



## E-newsletter content

Farmers Weekly interactive brings you a weekly farming news rps highlighting all that's new and interesting in the agricultsector. Breaking news, farming news analysis, and business and market developments. Plus links to prices, topical features, evenand whatever else is hot on <http://www.fwi.co.uk>.

**Circulation: 25,000**

## Farmer types (where recorded):

- Cereal farmers
- Wheat farmers
- Barley farmers
- Oilseed rape farmers
- Cattle farmers
- Beef farmers
- Sheep farmers
- Pulses farmers
- Potato farmers
- Sugar Beet farmers
- Dairy farmers
- Maize farmers
- Oats farmers
- Pig farmers

Frequency: Weekly (Fridays)

## Advertising opportunities

Ad unit	Size (px)	cost per insertion £
Top Banner	468 x 60	875
Skyscraper	120 x 600	1,375
Bottom MPU	300 x 250	750
Bottom banner	468 x 60	875
Solus	As above	2,400

## Advertising delivery requirements

Advertisements and/or copy must be submitted to [e-marketing.operations@rbi.co.uk](mailto:e-marketing.operations@rbi.co.uk) at least (5) five business days before scheduled sponsorship. GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted. File size should not exceed 30k. All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (200 characters).

• Either MPU OR banner will feature on the newsletter (see left).

## Sales contact information

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## Online ad production

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