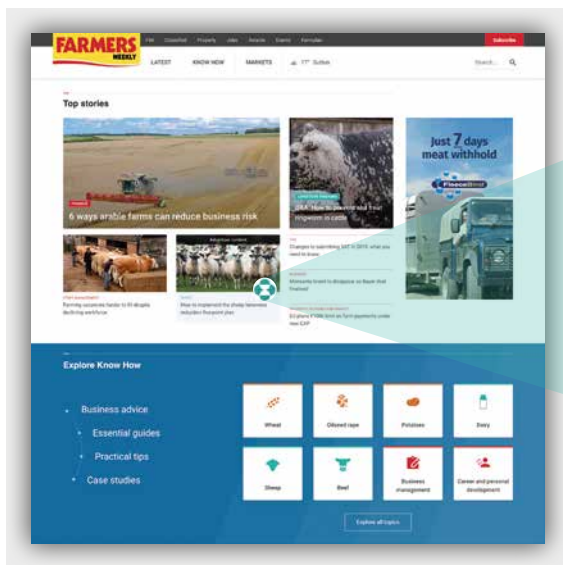


## ADVERTISER CONTENT MARKETING

### BENEFITS & KEY USPS

- Create real engagement with content that delivers value to your audience
- Showcase your expertise outside of traditional advertising – bring the audience on a journey through to the point of purchasing your products
- Advertiser content published in the key editorial areas of FWi – hot topics, editorial top picks and the relevant news sections, targeting the audience you're after
- Guaranteed homepage slot for three days
- Position your business as thought leaders on relevant subjects with your content alongside FWi content
- Your content optimised for visibility in search engine results – address the challenges of your audience



**Top stories**

- 6 ways arable farms can reduce business risk
- Just 7 days meat withdrawal
- Changes to advertising VAT in 2018: what you need to know
- Monks' brand to disappear as Bogen deal finalised
- How to implement the sheep lameness reduction five-point plan
- EU plans €100m aid for farmers under new CAP

**Explore Know How**

- Business advice
- Essential guides
- Practical tips
- Case studies

**Events**

- Soils in Practice** (8) - A one-day conference providing a platform for those in the agricultural industry to discuss the latest advances in soil fertility and best practice in soil management.
- Ag Careers Live** (15) - If you are a student, recent graduate or looking for your next career move, this national event is here to help you achieve your next ambition.
- Poultry Health Management** (20) - Poultry Health Management brings the poultry farming community together to discuss key issues with both broiler and egg producers through panel discussions, exhibition and case studies.

**Subscribe to Farmers Weekly**  
Save up to 57% and never miss an issue

**Jobs**

- Ruminant Feed Advisor** - Checkline and Deloche
- AREA SALES MANAGER - SOUTH WEST** - South West England - Intensive Sales
- Van/Agripreneur in Chester** - A complete new commercial package...

**Classifieds**

- Ighite, 1000 MAXI TL, Forestry vehicles** - 4800204, County Down, UK
- Proth, Exposed 705, Freehold saws** - 4074451, County Down, UK
- Teira, T234 (1000), Tractor accessories/companions** - 4073076, UK

**Property**

- Spring Farm, Towce, Nottinghamshire** - £120,000
- Connaught Hill Farm** - £120,000
- Southen Grange Farm, Scotland, Lincolshire** - £170,000

**Most popular this week**

1. Suffolk estate on market for first time in more than 100 years
2. Gov's new farm pollution controls: The details and reaction
3. Number of farms making a loss declines
4. Farm buildings: Know your Permitted Development Rights
5. Farmer spots 'Squid' Jimmy challenges LTV domination
6. EU plans €100m aid on farm payments under new CAP
7. Man, 22, killed in tractor accident
8. Mistle Battery first 100 days as NFU president reviewed

"Your content on the FWi homepage alongside the latest news in farming"

**Know How / Sheep**

Whether you run a sheep flock that numbers in the dozens or the thousands, here to achieving maximum production.

Regardless of your sheep breed, location or system, these pages give you the your flock profitable and sustainable.

**Key focus areas:**

- Breeding to suit your system
- Grassland management and nutrition
- Improving flock health
- Finishing lambs to suit market requirements
- Reducing your cost of production

**Assessing performance**

**Breeding and fertility**

**Feed and nutrition**

**Hubandry**

**Livestock marketing**

**Youngstock management**

**Must reads**

- 10-step guide to taking a sheep (fascial egg count)
- How to detect and control Johne's in sheep
- Dealing on choosing critical facts farmers need to know
- Improve per...

**Latest Know How**

- How to implement the sheep lameness reduction five-point plan**  
Vaccination as an integral part of the industry accepted Five Point Lameness Reduction Plan can help you reduce significantly the number of lame sheep in your flock. With a concerted effort...
- How mob grazing can be used to improve soil health**  
Mob grazing could become more popular in future as the government ramps up pressure on farmers to rebuild soil. This is the view of Stephen Briggs, soil and water manager...
- 5 key steps for ewe and lamb management at weaning**  
With prolonged cold weather holding back grass growth in many regions, early weaning of lambs could be beneficial to ease conditions this spring. Research and industry advice mostly agree on...

"Reach the right audience with your content on the relevant *Know How* page"

**MSD Animal Health**

MSD Animal Health, a division of Merck & Co., Inc., Kenilworth, NJ, USA, offers one of the industry's most innovative portfolios, not only of products, but also of services and technologies, to prevent, treat and control disease across all major farm and companion animal species. We maintain commercial offices in more than 50 countries and business operations in more than 150 markets, and run a global network of manufacturing and R&D facilities.

**Connect with MSD Animal Health**

**All articles by MSD Animal Health**

- How to implement the sheep lameness reduction five-point plan**
- How to implement the sheep lameness reduction five-point plan**
- How to implement the sheep lameness reduction five-point plan**
- How to implement the sheep lameness reduction five-point plan**
- 3 key steps for...**

"A dedicated page with business information and all your articles on FWi"

**sheep lameness**

Refine by - Sort by Relevance

1 to 10 of 100 results shown

- Sheep lameness campaign launches**  
Farmers Weekly is launching a series of 10 free tickets to this year's 50th Anniversary Sheep Event 2017. If you, then why not get involved with a short story...
- FARMER FOCUS: Resolved to tackle sheep lameness**  
Blwyddyn newydd dda/happy new year. One of our new resolutions is to tackle lameness in the sheep. We've always picked up on lameness and treated it quickly, but we...
- How to implement the sheep lameness reduction five-point plan**  
Vaccination as an integral part of the industry accepted Five Point Lameness Reduction Plan can help you reduce significantly the number of lame sheep in your flock. With a concerted effort...
- Hit Squad battles sheep lameness in Devon**  
As a follow-up to Farmers Weekly's campaign, sheep lameness experts Ruth Clements of Farm Angel from Liverpool University formed the Stamp Out Lameness...

**Advertiser content**

- How to implement the sheep lameness reduction five-point plan**  
Vaccination as an integral part of the industry-accepted Five Point Lameness Reduction Plan can help you significantly the number of lame sheep in your flock. With a concerted effort...

"Your content fully tagged to appear alongside Farmers Weekly articles in search results"