



BAGMA Media Pack 2025



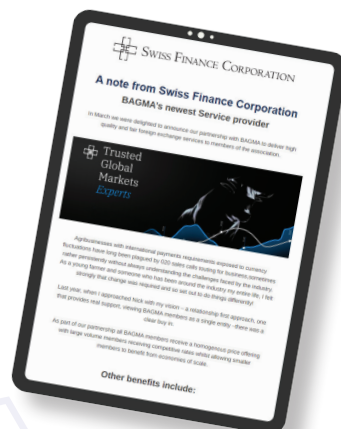
We Are BAGMA

The British Agricultural and Garden Machinery Association (BAGMA) have been supporting independent agricultural, garden and groundcare machinery dealers throughout the UK for more than 100 years.

In conjunction with other European trade organisations such as the AEA and CLIMMAR, we fight for better terms and conditions for dealers from suppliers and manufacturers, and use our strength in numbers to lobby Governmental departments to influence legislation and gain support for areas such as training and apprenticeships.

Sharing news, tips and best practice is a cornerstone of BAGMA. The BAGMA Bulletin is the oldest continuous trade association magazine in the land-based engineering sector, widely read by independent agricultural and garden machinery dealerships, key influencers, media and government departments.

Coupled with the monthly BAGMA E-Briefing, our website and social media channels, there are excellent opportunities to tailor make advertising campaigns to reach the right people across the sector.



BAGMA E-Shots & E-Briefings



BAGMA Events



BAGMA Bulletin



BAGMA.com



BAGMA comprises of

- Independent agricultural, groundcare and garden machinery dealerships
- Key influencers, media and government departments
- Associate members: suppliers, manufacturers, distributors, service providers and training partners

BAGMA industry stats

c540 BAGMA members

2,200 BAGMA Bulletin circulation

£1.5bn of sales represented by BAGMA members

£2.4bn agricultural machinery sales in the UK

£1.0bn outdoor power equipment sales in the UK

1,000 agricultural machinery dealers

700 garden machinery dealers in the UK

100 secondhand machinery dealers in the UK



Digital

One
BAGMA monthly
E-Briefing

Regular
Bespoke targeted
E-Shots

2,300+
Email subscribers

3,300
Social media following
(X, Facebook and
LinkedIn)



The BAGMA Bulletin magazine

BAGMA's flagship magazine is sent to more than 2,200 recipients in independent agricultural, garden and groundcare machinery dealers across the UK as well as suppliers and manufacturers. Every issue is packed with industry and dealer news, product updates, dealer profiles, plus show previews and the latest updates from the BAGMA team.

The BAGMA Bulletin remains a relevant and vital read for members and the industry – keeping readers informed about the important legislative and training changes, while still maintaining the principals and independence of the original association in 1917.

Together with the printed Bulletin, posted to named recipients and available to members and non-members, the current and past editions are all available to access on the BAGMA website.



EXPERT'S VIEW



by Mary Perry
MC Marketing and Events

Should I be on all the social media platforms?

With so many options out there, it's hard to know what social media platform is the right one for your business. The simple answer is that no, you don't need to be on every social media platform as a business. It is best to put your efforts and time into platforms where your target audience are active and where you can be consistent with your presence.

Start out by defining your goals when it comes to your presence on social media. Is it for building relationships and brand awareness and/or to generate leads and direct traffic to your website. Personally, I think a mixed approach to social media is important, ensuring that you are engaging content from both broad and niche audiences you wish your audience, but also has a showcasing of side focused content to help showcase stock and what you offer.

The next and most important factor to consider when you decide on your platforms is your access to content and your resources. Do you have the time as a company to create multiple platforms? If you're a sole trader or a small business, you have only posted once in the last 6 weeks, then and the right platform for you. You need to be showing up consistently and engaging with your audience.

Choose the platforms that you think will work for you and start generating your relevant content. There are resources you can use that can help with this, such as social media management tools like Hootsuite, Buffer, Sprout, Later, Hootsuite where you can create a social media calendar so you have a structure to work by.

