



THE FIELD

Established 1853





THE FIELD



"In a world of competing voices, the Field readers know that they can trust our judgement, and our recommendations, just as they have done for the last 170 years. They also have an uncanny understanding that second best is never a wise investment, whether it's a shotgun, piece of kit, property or car; when it comes to making that investment they want sound advice."

At The Field we entertain our readers with best in class editorial, are a fulcrum of the sporting world, and do it all with unparalleled style.

It is why we remain the best-selling fieldsports and country lifestyle magazine in the UK, with an international reach and market-leading online presence. The Field brand is delivered to our readers across all formats with an audited ABC circulation of 24,373.

Our affluent, discerning audience combined with our unique reach and philosophy confirms The Field as the right choice for any advertiser wishing to connect with our market.

Alexandra Henton
Editor



Brand Heritage





THE FIELD

The Field is Britain's best-selling fieldsports magazine. It is the best place to read about fieldsports and country lifestyle: hunting, fishing, shooting, game recipes, gundog training and more. Celebrating the 170th issue in July 2023, The Field is simply the Best of British.

34.8k

UK Average
Monthly Users

57.1k

UK Average Monthly
Pageviews

80%

Visit through
organic search

65%

Male

66.2k

Global Average
Monthly Users

72%

AB

110k

Social Media
Reach

24.4k

ABC Circulation





Our audience

High income, affluent audience with discerning taste

Our audience **live and breathe the countryside**. Quite often referring to themselves as **experts** in their respective fields, our audience are **regularly involved in fieldsports activities** from hunting, fishing and shooting. This audience have the **spending power** to regularly take part in their passion, yet make sure the **right plans are in place to make this capital go further**.

£73k

Average HHI

8x

More likely than the UK average to take part in fishing

91%

Eat **game meat** twice a week or more



3 in 4 have **financial/property investments**, and are 4x more likely than the UK average to do so



2 in 3 Have been shooting for **11 years +** with **40%** labelling themselves as being **advanced shooters**



FUTURE



Our audience

Unique audience with diverse interests

Our audience are completely **unique** in that outside of their passion for the countryside, they are **extremely invested** in many different hobbies and **interests**.

With the **finances to do so**, our audience **regularly indulge in their passions**, whether that be purchasing the latest fashion pieces, indulging on the finest of specialist wines with friends at home, to jet setting across the globe.

The Field readers have a taste for the finer things in life, whether that be at home, or when on their travels.

80%

More likely than UK average to pay more for **good quality wine**

77%

More likely than UK average to prefer to invest in products that are **custom-made**

6x

More likely than UK average to change **decorations in their home** as often as they can

78%

Are planning **at least one holiday** within the next year





Our audience

Our Luxury Audience

Our Luxury audience are not only financially savvy but are also **decadent** and aren't afraid to **indulge** in **luxuries**. Whether that be purchasing high-end jewellery, investing in arts and antiques or travelling to their holiday home, our affluent audience have a strong **purchasing power to support their passions**.

1 in 2

Own **property abroad**, and they are **4.5x more likely** than the UK average to do so

83%

Prefer to pay more for **luxury beauty products**

3x

More likely than the UK average to pay more for **VIP areas and experiences**



2 in 3 happily pay extra for **high quality goods**

85%

Are intending to buy premium **jewellery/watches** in the next year, and are **3.2x more likely** than the UK average to be planning to do so

4x

More likely to have **invested in / be interested** in **arts and antiques**





Content Pillars



SHOOTING

The Field is the home of game shooting, whether that is on the grouse moor, a driven day or the walked up hedgerow. Our readers take part in every type of shooting (and stalking, too) and our pages are filled with the best action from the most exclusive estates, technique guides and the best shotguns.

Our coverage includes:

- **Shoot reports** - unparalleled access to the best sporting estates paired with exemplary reportage and photography
- **Shotguns** - engraving, heritage and modern sporting guns
- **Technical shooting** features and how to guides
- **Monthly gun reviews**
- **Conservation features**
- **The future for shooting**



GUNDOGS

There are few things Field readers love more than their gundogs. These are proper working pets, dogs that are as at home on the peg as by the fire - vital members of the team and the family.

Our coverage includes the annual Field Gundog Awards and our monthly Sporting Dog column, as well as regular features on:

- **Training**
- **Best breeds**
- **Peg dogs, pickers-up and beating dogs**
- **Kit and much more**



FISHING

Whether it is insight on the best beats, where to take your rod and travel, or fishing tips from our team of writers who simply know their stuff, issues feature engaging fishing tips.

