

# Horticulture

For horticulture and potato members of the NFU

# MEDIA INFORMATION

**N**FU Horticulture has a well-earned reputation as the authoritative publication for the horticulture industry.

Published four times a year it is circulated nationally to the horticultural members of the National Farmers' Union.

These members are the top professional growers of field

vegetables, potatoes, protected crops, ornamentals, plant raisers, soft and top fruits.

As members of the NFU they tend to be the larger, progressive growers.

NFU Horticulture is more than the voice of NFU policy, each issue contains news, views and analysis across the sector plus interviews with

key figures and a balanced insight into the industry.

This publication is an exclusive benefit of membership and provides advertisers with an unparalleled opportunity to reach an exclusive cross section of the entire horticultural market.



It's the only magazine out there that covers the whole potato and edible and ornamental horticulture industry from a growers perspective, and it's current format means it gets passed around and read by several people in the business. It's good to have an informative publication that you can sit down and read, with a cup of tea, away from the computer screen

Guy Poskitt



**TO ADVERTISE CALL JAS SAIKHON ON: 02476 858 952**

**Opinion**

**GUEST COLUMN**

**Soft robots get the grip of plant handling**

It's easy to understand why the horticulture industry has remained so reliant on human manual labour long after other industries have converted to automation and robotics. Car assembly is comparatively simple to automate because the components have been manufactured to known designs. But in horticulture, the picture is very different. Plant material is inherently variable in form and function. Even two plants of the same species can differ enough to 'confuse' a standard manufacturing robot. Couple that with constantly

Traditional robotic systems use highly-g geared, stiff motors to create movement in hard metal arms, grippers and so on to perform tasks. While making them fast and precise, it also means they're rigid and so potentially dangerous to people who may need to work alongside - many need guards - or damaging to produce. New 'soft' robotic systems are more forgiving, either because they include damper mechanisms in the robots' joints or are made of softer materials. Many mimic the behaviour of biological systems and aim to

**Policy news**

**Inside our policy work**

A snapshot of the NFU's work and developments in the sector

**SCALE UP SEASONAL PILOT, SAYS NFU**

The NFU is calling for the seasonal workers' pilot to be extended from 2,500 permits to 30,000 next year - and to become a fully-functioning scheme growing up to 70,000 visas from 2021. The scaling up would ensure systems are tested and that industry is prepared. The NFU also says that if there are 30,000 visas next year, they should be shared between 10 operators, a combination of labour providers and direct recruiters, with tendering to begin this September.

**SUPPORT FOR HORT**

The NFU made a strong case for the UK develops its own agriculture policy when our experts joined the regular Edible Horticulture Roundtable. Speaking to Defra's productivity and food strategy teams, the NFU called for a new UK producer organisation scheme, improved access to grant schemes, and for recognition of the health and environmental benefits of fruit, vegetables, plants and flowers within government food strategy.

**PRODUCTIVE WORK**

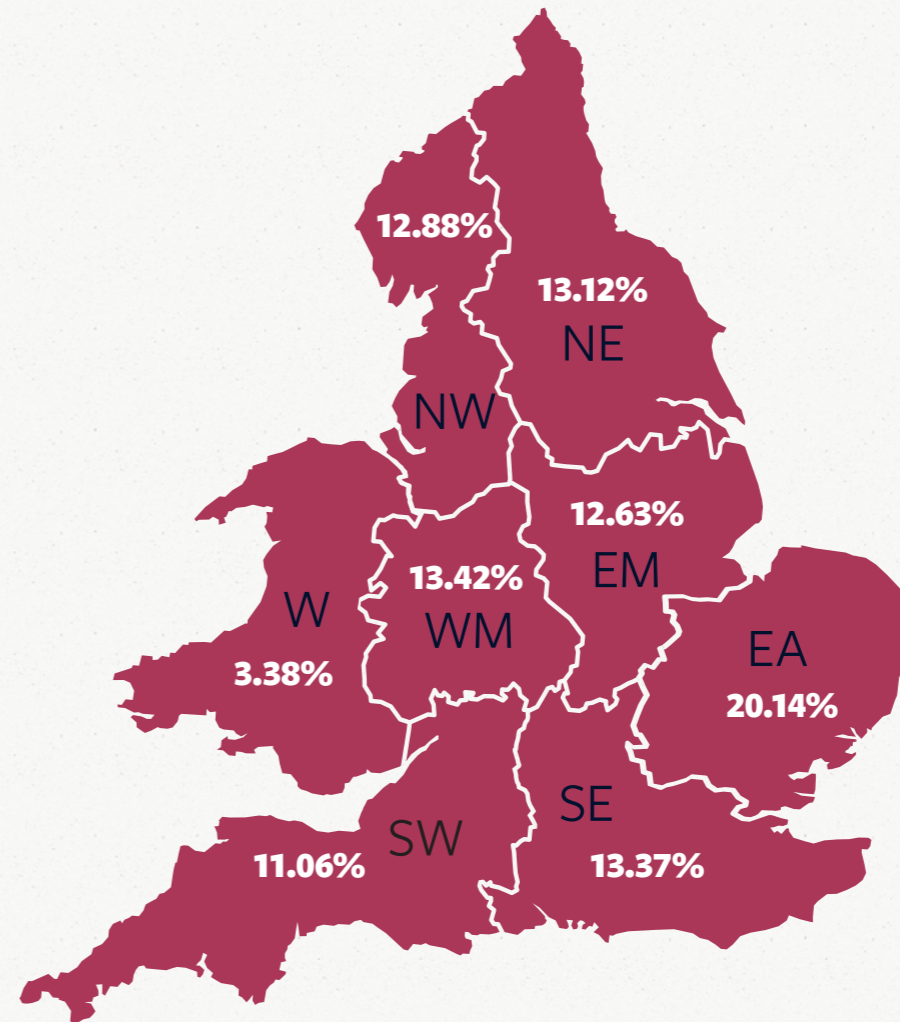
The second round of Defra's Countryside Productivity Small Grants Scheme features a wider range of eligible items - including a number of interest to the horticultural sector. Following NFU feedback, water treatment systems, chlorophyll and nitrogen sensors, ripeness spectrometers, hose readers, GPS, frost fans, thermal imaging and digital communications kit have been added. A total pot of £5 million is available, and growers can apply for grants of up to £12,000.

