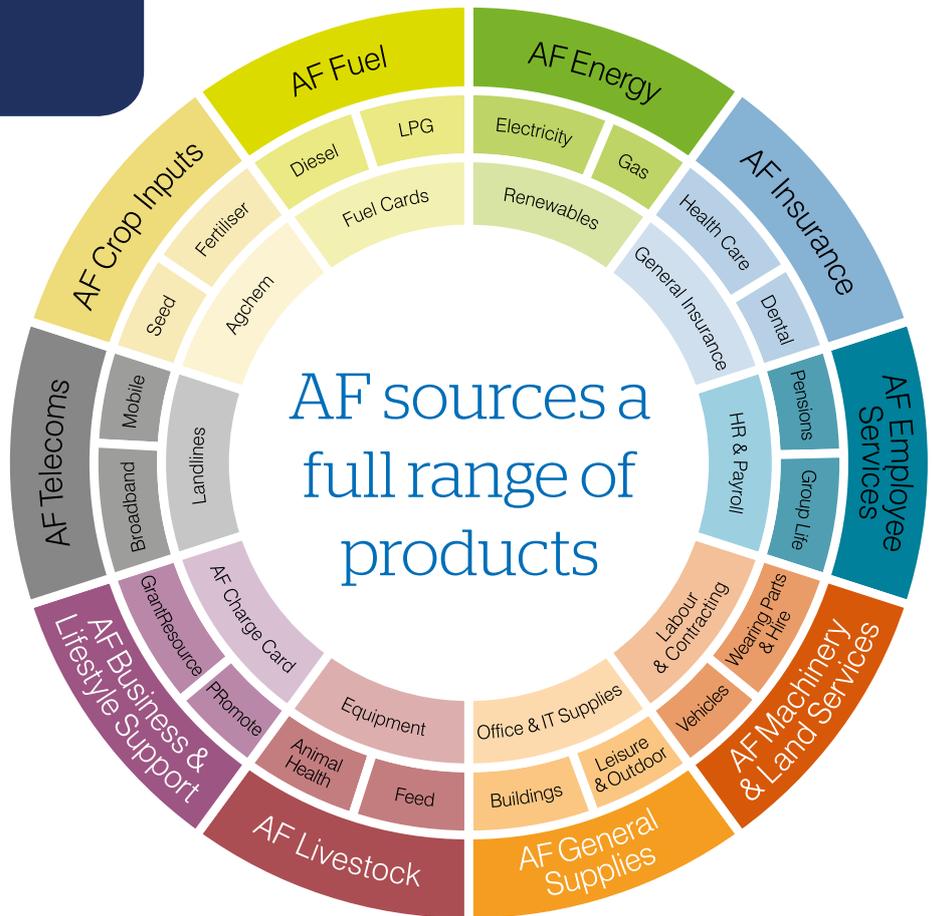


Advertising with AF

- your route to a £250million market



From monthly magazines to digital platforms, there are a wide range of marketing opportunities within the AF Group to reach the UK's largest agricultural purchasing audience. Our affordable advertising packages can be tailored to suit your business needs.



The AF Marketing programme ticks all the boxes for us. It is well targeted, professionally designed and produced, provides a good mix of print and digital opportunities and has proved to be excellent value-for-money.

The ability to combine corporate features and advertising gives us the opportunity to showcase our company's advanced approach to nutrition and effectively promote individual products.

We are confident that our investment in the AF programme has been key to our success in developing both interest and sales to AF members

Kathryn Laverack, Marketing and Sales Support Manager, Ilex-Environsciences

Where can you advertise?

Your AF

- Monthly newsletter sent to 3,500 members
- Digital page-turn edition with links direct from your advert to your website



Digital

- Live 24/7 latest offers website
- Linked to our weekly digital news bulletins



AF Directory and Diary

- Categorized products and services available through AF with your contact details under the relevant category.
- Highly popular with members
- Week-to-view diary section ensures year round visibility



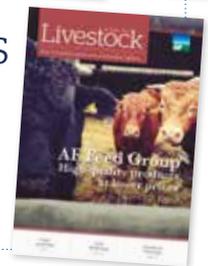
Other Publications

- FarmBuyer
- Affinity
- First Milk
- Morrisons
- Waitrose
- Tesco



Special Supplements

Periodicals sent with YourAF at various points in the year focussing on a variety of sectors including diversification, fertiliser & seed, and livestock



Package	Cost (ex VAT)	Ads/corporate features	Latest offers website inclusions	Directory & diary advert discount
Platinum	£2,180	12 x half or 6 x full	3	15%
Gold	£1,260	12 x quarter or 6 x half or 3 x full	2	10%
Silver	£650	6 x quarter or 3 x half	1	N/A
Bronze	£210	1 x quarter	1	N/A

AF does not pay agency commission on advertising rates.

Digital advertising on our Latest Offers website

Package	Cost (ex VAT)	Latest offers website inclusions (logo/image, 150 words and click to PDF or website). Offers online for one calendar month	Premium website banner for one calendar month
Online premium	£495	6	1
Online plus	£240	4	0
Online banner	£125	0	1
Online offer	£65	1	0



Advert Design Service

AF Approved-Suppliers can benefit from our professional advert design service.

Advert design £100

Design service requires copy and images to be submitted one week before the completed artwork submission deadline. Stock images sourced by AF carry an additional cost.

Contact

Tom McHarg

Marketing Executive

dd 01603 881 983

e tom.mcharg@angliafarmers.co.uk

Harry Mitchell

Head of Group Marketing

dd 01603 881 827 e harry.mitchell@angliafarmers.co.uk

Terms and Conditions

Only suppliers who have agreed Terms and Conditions with Anglia Farmers Limited can subscribe to the AF Supplier Promotion Programme advertising packages. If you are not currently an approved-supplier and would like to become one, please contact us on 01603 881 814.

We reserve the right to refuse applications for the AF Supplier Promotion Programme.

All advertising, editorial and email messages are subject to the approval of AF. We reserve the right to decline or edit text should it be deemed unsuitable. Your application will be processed immediately if it is accompanied by the appropriate cheque. We will then issue a receipted invoice for your records. If you require an invoice in order to raise payment, please let us know.

Anglia Farmers Limited

Honingham Thorpe, Colton, Norwich, NR9 5BZ

Switchboard: **01603 881 881**

Main Fax: **01603 881 890**

Email: info@angliafarmers.co.uk

Members: www.afinteractive.co.uk

File formats

All artwork is to be supplied digitally in one of the following formats:

- **InDesign** (all fonts and picture files must be included)
- **Print ready PDF or JPEG** (high resolution scans – min 300dpi)

All pictures and colours must be CMYK on all formats.

Ad dimensions	Depth x width
Full page (type area)	272mm x 186mm
Half page - Landscape	133mm x 186mm
Quarter page - Portrait	133mm x 90mm
Trim size	297mm x 210mm (A4)
Plus bleed	3mm minimum
Online banner	268px x 1140px

All print ads must include the AF Working Together logo and the relevant AF telephone number.

Your AF: 01603 881 881 AF First Milk: 01603 881 896