Our coverage includes:

- **Fly-fishing overseas**
- **Fly-fishing in the UK**
- **Fishing comment**
- **Fishing kit**
- **Protecting stocks and conservation**





ARTS/ANTIQUES

The Field's arts and **antiques pages** offer **indispensable advice** for collectors and enthusiasts seeking to expand their sporting collections.

Our coverage includes two monthly columns, Sporting Artist and Under the Hammer. Sporting Artist profiles a contemporary artist producing sporting work and Under the Hammer covers the latest antiques at auction.

Our regular features also include:

- **The Royal Armouries:** an item from their collection monthly
- **British Sporting Art Trust:** a painting from their collection
- **Upcoming exhibitions**
- **Auction hints and tips**



FOOD/DRINK

- Field readers are **firm believers in the 'field to fork' philosophy** and take enormous delight not only in a day spent in the field, but in the wild supper at its end. We believe that **every brace must end up in the food chain** and we provide monthly inspiration to help our readers make this a reality.
- Our **monthly recipes** feature every type of game alongside fresh, seasonal ingredients as well as puddings, canapes, supper party showstoppers, the occasional tippie and much more. Plus our **regular features** cover everything from full-blown feasts to the history of a favoured ingredient.

A woman with brown hair, wearing sunglasses and a dark jacket, is smiling and holding a shotgun. She is outdoors, and another person is partially visible on the left.

KIT AND CLOTHING

Kit is essential to successful sporting adventures and a statement of personal style. **Field readers' favourites become 'faithful friends'** that are hard to replace so we are **always exchanging recommendations** and **admiring belongings on the gun bus or at the Meet.**

The Field's extensive coverage includes kit, clothing and product recommendations for men and women, with our monthly 'Kit to Covert' pages profiling the best of everything country or town.

Our regular features also include:

- Annual Christmas gift guide (covering men, women, home, dogs, sprogs and more)
- Luxury editorial photoshoots
- Annual 'kit special' issue
- Features on shooting, hunting and fishing kit, technical gear, fashion, jewellery, footwear, watches and much more

A large, multi-story red brick house with a stone wall in the foreground. The house has several windows and chimneys. The sky is blue with some clouds.

PROPERTY AND INTERIORS

Whether our readers are looking to buy a sporting estate, fishing or sporting rights The Field is the **ideal place to find an affluent buyer in the right market.**

The majority of Field readers own land, whether managed by professional estate managers and land agents, or in hand. **The Field's position as the only magazine dealing with land** and conservation issues on a monthly basis, in our news pages and comment and features, is unique in the market, and provides a receptive audience for commentary on property and estate services - planning, conservation, tax, probate.

Our monthly property column features:

- Property commentary from our regular columnist
- Country Estate of the month spotlight
- Six of the best properties, featuring a different geographical area every month
- Coverage of 'The Boot Room' focusing specifically on interiors

Aperture: Futures First Party Data Targeting Solution



Aperture is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **301m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching
301m
Global users

Driving
24m
Monthly eCommerce
clicks

Delivering
50-70%
Increase in CTR

Across our network in the UK, we reach...

746k
High Net Worth

1.5m
Interested in Fieldsports

3.9m
Luxury Interest

348k
Luxury Travel Intenders

1.1m
Luxury Watch
Buyers

3.6m
Dog Owners

346k
Luxury Vehicle
Owners

139k
Interested in Fishing

908k
Country Clothing
Intenders



Testimonials

"A huge thank you for your help with this project. Alexandra showed good humour, professionalism and understanding when working with us on a project which was a world exclusive. The response we had speaks volumes about The Field's readership."

Andrew Roberts

COO, Influence Associates

"Ettinger has been successfully working with The Field editorial team for many years now and every time a new Ettinger product is included in the 'Kit to Covert' pages, we see sales from readers. It is evident that our two brands are perfectly aligned and to further enhance brand awareness, we have also been delighted to gift items at reader dinners and events which have also been well received with notes of thanks to Robert Ettinger."

Zanny Gilchrist,

HEAD OF PR, Ettinger

"Private Cellar is delighted to be associated with The Field and we have had so many lovely comments from friends and customers alike who have seen the wine club. We couldn't have asked for a more fitting logo design and we're enjoying getting to know readers when they call to place an order."

