

# DIRECT DRILLER

MAGAZINE

THE FUTURE OF YOUR SOILS

## Direct Driller Magazine

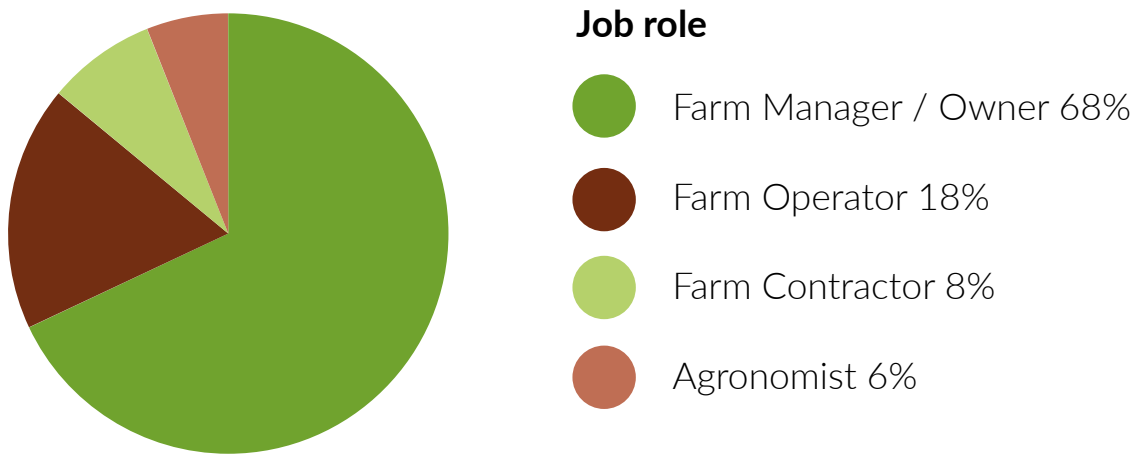
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Soils Magazine Media Pack

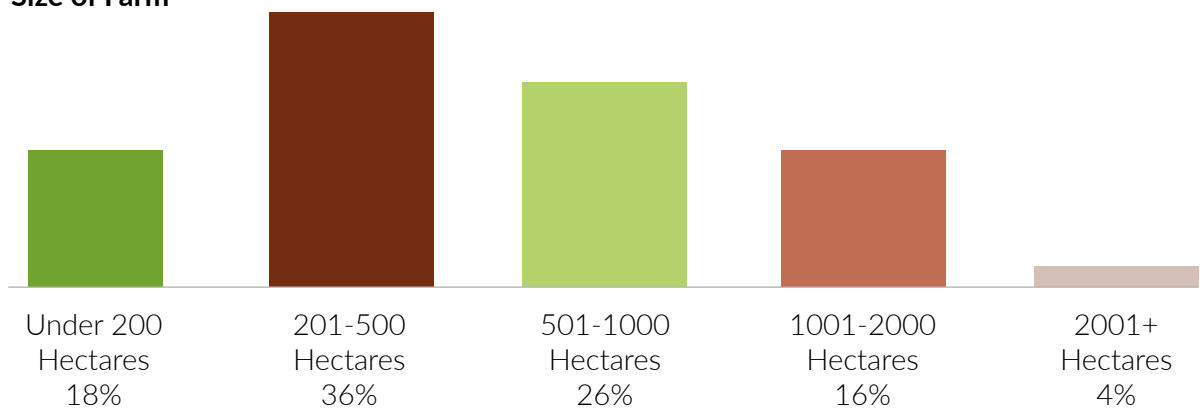
## What you need to know about Direct Driller Magazine

Direct Driller (DD) stands as the UK's most read sustainable farming publication, with an emphasis on regen agriculture and low soil disturbance farming practices. The magazine offers a wealth of content tailored to farmers, agronomists, and agricultural professionals. From in-depth articles and insightful analyses to the latest advancements in soil analysis and breeding technology, equipment, and research findings. We cover a spectrum of topics in depth. Additionally, we feature real-life farming trials, highlight best regenerative agricultural practices, and provide a comprehensive resource for staying abreast of industry developments.

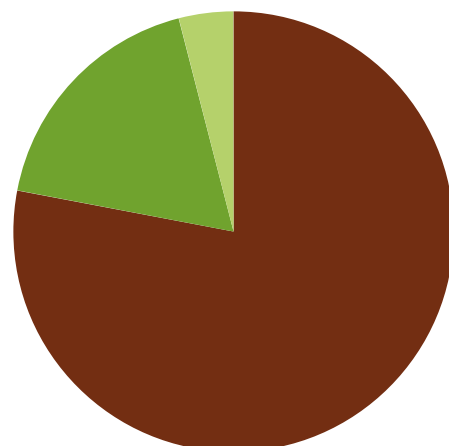
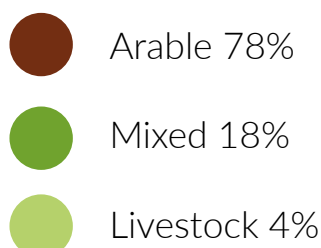
### Audience



