

KEEPING THE BALANCE MAGAZINE

Media Pack 2013

The
NATIONAL
GAMEKEEPERS'
Organisation

- *Keeping The Balance* has a circulation of 17,000 copies per issue
- It is the highest circulating magazine sent direct to gamekeepers, stalkers and ghillies across the British Isles
- Members range from headkeepers of some of the most prestigious estates in the UK to part-time keepers

The NATIONAL GAMEKEEPERS' Organisation

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About National Gamekeepers' Organisation:

The National Gamekeepers' Organisation (NGO) is the representative body for gamekeepers in England and Wales. It defends and promotes gamekeeping, helps gamekeepers and ensures high standards throughout the profession. It began in 1997 and today has over 17,000 members. Its aim is "To promote, improve and protect gamekeeping in the United Kingdom, thereby securing a thriving long-term future for the profession."

Its objectives are:

1. To Represent Gamekeeping

- To provide proper national representation of the gamekeeping profession
- To be the first point of contact for outsiders seeking to approach the gamekeeping world
- To raise the profile of gamekeeping and to increase public understanding of it
- To promote the positive impact that gamekeeping can have on the countryside as a whole
- To counter adverse publicity

2. To Assist Gamekeepers

- To ensure that gamekeepers have the information they need
- To help gamekeepers to assist one another
- To help gamekeepers find jobs
- To create better understanding on the part of the employers, guns and others
- To provide legal assistance for gamekeepers, where appropriate
- To provide third party insurance cover for members

3. To Ensure Quality Within The Profession

- To improve the training available to prospective gamekeepers
- To ensure that experienced keepers keep up to date with new developments
- To uphold the Code of Good Shooting Practice, the Code of Good Game Rearing Practice and other relevant codes
- To counter anything or anyone bringing the profession into disrepute

4. To Help Defend Field Sports

- To assist with the defence of all field sports by ensuring that gamekeeping is of the highest quality and is properly represented

All these objectives are summed up in the organisation's by-line:

“ Keeping
the balance ”



Left:
Courtesy of Jake Eastham images



Above: Example spreads from *Keeping The Balance* magazine.

Readership statistics

Shooting interests

- 72% of members enjoy driven game shooting
- 73% of member go rough shooting
- 64% go pigeon shooting
- 79% of members regularly stalk deer and 28% use a high seat

Dog ownership

- 82% of members own at least one dog and of these 76% are working dogs
- 38% own labradors and 39% own spaniels

Gun/accessory ownership

- 97% of members own a shotgun, market share: Browning 19%, Beretta 36%
- 63% own a rifle
- 65% regularly use binoculars and market share is as follows. Zeiss 9%, Swarovski 9%, Bushnell 4%, Leica 1%, Burreis 1%

Pheasant rearing

- 27% of members rear their own birds
- 60% buy their poults from a UK supplier

Membership of other organisations

- 19% are BASC members
- 15% are GWCT members
- 16% are Countryside Alliance members

Spending habits

- 80% have internet access and 67% buy goods online

Reader profile

- Nearly 73% of members have children and 70% are homeowners
- 40% have been members for over 5 years

Household income

- 6.23% earn under £10k
- 42.6% earn £10-£25k
- 31.9% earn £25-£50k
- 10.33% earn £50k +

Source: *Keeping The Balance* Reader Survey Spring 2009

NGO Keeping The Balance magazine

Benefits to advertisers

- Extremely targeted readership and audience
- Adverts reach the key decision makers on shoots across the UK
- Highest circulating magazine being sent direct to gamekeepers, stalkers and ghillies
- Competitive advertising rates
- Long shelf life of adverts
- Enthusiastic and active audience
- The only direct route to this regular and high spending market
- Excellent response rates from adverts

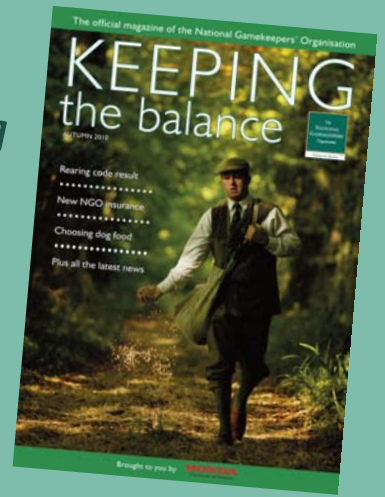
Target market

Keeping The Balance reaches the notoriously hard to reach market of gamekeepers across the British Isles. No other publication can reach as many gamekeepers as *Keeping The Balance*. Members range from headkeepers of some of the most prestigious estates in the UK to part-time keepers.

