

# SIGNPOST YOUR STAND



## Dear Exhibitor

As the **official media partner** of Cereals, *Agronomist & Arable Farmer* and *Farm Contractor & Large Scale Farmer* will be providing extensive coverage of the event, along with many opportunities for you to maximise the effectiveness of your presence in our publications and online.

## Agronomist & Arable Farmer

### Official Show Guide

The official show guide will be provided to every visitor at the event. Not only is it an invaluable tool in navigating around the event, but many visitors will keep their copy of the show guide for long after the event to remind themselves of who they have met. This will be key to maximising the return on your investment.

#### The guide will contain:

- › Event map - Listing of all exhibitors (alphabetically and by product)
- › Seminar and demonstration timetables and information

### Enhance your listing!

For only **£195 plus VAT** you can include a full colour company logo. This will increase the impact of your listing and will encourage more visitors to your stand. Your logo will also appear in the June Cereals Preview issues of both *Agronomist & Arable Farmer* and *Farm Contractor & Large Scale Farmer*

### Advertising

Advertising in the show guide ensures that your presence at the show really stands out and your location is seen by all the

right people and enables you to display your products or services in much more detail.

DPS	FULL PAGE	HALF PAGE	QUARTER
£1,800	£1,200	£750	£500

All Half Pages or larger will include the enhanced listing **free of charge**

› **30% discount** will apply if an advertisement is also booked into the June issue of either *Agronomist & Arable Farmer*, or *Farm Contractor & Large Scale Farmer*

## Agronomist & Arable Farmer

The June issue of *Agronomist & Arable Farmer* will include a major preview of the event, including

- › Event map
- › Full listing of all exhibitors (including enhanced listings)
- › Seminar and demonstration timetables and information
- › Previews of some of the products on show

On top of all the news, comment and analysis that you would find in a regular issue

This is the ideal time to promote your company and your stand to highly engaged readers who will have a genuine interest in your products

## Digital Marketing

*Agronomist & Arable Farmer* has a vibrant and rapidly growing online community, who actively engage with our website, e-newsletters and bespoke e-shots

- › **We have a number of options could utilise to promote your presence at the event, including**
- › **Booking a banner advertisement on [www.aafarmer.co.uk](http://www.aafarmer.co.uk)**
- › **Booking either a banner or a text advert on the twice weekly e-newsletter**
- › **Sending out a tailor-made e-shot to our readership**

As well as the preview we are running in *Agronomist & Arable Farmer*, we will also be running one in our sister publication *Farm Contractor & Large Scale Farmer*.

We will be offering additional discounts to advertisers who would like to engage with both of these extremely relevant audiences.

**FarmContractor**  
& LARGE SCALE FARMER  
The UK's leading agricultural machinery journal

To advertise or to discuss these options further. Please contact:

**James** on **01825 710245** or email **James@lewisbusinessmedia.co.uk**