### Size of Farm



### Farm Type



## Direct Driller Audience and Demographics

**5200** Printed copies per quarter



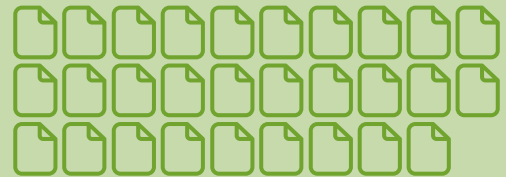
**16,200** Digital reads per quarter



**12,500** PDF downloads per quarter



**29** Pages of advertising



**14%** Growth rate (since first issue)



## Social Media Coverage

All articles featured in DD magazines are scheduled across the board on our social media platforms:

DD Twitter (X)



**3900+** followers

Arable Men Facebook



**67000+** followers

DD LinkedIn



**725+** connections

Figures collected January 2024\*

\*The Farming Forum (119k followers+) is tagged in all DD article social posts. Posts liked and shared when possible.

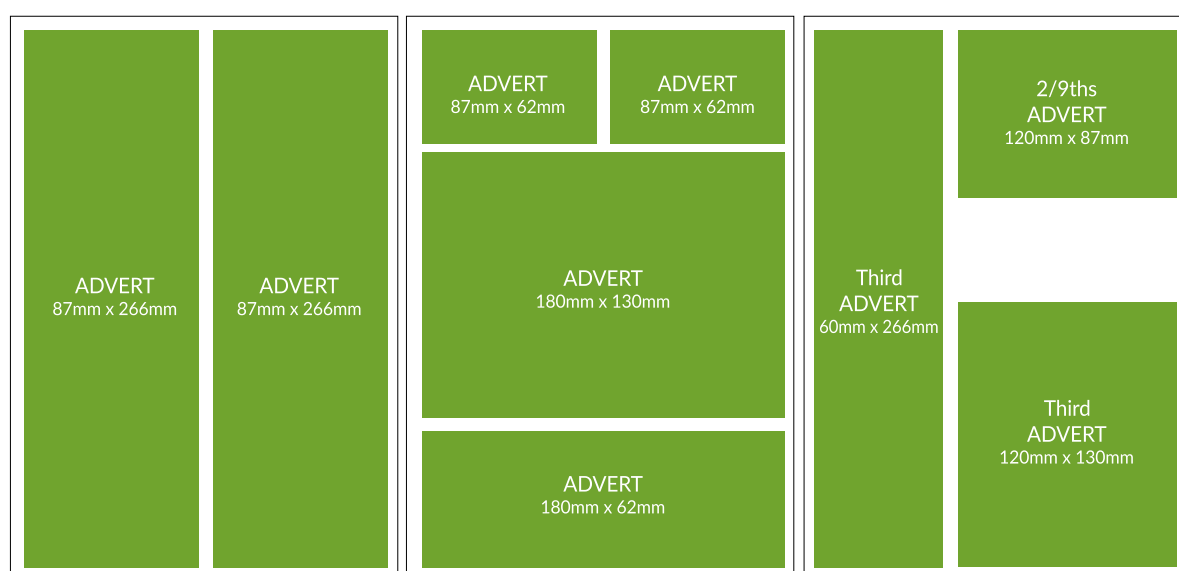
## Summary of prices

We offer discounts for bookings of more than 1 issue. Costs below are per issue.

|                              | 1 Issue | 2 Issues | 4 Plus Issues |
|------------------------------|---------|----------|---------------|
| Magazine Sponsor             | -       | -        | £4,000        |
| Back Cover                   | £2,240  | £2,075   | £1,995        |
| Inside Front 3 Page Fold Out | £2,700  | £2,450   | £2,250        |
| Inside Front of Rear Page    | £1,290  | £1,150   | £1,065        |
| Full A4 Page                 | £1,070  | £1,000   | £910          |
| Two-thirds A4 Page           | £820    | £760     | £700          |
| Half A4 Page                 | £645    | £615     | £550          |
| Third A4 Page                | £470    | £435     | £400          |
| Quarter A4 Page              | £380    | £350     | £320          |

## Artwork Specifications

For Quarter and half page adverts, please provide the following sized artwork (no bleed), you can use bleed on landscape and vertical half pages and landscape quarter:



## Bleed Specifications

**Full Page adverts** please provide 297mm high x 210mm wide (plus a 3mm bleed)

**Half Page Landscape adverts** please provide 148mm high x 210mm wide (plus a 3mm bleed)

**Half Page Vertical adverts** please provide 297mm high x 105mm wide (plus a 3mm bleed)

**Third Page Landscape adverts** please provide 99mm high x 210mm wide (plus a 3mm bleed)

**Quarter Page Landscape adverts** please provide 74mm high x 210mm wide (plus a 3mm bleed)

## Content, Supplements and Inserts

Content can be included in the magazine at £300 a page.

A Supplement of 16 pages can be posted out with the main magazine for £5000.

A leaflet (1 page) can be inserted into magazine for £600.

### Contact Details

Chris Fellows, Editor

**e:** [chris@agriwebmedia.co.uk](mailto:chris@agriwebmedia.co.uk)

**t:** 075 833 255 12

Mark Hatton, Sales Manager

**e:** [mark@thefarmingforum.co.uk](mailto:mark@thefarmingforum.co.uk)

**t:** 07703 850 151