

# Media Packages 2022

Media packages provide your company with extra visibility during the LAMMA Show marketing campaign. Utilise your media package to start the sales process well before a customer has stepped foot on your stand.

No other UK agricultural show can offer the same coverage with a total marketing campaign reach of 6.7 million.

## Basic Media Package

£598 + VAT

- Company logo in LAMMA show guide
- Enhanced listing on LAMMA website with: logo, company profile, website URL, links to social media accounts, upload press releases, product information, videos and brochures.
- Company press release included in LAMMA visitor email (database of approx 50,000)
- 1 x social media post on LAMMA account - copy and image/video provided by exhibitor

## Standard Media Package

£1,492 + VAT

As Basic Media Package with addition of:

- ¼ page advert in LAMMA show guide - artwork to LAMMA team by 30th October
- Featured exhibitor slot on homepage of LAMMA website all year round

## Enhanced Media Package

£3,347 + VAT

As Basic and Standard Media Package with addition of:

- ¼ page advert in Farmers Guardian OR Dairy Farmer OR Arable Farming - artwork to LAMMA team by 30th October
- ½ page advert in LAMMA show guide - copy to LAMMA team by 30th October
- 2 x visitor data scanner apps (to collect GDPR-compliant data)
- Dedicated company eshot to the LAMMA email database (approx 50,000)
- PPC campaign on Facebook to an audience of your choice two weeks before show



Over 41,000 page views on the online exhibitor list



Social media reach of 4.9 million



Over 41,000 social followers



Email database of approx 50,000

## Sponsored eshot

£1,000 + VAT

Promote your products, marketing content, a special offer or a launch to our database of approx 50,000.

Target specific demographics such as occupation, location, arable hectares, livestock numbers, farm size, or email the entire database.

Speak to the team for more details.

Content provided by exhibitor, with eshot built and distributed by LAMMA marketing team.

To book your media package, please contact:

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