The *Irish Farmers Journal* is one of the top selling national newspapers in Ireland reaching 247,000 readers on a weekly basis. The *Irish Farmers Journal* and *farmersjournal.ie* is to farmers what the Financial Times is to business – it helps them make money, it’s an essential tool for their business and is also read for pleasure.

**Our Mission:**
*to enhance the competitiveness of Irish farming and the wellbeing of those involved in the sector*

**Our vision:**
*to be a force for positive change in Irish agriculture*
Editorially Diverse...

All the key farming sectors (beef, sheep, dairy, tillage and machinery) are covered extensively from both a national and international perspective by our leading team of agricultural specialists.

*Irish Country Living*, the consumer weekly magazine with *The Irish Farmers Journal* broadens the consumer focus of the whole publication with its editorial range from food and health to fashion to motoring, gardening and property.
Who are our readers

**AGE PROFILE**

- MALE – 54%
- FEMALE – 46%

**Weekly readership**

247,000

(JNRS 2014-2015)

Leaving Cert students of Agricultural Science subscribe in large numbers due to the inclusion of the official curriculum for each discipline weekly in the paper.

**Demographic**

139,000 of our readers belong to F demographic (JNRS 2014-2015)

51,000 of our readers are ABC 1

48% of our readers are main shopper for Family (JNRS 2014-2015)
IT’S WAR
Take the stress out of sorting your cows...
...
Factories do not compete for farmers’ cattle – report

FOCUS

Grass Tetany becomes more of a challenge from parasites such as liver fluke and lung worm become severe stress. The winter period is one of the most critical for cattle. For yearly IBR vaccination administer one dose of Rispoval IBR-Marker live (intramuscular) followed by Rispoval IBR-Marker inactivated within 6 months. A yearly booster of Rispoval IBR-Marker live & Rispoval IBR-Marker Rispocal IBR Dairy/FJ 50mmx262mm.indd

Progress on live cattle to Turkey

See pages 2, 12-13

Of West Cork

Bringing it all home

House, but he is Tankardstown Leinster two years ago.

Cows, and dairy, hold the key to the future of the South West, with a number of the area’s leading farmers and their herds taking centre stage since the show season for many breeders and draws large exhibitors. This show is the All-Ireland senior heifer show, which has drawn a lot of interest and will usually lead to higher levels of competition from finishing factories and 20% of finished cattle...sold at marts.

Conscious competition among factories do not compete on price – report

Concerns about the proposed EU Dairy Regulation...model and 50% of Slaney/ICM. ABP said this is “disgreguous”. Following a January protest, the IFA responded, blaming the act on...ABP will not dictate how the IFA represents its members’ interests. Good planning and a report by a competition economist, published in the European Journal of Law and Economics, has...What’s on the menu for farmers today?

Sorting your cows...

Case studies

OnePass easy pay

It’s War

FARMING: Using 3D imaging to design a shed

www.farmhand.ieamazononepass

Joe Healy with IFA a battle with Goodman Larry The voice of Ireland’s farming industry R1 20 August 2016 S | Vol 69  No 34 | Price €2.90 (including 9% VAT)
News sections
Journal 1 & Focus Supplement

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1 column = 40mm, 2 column = 84.5mm, 3 column = 129mm, 4 column = 173mm,
5 column = 218.5mm, 6 column = 262mm. Column depth = 340mm. SCC = €49 (B&W)
€75 (Colour) Booking deadline for the Irish Farmers Journal is Mondays at 5pm
Irish Country Living, the consumer weekly magazine with the Irish Farmers Journal broadens the consumer focus of the whole publication. With its diverse editorial range from food, health and fashion to motoring, gardening and property alongside recruitment, it enjoys tremendous loyalty among Irish farm families.

Irish Country Livings editorial reflects its readers' interests and it's Editor Mairead Lavery (also known from Newstalk) as well as Neven Maguire and Gerry Daly have a cult following.
Irish Country Living
Including Property & Careers

Full page
Trim size 340x275
Add 5mm bleed
€6,272 Black & White
€9,600 Full colour

Half page vertical
€3,136 Black & White
€4,800 Full colour

Quarter page
€1,568 Black & White
€2,400 Full colour

Front solus strip
€1,500 Full colour

10x2
€660 Black & White
€1,000 Full colour

12x4
€1,584 Black & White
€2,400 Full colour

1 column = 38mm, 2 column = 80.5mm, 3 column = 123mm, 4 column = 165mm,
5 column = 208mm, 6 column = 250mm. Column depth 320mm. SCC = €33 (B&W)
€50CC (Colour) Booking deadline for Irish Country Living is Mondays at 5pm
Farming Classifieds for Farming People

Toplink.ie is the farming classifieds website from the publishers of the Irish Farmers Journal. It is a trusted, farming focused and easy to use online classified website which allows users to find exactly what they need without having to sift through what they don’t.