On most shooting estates the keeper makes all of the buying decisions for the shoot, from feed to ATVs, and this is the perfect vehicle to place your products and brands in front of this high spending market.

In addition to this, the magazine is also sent to Supporter members who may be part-time keepers or, alternatively, active game shooters with a keen interest and passion in all things to do with shooting, protecting the sport and promoting gamekeeping.

As you would expect, the vast majority of the readership is male and rural based and typically aged 25+.



KEEPING THE BALANCE

2013 advertising rates and data

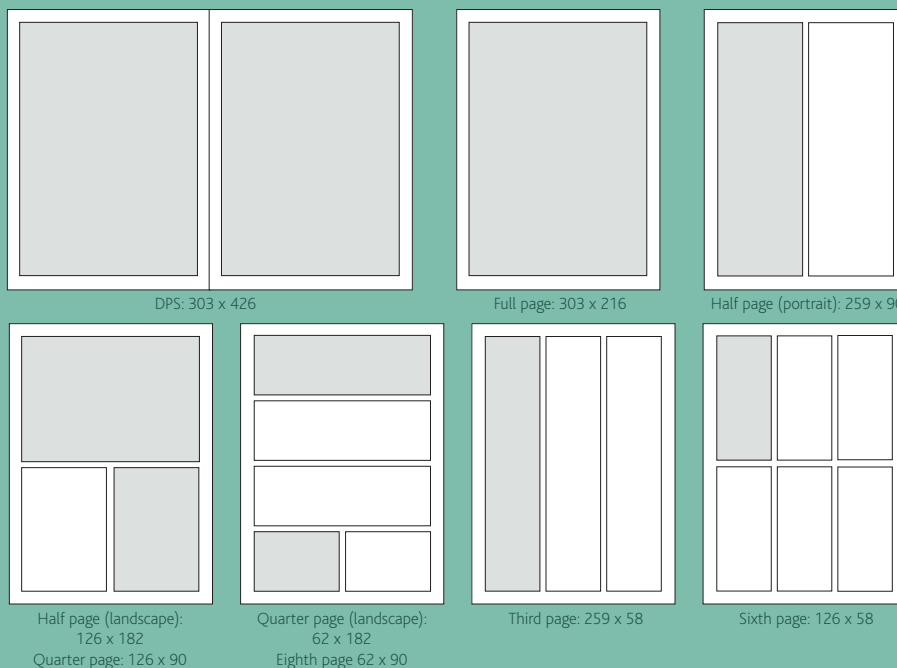
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Size	Price (£)	Type (mm) Height x Width	Trim (mm) Height x Width	Bleed (mm) Height x Width
DPS	£1700.00	261 x 360	297 x 420	303 x 426
Full page	£940.00	259 x 182	297 x 210	303 x 216
Half page (portrait)	£580.00	259 x 90	n/a	n/a
Half page (landscape)	£580.00	126 x 182	n/a	n/a
Third page (portrait)	£450.00	259 x 58	n/a	n/a
Quarter page (portrait)	£395.00	126 x 90	n/a	n/a
Quarter page (landscape)	£395.00	62 x 182	n/a	n/a
Sixth page (portrait)	£265.00	126 x 58	n/a	n/a
Eighth page	£210.00	62 x 90	n/a	n/a

Keeping The Balance is produced using a totally digital workflow – therefore all adverts must be supplied on disk or via email as print ready PDFs – see www.pass4press.com

FML can design your advert if required but a charge may be incurred – please ensure that all picture files are 300dpi and saved as TIFFs, EPSs or JPEGs. Text should be supplied as MS Word files. If you want us to use specific fonts, please supply them. Please note, we cannot use MS Publisher files.

**Please send all copy to Fellows Media Ltd,
The Gallery, Manor Farm, Southam, Cheltenham, Glos GL52 3PB
Tel: 01242 259241
Email: production@fellowsmedia.com**



KEEPING THE BALANCE

The magazine of the National Gamekeepers' Organisation

CIRCULATION: 17,000 copies per issue.

Publishing Schedule:

SPRING

Ad booking deadline
18.01.2013
Members receive
28.02.2013

SUMMER

Ad booking deadline
18.04.2013
Members receive
31.05.2013

AUTUMN

Ad booking deadline
19.07.2013
Members receive
29.08.2013

WINTER

Ad booking deadline
18.10.2013
Members receive
28.11.2013

Discounts available for booking multiple issues.

Loose inserts accepted and prices available on application.

Cancellation date 8 weeks prior to publication's date. Rates quoted are exclusive of VAT.

Errors and omissions excepted.

Fellows Media Limited

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