

Farming Database

SELECTION SUMMARY

All Contacts	40,608
Farms Known Hectares	23,128
Telemarketing	8,366
Email Contacts	7,520

Overview

- Source:** This database is built from the readership of Farmers Weekly, Crops, The Agricultural Register, other directories and trade sources, which are available on controlled circulation.
- Profile:** Extensively telephone verified to provide a comprehensive and detailed account of responsive individuals at UK farms, as well as the key influencing group of farm contractors and advisors.
- In excess of £200,000 has been invested in the creation of this powerful new database, offering the most up to date coverage of the UK agricultural base. The file is being constantly updated, and offers a 99% deliverability guarantee on names and addresses.
- As well as offering all agricultural contacts for one-time direct mail, we provide the data for telemarketing. Under a 12 month license, it will enable you to run multi-stage campaigns, to integrate our records into your in-house database, to add definition to your existing customers and seek out hot prospects. Prices on application.
- Selections:** Farm Type; Geographic; Farm Advisors; Farm Attributes; Farm Contractors; Farm Area (hectares).
- Conditions of Rental:** List must be despatched to a third party bureau except for lease orders. A sample mailing piece/script must be supplied for list owner approval. Pre-payment is required for all new customers. Signed terms required before despatch of data. Other costs may apply – please discuss with your Account Manager.

PRODUCT COST	Cost	Quantity
MAILING	£150.00	per 1000
TELEMARKETING	£250.00	per 1000
MAIL & TELEMARKETING	£350.00	per 1000
TELEMARKETING MINIMUM ORDER	£750.00	one time
1 YEAR LEASE + 3 DEMOS	£600.00	per 1000
ADDITIONAL DEMO	£50.00	per 1000
LEASE MINIMUM ORDER	£1,200.00	one time
EMAIL CAMPAIGN	£550.00	per 1000
MINIMUM VALUE	£500.00	
FIRST 2 SELECTIONS	no charge	
SUBSEQUENT SELECTIONS	£15.00	per 1000

DELIVERY

2-3 DAYS

List Breakdown

GEOGRAPHIC	Total Farms
Northern	2,525
Wales	3,398
Scotland	4,988
Northern Ireland	1,444
Yorks & Humberside	4,242
North West	1,883
East Midlands	4,647
Midlands	4,527
East Anglia	4,030
London	109
South East	6,201
South West	7,433
Rest of World	484

STOCK – SELECTABLE BY STOCK NUMBERS	Total Farms
Dairy Cattle	6,337
Beef Cattle	12,863
Breeding Ewes	8,841
Breeding Sows	915
Total Pigs	2,095
Total Cattle	16,013
Interest in Poultry	5,735

CROPS – SELECTABLE BY FARM SIZE	Total Farms
Arable	19,071
Oilseed Rape	7,169
Sugar Beet	3,424
Potatoes	4,160
Vegetables	1,796
Perm Grass	19,361
Temp Grass	6,450
Total Cereals	18,789
Set Aside	9,679
Wheat (Spring)	5,172
Wheat (Winter)	10,071
Barley (Spring)	7,910
Barley (Winter)	6,968
Oats (Spring)	1,541
Oats (Winter)	2,068
Pulses	4,047
Maize	2,082
Linseed	789
Other Cominable Crops	910
Energy Crops	411
Other Industrial Crops	433
Land in Agri-Environmental Scheme	1,959

FARM SIZE (HECTARES)	Total Farms
1-19	1,752
20-29	1,121
30-39	1,007
40-49	1,786
50-99	6,201
100-199	8,068
200+	8,744

JOB STATUS	Total Farms
Owner	16,254
Partner	7,050
Farm Tenant	2,474
Farm Manager	1,147
Director	351
Other	465

NUMBER OF TRACTORS	Total Farms
Under 65 hp	
1	7,654
2	4,535
3	1,379
4	532
5+	546
65 - 100 hp	
1	7,859
2	7,928
3	3,421
4	1,332
5+	992
100+ hp	
1	6,197
2	5,565
3	3,172
4	1,539
5+	674

For further information please contact:

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