There is nothing wrong with not being on all platforms, just find what works for you and do it well.

Would you like to become an ISEKI dealer?

The unbeatable ISEKI S5G range of mowers enable cutting and collecting in the wet without clogging. Ideal for the business requiring the most step up in garden maintenance machinery. For the business who require a fully professional machine, the ISEKI S5G is the most versatile and powerful factor on the market. ISEKI compact tractors and mowers are designed and manufactured to 12000 with over 90 years experience for quality that lasts.

Contact us and apply to be an ISEKI dealer today visit www.iseki.co.uk or call 01473 399266

QUALITY DIESEL POWER OFFERING

EXPERT'S VIEW



by Paul Marsh
Sub Editor

Fire Safety Regulations Update

As of 1st October 2023, new fire safety guidance and amendments to Section 156 of the Building Safety Act 2022 (BSA) of the Regulatory Reform (Fire Safety) Order 2005 (FSO) have come into force. These improvements form Phase 1 of the Home Office's fire safety reform programme, building on Phase 1 (the Fire Safety Act 2022) and Phase 2 (the Fire Safety (England) Regulations 2022).

provide their life based contact details and ensure a contact



BAGMA Bulletin features list 2025

- Bulletin Board
- BAGMA News
- Experts View
- Member Profile
- Out & About
- Industry News
- Connecting With
- Legislation Updates
- Legal Advice
- Training

Copy Deadlines 2025

- **Jan/Feb:** Materials 17th Dec - Mailed 21st Jan
- **Mar/Apr:** Materials 28th Feb - Mailed 25th Mar
- **May/June:** Materials 14th Apr - Mailed 7th May
- **Jul/Aug:** Materials 20th Jun - Mailed 14th July
- **Sep/Oct:** Materials 29th Aug - Mailed 23rd Sept
- **Nov/Dec:** Materials 20th Oct - Mailed 24th Nov



Print specifications

- All artwork to be supplied CMYK
- No spot colours
- All digital files to be hi-res PDFs
- Minimum image resolution 300dpi

