



# The Farming Forum

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## Media Pack

## What you need to know about The Farming Forum

The Farming Forum (TFF) is one of the biggest online farming platforms dedicated to the farming and the agricultural industries.

With over 70,000+ official members and discussion categories for every type of farming, TFF is one of the most powerful digital venues available to the companies wanting to advertise to farmers..

As the first-choice online meeting point for agronomists, horticulturists, agriculturalists and farming enthusiasts, the platform is full of expert knowledge and like-minded people where farming is more than just a topic, it's a passion.

TFF is the most read farming publication (Source: MacCormack Media 2022, Hillsgreen 2022, Hillsgreen 2023, England Marketing 2023, RDP 2023) with over 70% of UK farmers reading it each month, and over 40,000 farmers a day reading it.

Serving over a million adverts a day, combined with our precision marketing tools, it is the perfect place for to advertise your business.

### Why your business needs The Farming Forum

With our incredible reach and full access to the farming community, utilising sophisticated keyword targeting and farmer demographics, we can help you with your advertising, marketing and social media campaigns (including content management). Alongside collecting market research, polls, asking for product feedback whilst creating business awareness and more via our:

- Ad Banners
- Native Banner Advertising
- Knowledge section
- Content Plus
- Vast trade and farmer mailing list
- and our other professional marketing and media resources

**“** *The Farming Forum is the most popular source of daily information...*

**Hillsgreen Marketing**

**”**

**“** *There are the same number of monthly Google searches in the UK for ‘farming forum’ as there are ‘Money Saving Expert’ - 40,500*

**Red Stag Media**

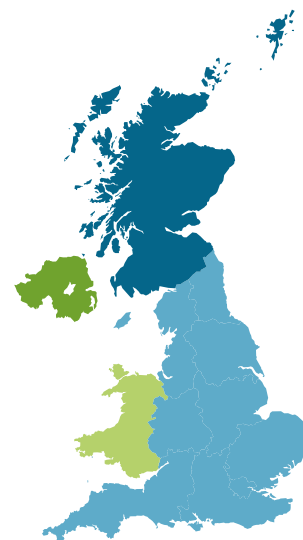
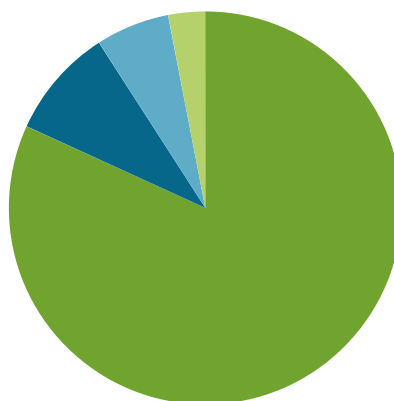
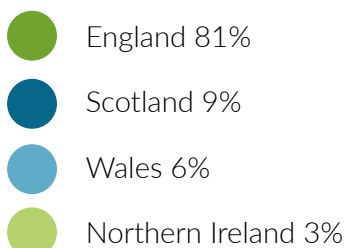
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## Our Audience and Reach

