



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 2024

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 2024 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 2024	Lambing focus
Apr/May 2024	Grassland focus + NSA Scot Sheep preview
Jun/Jul 2024	Weaning focus + NSA Sheep Event preview + NSA Scot Sheep event report
Aug/Sep 2024	Quarantine focus + NSA Sheep Event report
Oct/Nov 2024	Tupping / early pregnancy focus + NSA ram sale reports
Dec 2024/Jan 2025	Pre-lambing focus

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 2024	Tuesday 9th January	Friday 19th January	Friday 2nd February	Thursday 15th February
Apr/May 2024	Friday 8th March	Wednesday 20th March	Friday 5th April	Thursday 18th April
Jun/Jul 2024	Monday 13th May	Thursday 23rd May	Friday 7th June	Thursday 20th June
Aug/Sep 2024	Tuesday 2nd July	Friday 12th July	Wednesday 7th August	Monday 19th August
Oct/Nov 2024	Tuesday 3rd September	Friday 13th September	Friday 27th September	Thursday 10th October
Dec 2024/Jan 2025	Tuesday 29th November	Friday 8th November	Friday 22nd November	Thursday 5th 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

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 **New for 2024******

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.

OTHER NSA OPPORTUNITIES

NSA Sheep Events

NSA hosts and organises a range of events on a biennial calendar – and is hugely excited about the upcoming [NSA Sheep 2024](#), the national event of the association, on Tuesday 30th July – and the premier Scottish event, [NSA Scot Sheep](#), on Wednesday 5th June.

NSA sheep events attract audiences 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 but the top tiers include a number of opportunities, including social media activity before the day and workshops on the day.

To book an NSA Sheep 2024 sponsorship package, trade stand space and/or an event guide advert, contact Helen Roberts on 07976 803066 or helen@nationalsheep.org.uk. For information on sponsorship and trade opportunities at NSA Scot Sheep, contact Event Organiser Euan Emslie on 07902 540985 or euanemslie053@gmail.com.

NSA regions & ram sales

NSA is made up of nine regions, all of which have their own administrator and committee. As well as organising the NSA regional sheep events, all hold further events throughout the year including farm walks, members' meetings and, in some areas, field days and annual ram sales.

Regional Field Days are a relatively new concept within the NSA calendar, hosted on sheep farms and providing opportunity for sheep farmers to explore a flock enterprise while also engaging in small numbers with speakers and company representatives.

Regions and ram sales welcome the opportunity to have companies join them to spread best practise messages.

Contact Helen Roberts to include regional events/ram sales in an overall NSA package. Or make a direct approach via the contact details at www.nationalsheep.org.uk/contacts/nsa-regions.

NSA annual sales

NSA Wales & Border Early Ram Sale

Monday 5th August, Brecon

NSA South West Ram Sale

Wednesday 14th August, Exeter

NSA Eastern Region Ram Sale

Friday 30th August, Rugby

NSA South East Ram Sale

Friday 6th September, Thame

NSA Eastern Region Ram Sale

Friday 20th September, Melton Mowbray

NSA Wales & Border Main Ram Sale

Monday 23rd September, Builth Wells

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 magazine 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).

Contact Helen Roberts to work with NSA with any size of prize.

OTHER NSA OPPORTUNITIES

Looking ahead to 2025

NSA is looking forward to another packed year in 2025, with four regional NSA Sheep Events already being planned.

Having ran its inaugural NSA Sheep Farmers' Conference in October 2023, there will be opportunities for commercial companies to book trade stand space and workshops at the second event in late 2025.

NSA Sheep Events 2025

NSA Sheep South West

NSA Welsh Sheep

NSA North Sheep

NSA Sheep Northern Ireland

Small print

* Advertising on the NSA website from August 2024.

Companies cannot book two consecutive months on the same page. NSA reserves the right to refuse bookings at certain times (to ensure there is no conflict around, for example, event or competition promotion).

** Booking a bespoke, direct email.

Bookings are limited to one per quarter and companies are limited to one booking per calendar year. NSA reserves the right to refuse bookings at certain times (to ensure there is no conflict around, for example, events or competition promotion).

Content must be provided at least a fortnight before the email is due to be sent, as a word document plus accompanying logos, jpegs, gif etc for NSA to build and design. Please provide RGB colours, font names and sizes, plus instructions of where URL links should be inserted, so NSA can build the email with your company branding. A mock-up can be provided, but we cannot guarantee being able to replicate this exactly within the programme used to send NSA emails. NSA reserves the right to refuse to send 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. Emails will be sent with a disclaimer to say NSA does not endorse the content.

