60mm x 271mm
Third Page Landscape	£605	190mm x 87mm
Quarter Page Strip	£420	190mm x 65mm
Quarter Page Standard	£395	90mm x 134mm
Eighth Page	£240	90mm x 65mm
Large Sheep Directory Tile	£80	44.5mm x 60mm
Small Sheep Directory Tile	£40	44.5mm x 30mm
Inserts	£175/£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

EDITION	DEADLINE FOR BOOKING ADVERTS AND INSERTS	DEADLINE FOR PROVIDING ADVERT ARTWORK	DEADLINE FOR INSERTS TO ARRIVE AT MAILING HOUSE	DATE MAGAZINE ARRIVES WITH READERS
Feb/Mar 2025	Tuesday 7th January	Friday 17th January	Friday 31st January	Thursday 13th February
Apr/May 2025	Tuesday 25th February	Friday 7th March	Friday 21st March	Thursday 3rd April
Jun/Jul 2025	Wednesday 16th April	Monday 28th April	Thursday 15th May	Thursday 29th May
Aug/Sep 2025	Monday 23rd June	Friday 4th July	Friday 18th July	Thursday 31st July
Oct/Nov 2025	Tuesday 2nd September	Friday 12th September	Friday 26th September	Thursday 9th October
Dec 2025/Jan 2026	Tuesday 4th November	Friday 14th November	Friday 28th November	Thursday 11th December

### New opportunity

NSA is now 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.

### Important information

**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 2023 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.

To book advertising and for all enquiries, please contact Helen Roberts on 07976 803066 or [helen@nationalsheep.org.uk](mailto:helen@nationalsheep.org.uk)

your business your future

## **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 4,500 sheep farming members and industry supporters. NSA enjoys good open rates and engagement with the Weekly Email Update, exceeding industry averages. Adverts are 600 pixels wide by up to 400 pixels high and can be a .jpeg, .png or .gif file with a click-through to your own website.

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.

## **Online advertising**

The NSA website will take adverts for the first time from August 2024 – a fantastic opportunity for companies with an NSA Corporate Support package to get their brand in front of a predominantly Sheep Farming audience. Banner adverts can be a .jpeg, .png or .gif file with a click-through to the Corporate Supporter's own website. Slots will be available to buy in specific high-traffic areas, such as the NSA News or Events page. Bookings will be limited to one page per company for a maximum of one month at a time\* (to ensure the website remains fresh and visitors don't become blind to the adverts booked).

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

## **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. NSA will work with a company to design an eye-catching email\*\* to more than 4,500 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 £1,000+VAT per calendar month

## **Next Generation and NSA Scottish Region newsletter sponsorship**

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 under 35-year-olds.

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

**To book any of these opportunities, contact Helen Roberts on 07976 803066 or [helen@nationalsheep.org.uk](mailto:helen@nationalsheep.org.uk).**