Laura Taylor,

Marketing Director Private Cellar

"Throughout the year The Field are a key platform that we work with to deliver our key marketing campaigns. We value our relationship with them in ensuring our brand is delivered in the most effective ways possible to their engaged readership."

Marc Brown,

Bettws Hall



Print Display and Creative Solutions

From display adverts to bespoke creative packages, we work in partnership with advertisers to deliver campaigns that achieve your **marketing objectives**, **drive sales** and put your brand at the **forefront of the fieldsports market**.

Our display adverts range from multiple page spreads to half pagers and our extensive Classifieds section is a platform proven to drive sales.

We can create and execute editorial-style stories promoting specific clothes & accessories, properties, destinations and more to our discerning readers.

They're a collaboration between you and The Field - **bringing our audience and your messages closer together**. And they can include key products and links to purchase or find out more.

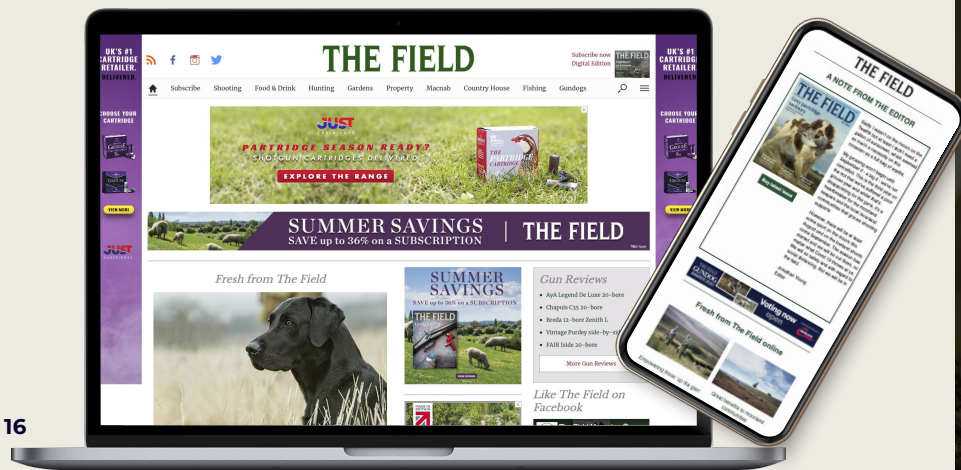




Social Media

Our **appealing social content** aims to capture our audience's attention, raise awareness and drive engaged traffic to your brand.

An innovative proposition to access our first party audience. The fact it is a bespoke segment of our users & followers is what makes it unique to Future. We guarantee minimum reach on every campaign.



Online opportunities include:



Social Media engagement



Digital Takeovers



Instazines



Email Newsletters



Online Advertorials



Video - Bespoke, co-Branded and product placement options available

And more...



Monthly First-Party Newsletter: Elevenses

The Field Newsletter: Elevenses

The Field Elevenses is our new restyled and renamed newsletter, offering our readers a snapshot of Field life to refresh, entertain and savour. Each newsletter introduces the new issue and highlights everything a Field reader needs to know about the upcoming month.

