



Product Update E-newsletter

Product Update E-newsletters are sent to an **active audience of ~18,710 recipients* every week**, with the majority of subscribers opening on mobile devices.

(*September 2021 stats)

The best performing adverts have **clear branding**, **concise messaging**, and a **clear call to action** to encourage our subscribers to click through to your landing page(s). Competitions, prize draws, new launches, offers and downloads of content work best for this type of advertising.

Farmers Weekly will set your advert for you and proof back to you before send.

Speak with your Account Manager for more information.



Concise wording ideally with your logo

Subscribe today from £41.50

Clear headline in your brand colours – easy to see the key message at a glance

When you have so much to do and so little time it's hard to know where to go for the most convenient, relevant information.

A Farmers Weekly subscription provides you:

- All the latest **farming related news** from around the UK
- **In depth coverage** of business, industry, and community topics
- Thought provoking **comment and opinion**, we are never afraid to tackle the tough issues
- **Case studies, learning** and **practical advice** that you can apply on your farm whatever your size or sector
- The latest **prices** and **trends, machinery** and **property sales** and jobs available

Farmers Weekly has everything you need to stay in the know and help you make the right decisions for your farm.

Invest in a subscription from as little as £41.50 per quarter.

Clear call to action clicking through to a relevant landing page

Relevant hyperlinks throughout the text in your brand colours to encourage click throughs

Your logo placed next to the text aligning your brand with your message

Up to 100 words, ideally in bullet point format or broken up with paragraph breaks (easier to digest on mobile devices)