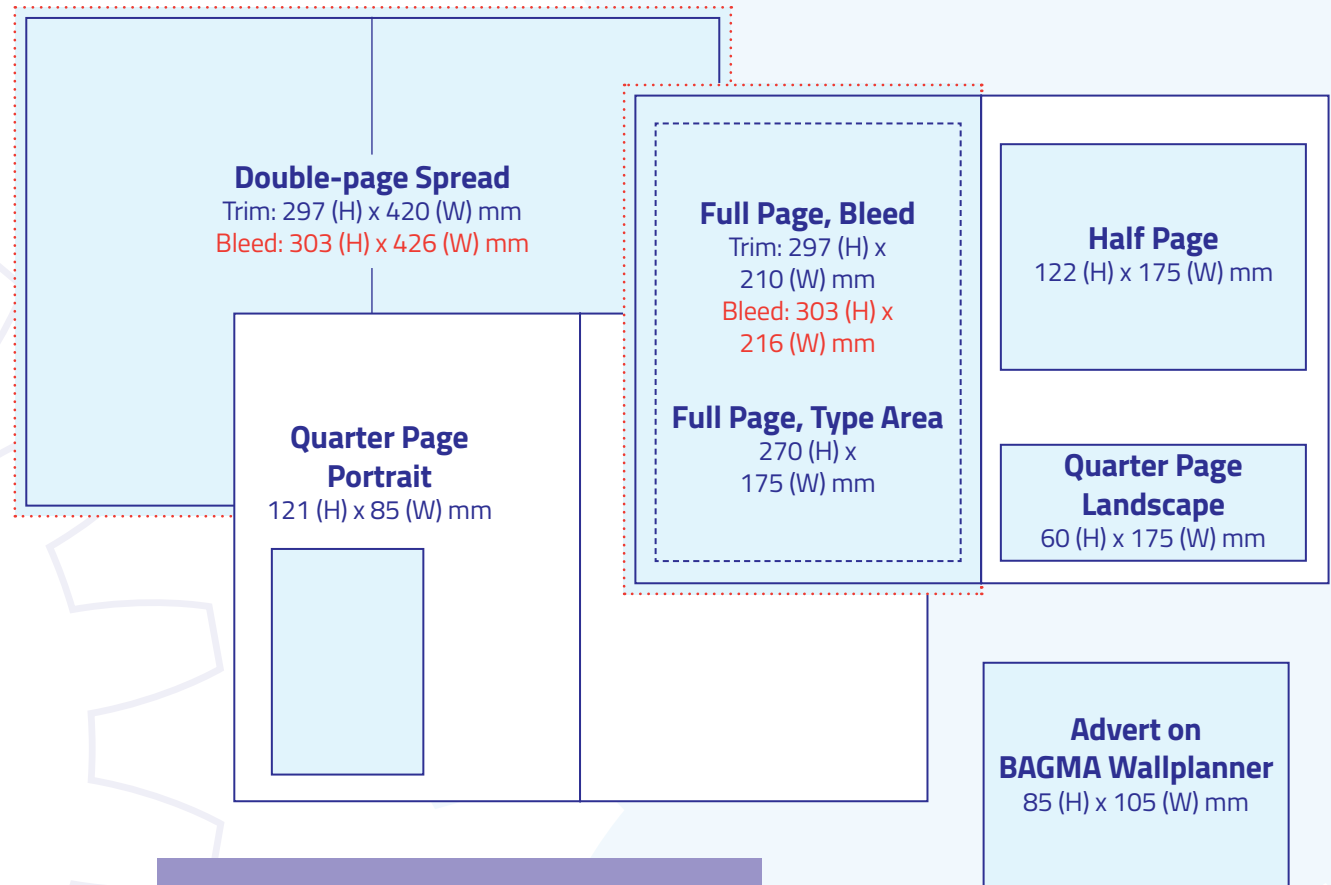
Print advertising

Position	Price
Outside Back Cover	£1,400
Inside Front Cover	£1,300
Inside Back Cover	£1,300
Double Page Spread	£1,900
Full Page (Bleed/Type Area)	£1,200
Half Page	£700
Quarter Page (Portrait or Landscape)	£450
PR with image	£135
Inserts	POA
Wallplanner Ad	£400

Bespoke	Price
Full page editorial promotion	£1,900
Double-page editorial promotion	£3,500
Sponsored feature	£1,995
Prices do not include VAT	

Enhanced coverage for free

In addition to your print advert a 'flipbook' version of the magazine is available on the BAGMA website, along with previous editions - www.bagma.com



BAGMA members receive a 20% discount on print advertising.

Discounts for sales bookings of three or more adverts are available. POA



Targeted communications

Our qualified, opted-in email circulation provides another valuable opportunity to communicate your message direct to the inbox of our subscribers.

BAGMA E-Briefing Monthly, c2,300

Our monthly E-Newsletter is widely regarded as a reliable source of sector information, training updates and the latest industry news. Have your story included in an upcoming edition or advertise your company or services with a high-impact digital ad*.

Copy deadline: 7th of the month

Solus E-Shot £375 per E-Shot

Send a dedicated and targeted email to the BAGMA membership made up of independent dealers, manufacturers and industry partners. HTML files can be provided, or content, links and images supplied to the BAGMA team for production at an additional charge.

*subject to availability

Social Media

Dedicated social media posts with follow up stats. BAGMA's social media channels makes it easy for you to connect and share your products and services with customers and the wider industry. All artwork and copy is to be supplied by advertiser.

-  @BAGMA_tweets
-  @BAGMAofficial
-  www.linkedin.com/company/bagma

Digital Advertising

Channel	Price
Solus E-Shot	£375
News article featured on BAGMA website & E-Briefing	£325
BAGMA E-Briefing advert (2000px x 500px)	£300
X and Facebook (2 posts)	£100
X and Facebook (4 posts / 2 weeks)	£150
X and Facebook (8 posts / 4 weeks)	£250

Prices do not include VAT

Print and digital advertising packages are available – please get in touch for further information.



More information

Please email: admin@bagma.com

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