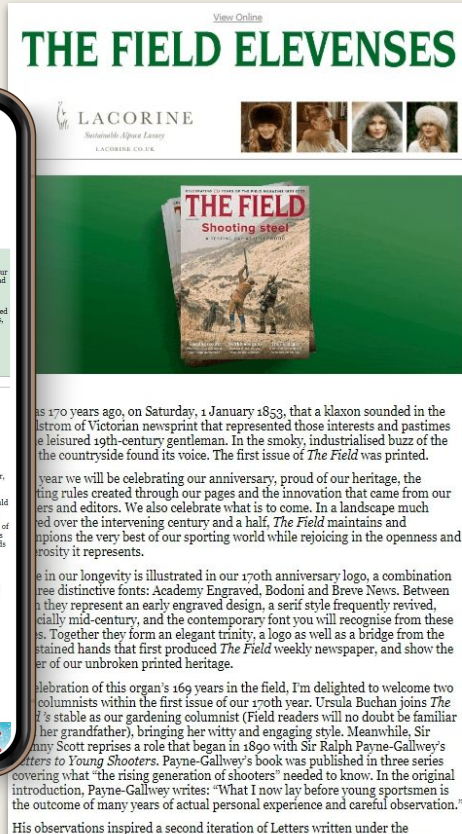
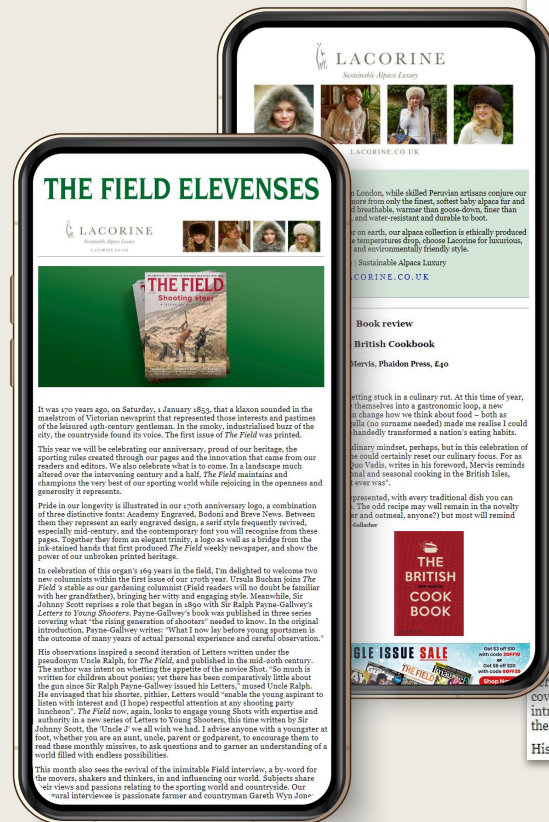
ADVERTISING OPPORTUNITIES

Opportunities range from sole sponsorship through to sponsored posts and banner adverts. We will provide all sponsors of our new The Field's Elevenses with a full breakdown of how the newsletter performed, including open and click through rates. Prices start from £300.

KEY STATS:

Database: 9k
Open rate: 58%
CTR: 3%

Second Banner and Sponsored Post



NEWSLETTERS

Connecting known interested readers with their **passion**, our weekly accompanying newsletters showcase our expert editorial content, **highlighting the best articles, inspiration and buying guides**.

Sponsored content is placed front and centre of the email with brands able to book the MPU slot alongside editorial content.

Our emails **include trusted, informed content** sent straight to our audiences' inboxes.

SOCIAL MEDIA

Our **appealing social content** aims to capture our audience's attention, raise awareness and drive engaged traffic to your brand.

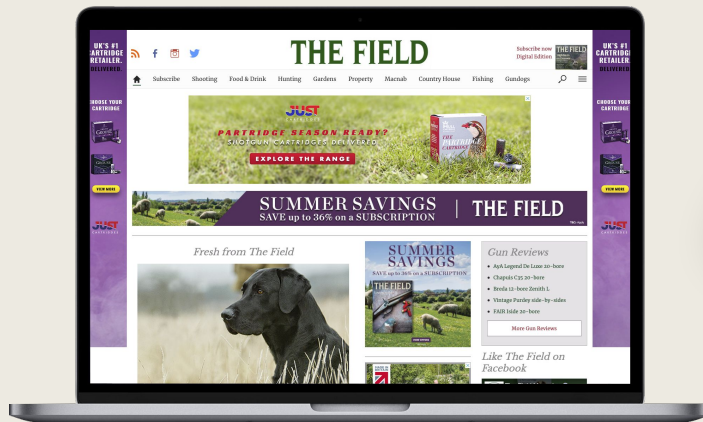
An innovative proposition to access our first party audience. The fact it is a bespoke segment of our users & followers is what makes it unique to Future. We guarantee minimum reach on every campaign.

EMAIL MARKETING

Choose from our **Dedicated Solus** and **Newsire emails** to target your audience.

Capture Future's audience with custom messaging via a **Dedicated Solus Email**. Shared with our third party opted-in audience, Dedicated Emails allow your brand to control the messaging.

Create short, sharp advertising messages via a **Newsire Email**. These themed emails are good opportunities for trends and seasonal topics.





Sponsorship opportunities

SPONSORSHIP

Throughout the year there are opportunities for sponsorship and exclusive partnerships with The Field, which align our partners with our prestigious title, heritage and reputation.

Projects include the exclusive **Macnab Challenge** and the ever popular **Gundog Awards**. These projects are well established and respected within the market and by our audience and are an excellent way to celebrate the achievements of our readers, whilst effectively communicating the commercial message of our partners.