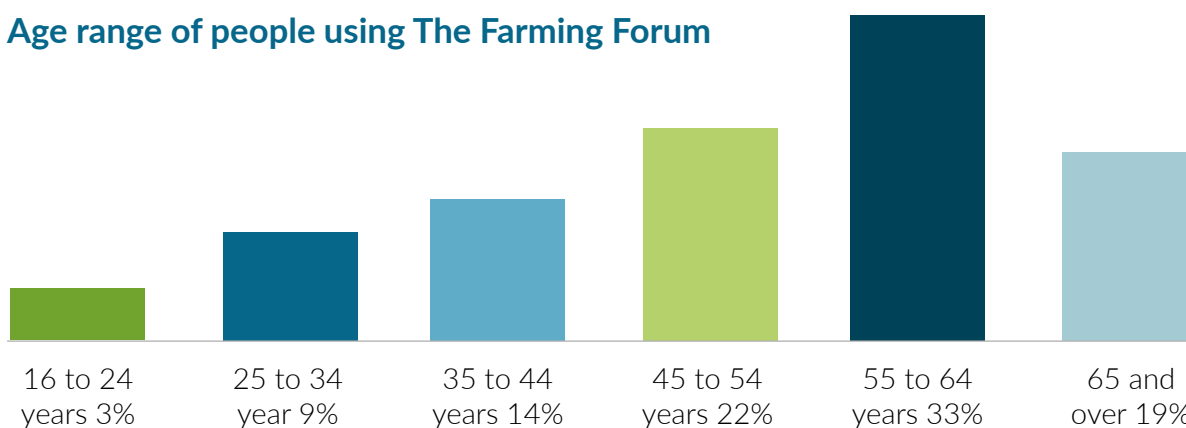


## Location % of forum members:

### United Kingdom



## Age range of people using The Farming Forum



## Our Audience and Reach continued...

TFF uses a sophisticated key word technology that can identify any farmer or on page content that is using your campaign's chosen targeted words, whether that be searched for or during a conversation. From there, we can code your advert banners to specifically pop up on screen to these people.



**TFF users during  
the daytime**

**1000+**



**TFF users during  
the evening**

**3800+**



## Audience by sector

- Livestock 29%
- Machinery 27%
- Arable 16%
- Business 29%



## Advertising Options

TFF has over 50 different farming sections, covering everything a farmers would want to talk about (even dating). All these conversations give farmers masses to read everyday and this allows TFF to serve a lot of advertising. This is even though we only put 3 banners on a page for our members and 5 banners for guests.

Most importantly, the sections and words on the page allow us to target all banners that are served to the relevant audiences from the moment a user reads our content.

**Adverts per day**

**1,000,000+**

**Average CTR**

**0.76%**

**Adverts  
per user  
per day**

**25**

## Keyword Targeting

We use a simple Natural Language processing model (NLP) to log all keywords and content on The Farming Forum. This allows us to deliver adverts based on what is written on any of our 1 million pages of content.

If you want to get the most from your advertising on TFF, then you need to look at what keywords and farmer segments are relevant to your business. Then you need to know their frequency of their use. This information allows you size the audience you are trying to reach and helps you understand how much you need to spend each day to target this demographic.

### Top Keywords in 2024

| Position | Keyword | Change from 2023 |
|----------|---------|------------------|
| 1        | Sheep   | Up 12% ▲         |
| 2        | Cattle  | Up 3% ▲          |
| 3        | Dairy   | Down 2% ▼        |
| 4        | Cows    | Up 6% ▲          |
| 5        | Milk    | Up 14% ▲         |
| 6        | Wheat   | Down 12% ▼       |
| 7        | Beef    | Up 7% ▲          |
| 8        | Silage  | Down 1% ▼        |
| 9        | Carbon  | Up 38% ▲         |
| 10       | Seed    | Up 21% ▲         |

## Pricing

We can work with any customer with any budget. Below are examples of rates:

| Cost per day | Number of adverts per day | Cost per 1000 adverts |
|--------------|---------------------------|-----------------------|
| £10          | 790                       | from £12.72           |
| £20          | 1650                      | from £12.30           |
| £30          | 2575                      | from £11.66           |
| £50          | 4650                      | from £10.77           |
| £100         | 9700                      | from £10.30           |

Bespoke Emails to our audience of 17,000 farmers start from £1000

## Digital Banner Advert Sizes

We run multiple sizes of adverts on TFF so we can fit the adverts around the content. As we give all members the ability to feedback how they feel about the site layout, it has evolved to suit them and the content, with the advertising coming secondary. Thus we use the appropriate sizes on the appropriate devices.

### Desktop

- 970 x 250px Large Billboard banner that shows at the bottom of the page
- 300 x 600px Double Skyscraper that shows at the side of the page
- 728 x 90px Leaderboard that shows at the top of the page

### Mobile, Tablet and APP

- 320 x 100px Leaderboard
- 300 x 250px MPU sized banner
- Retina sizes of 640x200 and 600x500

**File Types:** JPG/JPEG, GIF or HTML up to 250kb in size per creative for the mobile adverts and upto 950kb for the Tablet and Desktop. However, please do make them as small as you can. Remember farmers sometimes operate on lower bandwidth, so speed is important.

## Contact Details

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