

# Countryside

ADVERTISING MEDIA INFORMATION 2026





## From the editor



If you love the British countryside, its people and glorious landscapes, its animals and the farmers who produce our world-beating food, then *Countryside* magazine is the one for you. Published by the National Farmers'

Union and written by knowledgeable professionals working within the rural environment, each magazine contains news and views, regular features, topical themes and high-profile interviews, as well as campaigning articles on key rural matters.

Our readers are typically aged 45 and over and have a taste for the good things in life, with the majority living or working in a rural environment. They have a high disposable income to invest in goods and services.

*Countryside* has a monthly circulation of 29,115\* and can also be purchased as a subscription, or as a stand-alone purchase through newsagents and supermarkets. It's also distributed to a number of prestigious events and shows. Plus, the magazine is available digitally on Readly, giving great exposure to a broad readership.

Martin Stanhope  
Editor

\*Source Audit Bureau of Circulation Jan to Dec 2024



Circulation  
**29,115**  
abc

Shortlisted  
for cover of the year  
**PPA Independent  
Publisher  
Awards 2023**

## About our readers

Who reads *Countryside* and what are their interests? Regular surveys of our readership have provided some very useful statistical insights into their lives and their relationship to the magazine.

## Profile

**45%/55%**

Male / Female

**78%**

Live in a rural area

**60%**

Own or manage an acre or more of land

**62%**

Own a dog

More than

**80%**

have been members for more than

**10 YEARS**

## Facts

**89%**

Would recommend *Countryside* to a friend

**76%**

Regularly use practical advice that they read in the magazine

**84%**

Read a copy of *Countryside* more than once every month

**90%**

Respond to advertisements and make an enquiry

**68%**

Placed an order from an advertisement

## Interests



**96%**

Gardening



**78%**

Visit county or regional shows



**92%**

Food & cookery



**98%**

Rural skills



**98%**

Support British farming



**87%**

Travel & events



**82%**

Wildlife



**49%**

Equestrian



Helen Giberson,  
Nottingham

**CONTACT DETAILS:** **Jamie Royle** // Media Sales Team Leader // t: 02476 858 954 // e: [Jamie.Royle@nfu.org.uk](mailto:Jamie.Royle@nfu.org.uk)

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ



# Themes

Every edition of *Countryside* is structured around a topic relating to British food, farming and rural affairs. Here's a guide to our themes for 2026.



JANUARY

## Arts and crafts

The British countryside is a powerhouse of ingenuity – in this edition we'll showcase some of the finest craftspeople and heritage skills.



APRIL

## The Great British Garden

This edition is packed full of great ideas to inspire and transform your garden, whatever its size, as well as top tips on what to plant and when.



JULY

## Then and Now

We reflect on our countryside's rich history – the crafts and traditions – and how these still have a place in modern rural life.



OCTOBER

## Back British Farming

Our special edition focuses on the work of our farmers and growers, from environmental projects to harvest, and highlights their crucial role in feeding the nation.



FEBRUARY

## Smallholding

Which animals should you keep? Which crops are best for a small plot? Can you make money? We take an in-depth look into the challenges of running a smallholding.



MAY

## Made in Britain

Join us to celebrate the rural businesses flying the flag for Britain and producing some amazing products and services.



AUGUST

## Environment and conservation

In this edition we'll profile best practice in the fields of nature and conservation, look at government support schemes, and showcase Britain's environmental pioneers.



NOVEMBER

## Pets and animals

Whether they're rounding up livestock or providing companionship, rural life is unthinkable without the creatures, great and small, that are by our sides.



MARCH

## Property

Restorations and renovations – take a peek behind closed doors to reveal a treasure trove of property innovation and design.



JUNE

## Travel

Whether you want a holiday that's calm and quiet or dramatic and challenging, the beautiful British Isles has something for everyone to enjoy.



SEPTEMBER

## Equine

The joys and challenges of owning a horse with practical advice, new products and rider interviews.



DECEMBER

## Christmas

Let's celebrate everything that is great about Christmas – locally-sourced food, turkey tips, festive recipe ideas, a gift guide, a diary of events – all packed into one celebratory edition.

**CONTACT DETAILS:** **Jamie Royle** // Media Sales Team Leader // t: 02476 858 954 // e: [Jamie.Royle@nfu.org.uk](mailto:Jamie.Royle@nfu.org.uk)

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ

# Regular features

Our regular features cover a whole spectrum of subjects and interests, here's a quick guide to our monthly content.