The Toplink.ie website is a medium for serious farmers who wish to continue the practice of buying and selling Livestock & Machinery etc privately – a practice that has taken place over the last 60 years through the Irish Farmers Journal classifieds pages and continues to thrive and grow both in print and on-line

**STANDARD €17 PER WEEK** - Online and 15 words in print, with bold heading & phone number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile. 087 788 5902 Meath

**SHADeD LINEAGe €22 PER WEEK** - Online and 15 words in print, with shaded background, bold heading & number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile. 087 788 8402 Meath

**STANDARD LINAGe BOX €25 PER WEEK** - Online and 15 words in print, with ruled black box, bold heading & phone number

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile. 087 788 5402 Meath

**PICALTURE €29 PER WEEK** - Online and 15 words in print, picture, bold heading & number with a line above and below

YOUR IMAGE

Ashleigh Mullen PBR Limosin, is export tested, BVD tested, fertility tested, extremely docile. 087 763 3402 Meath
Toplink Display Ads - Print

Full page
- 340mm x 262mm
  - €9,996 Black & White
  - €15,300 Full colour

Half page horiz.
- 170mm x 262mm
  - €4,998 Black & White
  - €7,650 Full colour

Column depth x 3
- 110mm x 328mm
  - €2,499 Black & White
  - €3,825 Full colour

10x4
- 100mm x 148mm
  - €600 Black & White
  - €800 Full colour

12x2
- 120mm x 72mm
  - €360 Black & White
  - €480 Full colour

5x2
- 72mm x 148mm
  - €150 Black & White
  - €200 Full colour

1 column = 40mm, 2 column = 84.5mm, 3 column = 129mm, 4 column = 173mm, 5 column = 218.5mm, 6 column = 262mm, 7 column = 262mm. Column depth 340mm. SCC = €75C

Booking deadline for the Toplink Telesales Print edition is Tuesdays at 5pm.
Britain demands mandatory country of origin labelling

By John Boylan

Weather to stay settled and mostly dry after dull starts

Amy Nora Fitzgibbon

Planner and young farmer view on TAMS II scheme

By Amy Nora Fitzgibbon
LEADERBOARD
728X90 pixels  €14

MPU
300x250 pixels  €14

APP MPU
300x250 pixels  €14

APP BANNER
320X50 PIXELS  €14

NATIVE CONTENT
ARTICLE  €1,500 per month
Enhanced Options – Digital Display

**DOUBLE MPU**
- 300x600 pixels
- €18

**VIDEO**
- 300x250 pixels
- €18

*IRISH FARMERS JOURNAL* MEDIA KIT
Enhanced Options – Digital Display

IRISH FARMERS JOURNAL
YOUTUBE CHANNEL

IRISH FARMERS JOURNAL
EMAIL NEWSLETTER
Farmers Journal App – Options
Farmers Journal App – Options

**APP OPTION 1:**
**Where:**
When swiping left to right through articles it appears after every 5th article

**TYPE OF AD:**
Mobile MPU
300x250

**APP OPTION 2:**
**Where:**
MPU at the bottom of the article.
- Appears when somebody scrolls down to the bottom of the article/finished reading article

**TYPE OF AD:**
Mobile MPU
300x250

**APP OPTION 3:**
**Where:**
In the main newsfeed for every channel ie. News, beef, sheep etc.
- Appears after every tenth article

**TYPE OF AD:**
Mobile Leaderboard
320x50
Traction Marketing Solutions is your one-stop-shop for all your advertising and creative needs.

Our specialist team are highly skilled at delivering your business marketing messages through multiple channels. With a wealth of knowledge and experience in the agricultural sector, we can help you build your brand, generate sales and stand out from your competitors.
Services from Traction Marketing Solutions:

**Agency Solutions**
Traction Marketing Solutions is much more than just advert creation. We will manage all of your marketing requirements from media planning, booking, creative design, video and photography. Giving you the complete service from dedicated agricultural specialists.

**Campaign Building**
If you have a campaign that you wish to promote but not sure how to go about it, let Traction Marketing Solutions help. We will work with you to create a fully integrated campaign to span across print, online and video giving you the confidence that your message is heard. We will brainstorm ideas and concepts with you and create engaging concepts that will engage with your customers.

**Creative Solutions**
Our team can create your print and online adverts for you to your requirements, ensuring that they stand out and give you that competitive edge.

**Video**
We will work with you from concept to final delivery and everything in-between to produce a high quality video that meets your requirements, whether it be for training purposes, a corporate video, and technical information or simply to build awareness.

**Native Content**
Traction Marketing Solutions can create and publish content written for you to promote your product or service. Our team are experts in their fields of technical and consumer content writing, giving you full confidence that your business is being represented to the maximum. We can help with booking media space online and in print, not only in the Irish Farmers Journal, but across a multiple of platforms to deliver your key business message.

So whether it’s a brand launch, online and print adverts, video or your own bespoke native photography, **Traction Marketing Solutions** are your premier Agricultural agency.
Call 01 4199 582 or visit www.tractionmarketing.ie
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