Supplements and Sponsorship Opportunities

The Macnab Challenge 2022/2023

Based on John Macnab, John Buchan's inspiring tale of derring-do and robust spirit, the Classic Macnab requires catching a salmon on the fly, grassing a stag and bagging a brace of grouse between dawn and dusk in one single day. **It's an unrivalled test of sporting skills and endurance** and a **celebration of the glory of the Scottish Highlands**.

The Field's Macnab Challenge is open to all sportsmen who have successfully completed a Macnab within the current sporting season.

CAMPAIGN OVERVIEW

Print Campaign

Email

Digital Campaign

Dinner

Social

CELEBRATORY DINNER

Join us for a **prestigious celebratory dinner** to meet and congratulate fellow Macnabbers.

A culmination of the challenge and chance to swap stories. And we welcome our valued partners to join us in February 2023 at a Central London venue*.

As tradition dictates, The Field will also run a feature on 'Faces' in the March issue, on sale February – showcasing the dinner and attendees.

Partners are also invited to display some promotional material at the dinner, which will be discussed in more detail with our Editor, Alexandra Henton.





Ladies Special - September Issue

Our female audience wants fashion, jewellery and accessories that fit into all aspects of their lives, translating as effortlessly as they do from an afternoon outdoors into an evening drinks party or a dinner engagement.

The Field, the acknowledged voice of the countryside and fieldsports since 1853 is dedicating a 52-page section in its September issue, including an extra 5,000 distribution at Burghley International Horse Trails.

Editorial will include:

The best of the sporting world for women

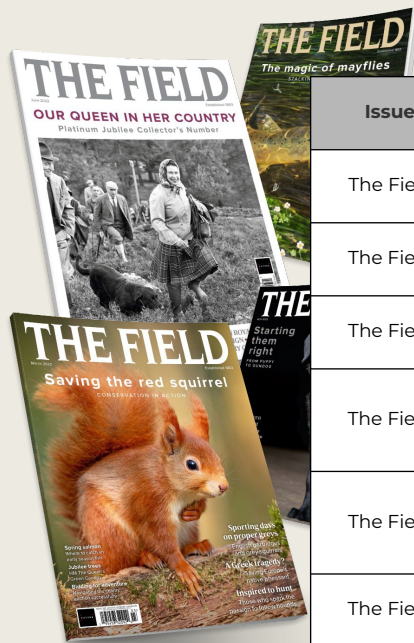
Field guide for sporting women, including ladies' shooting syndicates, gun engravers and the best technical kit

Jewellery, hats and boots for on and off the field

Fly-fishing courses and female gamekeepers



Editorial Calendar



Issue Number	Issue Name	Copy Deadline	On Sale Date	Themes
The Field UK 0285	May 2023	23 Mar 2023	13 Apr 2023	HRH King Charles III Coronation Special
The Field UK 0286	June 2023	21 Apr 2023	11 May 2023	Fishing number
The Field UK 0287	July 2023	26 May 2023	15 Jun 2023	170th anniversary / Best of British summer
The Field UK 0288	August 2023	26 Jun 2023	13 Jul 2023	Grouse bumper/ plus extra distribution at The Game Fair
The Field UK 0289	September 2023	31 Jul 2023	17 Aug 2023	Partridges / Ladies Supplement also distributed at Burghley
The Field UK 0290	October 2023	25 Aug 2023	14 Sept 2023	Clothing /accessories
The Field UK 0291	November 2023	TBC	12 Oct 2023	Pheasants / Christmas presents
The Field UK 0292	December 2023	TBC	9 Nov 2023	Christmas Premium issue
The Field UK 0293	January 2024	TBC	14 Dec 2023	Winter fieldsports



Advertising Rates

DIGITAL RATES	DISPLAY	CLASSIFIED RATES
Double MPU £20 cpm	Inside Front Cover £2,750	Quarter Page Colour £605
Billboard £20 cpm	Inside Back Cover £2,750	Eight Page Colour £326
E-Newsletter £250 per delivery	Outside back Cover £2,750	Sixteenth Page Colour £176
Solus e-newsletters Prices available on request	Double Page Spread £4,525	
E-newswire (monthly) £250 per slot	Full Page £2,500	
Creative Solutions Prices available on request	Half Page £1,375	
	Quarter Page £756	