**Climate-friendly farming**  
Discover how British farmers are looking to the future

**Great British food**  
With chef Miranda Gore Browne

**Tested**  
Products in the spotlight

**Buyer's guide**  
The latest machinery

**Dog behaviour tips**  
Expert advice from Carolyn Menteith

**Nature Magpie**  
Focus on the natural world

**Food reviews**  
Cheese, beer and wine recommendations

**Diary dates**  
Our monthly event guide

**Feathered Focus**  
Our regular guide to all things poultry

**Gardening with Pippa Greenwood**  
Topical green-fingered advice

**In pictures**  
Bringing the countryside to life with fascinating photo-led stories

**Three things I can't live without**  
Rural celebs tell us what's essential to their lives





# Advertising rates and specifications

## Double Page Spread: **£4,000**

TYPE AREA: 266mm (h) x 396mm (w)

TRIM: 290mm (h) x 420mm (w)

BLEED: 296mm (h) x 426mm (w)

## Single Page: **£2,320**

\*Cover page position 25% premium

TYPE AREA: 266mm (h) x 182mm (w)

TRIM: 290mm (h) x 210mm (w)

BLEED: 296mm (h) x 216mm (w)

## Half Page Horizontal: **£1,230**

129mm (h) x 182mm (w)

Half Page Vertical: £1,230

263mm (h) x 88mm (w)

## Quarter Page Vertical: **£645**

129mm (h) x 88mm (w)

## Eighth Page: **£335**

62mm (h) x 88mm (w)

## Classified SCC: **£25**

1 column: 43mm (w)

2 column: 88mm (w)

4 column: 182mm (w)

## Inserts

As an addition to advertising, why not consider inserts? Price per thousand inserts. Rates available for other weights on request.

Weight of Insert	Rate
Up to 5g	£70
Up to 10g	£80
Up to 15g	£90
Up to 20g	£100
Up to 25g	£110

# Deadlines and publication schedule 2026

Issue	Advert booking deadline	Advert copy deadline	Insert booking deadline	Inserts delivery	With members from	On sale date
<b>Jan-26</b>	18-Nov-25	18-Nov-25	20-Nov-25	25-Nov-25	05-Dec-25	11-Dec-25
<b>Feb-26</b>	12-Dec-25	12-Dec-25	17-Dec-25	22-Dec-25	09-Jan-26	15-Jan-26
<b>Mar-26</b>	20-Jan-26	20-Jan-26	22-Jan-26	27-Jan-26	06-Feb-26	12-Feb-26
<b>Apr-26</b>	17-Feb-26	17-Feb-26	19-Feb-26	24-Feb-26	06-Mar-26	12-Mar-26
<b>May-26</b>	17-Mar-26	17-Mar-26	19-Mar-26	24-Mar-26	02-Apr-26	09-Apr-26
<b>Jun-26</b>	21-Apr-26	21-Apr-26	23-Apr-26	28-Apr-26	08-May-26	14-May-26
<b>Jul-26</b>	19-May-26	19-May-26	21-May-26	26-May-26	05-Jun-26	11-Jun-26
<b>Aug-26</b>	16-Jun-26	16-Jun-26	18-Jun-26	23-Jun-26	03-Jul-26	09-Jul-26
<b>Sep-26</b>	21-Jul-26	21-Jul-26	23-Jul-26	28-Jul-26	07-Aug-26	13-Aug-26
<b>Oct-26</b>	18-Aug-26	18-Aug-26	20-Aug-26	24-Aug-26	04-Sep-26	10-Sep-26
<b>Nov-26</b>	22-Sep-26	22-Sep-26	24-Sep-26	29-Sep-26	09-Oct-26	15-Oct-26
<b>Dec-26</b>	20-Oct-26	20-Oct-26	22-Oct-26	27-Oct-26	06-Nov-26	12-Nov-26
<b>Jan-27</b>	17-Nov-26	17-Nov-26	19-Nov-26	24-Nov-26	04-Dec-26	10-Dec-26
<b>Feb-27</b>	15-Dec-26	15-Dec-26	17-Dec-26	22-Dec-26	08-Jan-27	14-Jan-27

## Sending files

Please send all files to:  
t: 01733 362700/701  
e: [countryside@atgraphicsuk.com](mailto:countryside@atgraphicsuk.com)

### Acceptable files

PDF (preferred format)  
TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.  
Please refer to [www.pass4press.com](http://www.pass4press.com) for guidance on supplying artwork

### Typefaces, fonts and images:

Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

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