## HORTICULTURE MEMBERS BY SECTOR

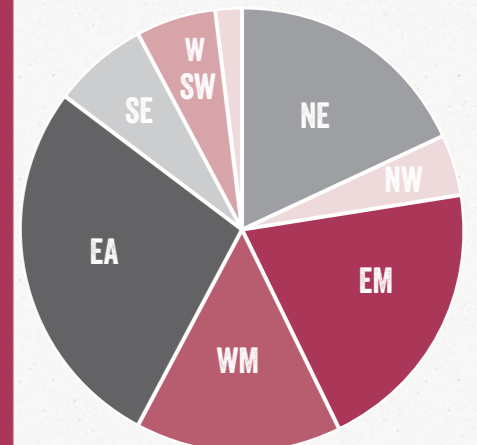
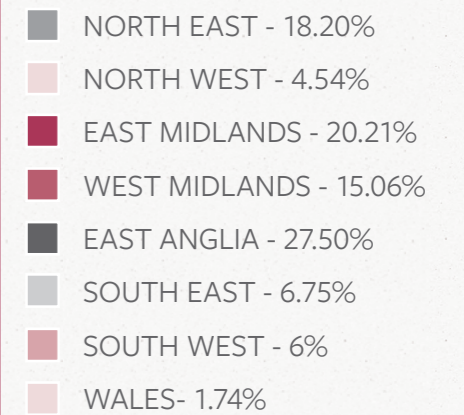


## NATIONAL COVERAGE

- MEMBERS BY REGION



## ACRES BY REGION



**“AS WITH SO MANY ISSUES CONNECTED WITH BREXIT, OUR AIM IS TO ENSURE UK GROWERS ARE NOT DISADVANTAGED”**

**5,500**

MEMBERS RECEIVE HORTICULTURE QUARTERLY

## ADVERTISING RATES

DPS:	£1,000
BACK COVER:	£825
INSIDE BACK:	£720
FULL PAGE:	£515
HALF PAGE:	£310
QUARTER PAGE:	£185
EIGHTH PAGE:	£115
CLASSIFIED SCC:	£8.50

## DEADLINE AND PUBLICATION SCHEDULE

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING	INSERTS DELIVERY	WITH MEMBERS FROM
SPRING 20	30-Jan-20	05-Feb-20	06-Feb-20	12-Feb-20	22-Feb-20
SUMMER 20	07-May-20	13-May-20	14-May-20	20-May-20	30-May-20
AUTUMN 20	30-Jul-20	05-Aug-20	06-Aug-20	12-Aug-20	22-Aug-20
WINTER 20	29-Oct-20	04-Nov-20	05-Nov-20	11-Nov-20	21-Nov-20

## PLEASE SEND ALL FILES TO:

email: [horticulture@atgraphicsuk.com](mailto:horticulture@atgraphicsuk.com)  
tel: 01733 362700/701

### FILE DETAILS

PDF, TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.

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.

### Rate information

## INSERT RATES

As an additional way of getting your selling message across why not consider leaflet inserts in Horticulture?

Inserts start at just £600 and will be guaranteed to reach all Horticulture subscribers.

## TECHNICAL SPECIFICATION

### Double page spread

Type: 240mm (h) x 390mm (w)  
Trim: 280mm (h) x 420mm (w)  
Bleed: 286mm (h) x 426mm (w)

### Full page

Type: 240mm (h) x 175mm (w)  
Trim: 280mm (h) x 210mm (w)  
Bleed: 286mm (h) x 216mm (w)

### Half page horizontal

117mm (h) x 175mm (w)

### Half page vertical

240mm (h) x 85mm (w)

### Quarter page horizontal

57mm (h) x 175mm (w)

### Quarter page vertical

117mm (h) x 85mm (w)

### Eighth page

57mm (h) x 85mm (w)

FOR FURTHER INFORMATION CALL  
JAS SAIKHON ON:

**02476  
858 952**

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Media Pack  
**2020**



Leaflet insert titled 'THREE THINGS I CAN'T LIVE WITHOUT' featuring a sunflower, a ladybug, and a notebook. Text includes 'I can't live without...' and 'My notebook'.

Leaflet insert titled 'Closer relations' featuring two men in a field. Text includes 'A new grower group has been set up by Co-op after it signed up to the NFU Plants and Flowers Pledge'.

Leaflet insert titled 'A WELCOME COMMITMENT' featuring a man in a field. Text includes 'North Norfolk Flower Grower' and 'NFU Plants and Flowers Pledge'.