

# KEEPING THE BALANCE

The  
NATIONAL  
GAMEKEEPERS'  
Organisation

THE BIGGEST GAMEKEEPING  
MAGAZINE IN THE UK

Circulation of  
**16,000**  
copies per issue



The **highest circulating**  
magazine sent direct to gamekeepers,  
stalkers and ghillies across England & Wales

MEDIA  
PACK  
**2017**

## BOOK YOUR ADVERTISING SPACE

in the membership magazine of The National Gamekeepers' Organisation

T: 01242 259249 E: [mark@fellowsmedia.com](mailto:mark@fellowsmedia.com) W: [www.fellowsmedia.com](http://www.fellowsmedia.com)







## 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 16,000 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

**Below:** Courtesy of Jake Eastman images



For advertising enquiries, please contact Mark Brown, James Hanson or Jacob Holmes on 01242 259249 or email: [mark@fellowsmia.com](mailto:mark@fellowsmia.com), [james@fellowsmia.com](mailto:james@fellowsmia.com), or [jacob.holmes@fellowsmia.com](mailto:jacob.holmes@fellowsmia.com)





# Who reads *Keeping the Balance*?

## Target Market

*Keeping The Balance* reaches the notoriously hard to reach market of gamekeepers across England & Wales. 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.

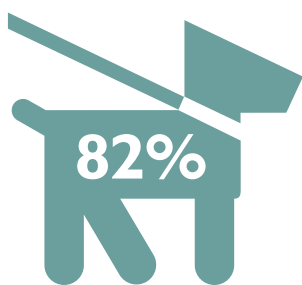
In addition to this, the magazine is also sent to Supporter members who may be part-time keepers or, alternatively, active game shooters with a keen interest and passion in all things to do with shooting, protecting the sport and promoting gamekeeping. As you would expect, the vast majority of the readership is male and rural based and typically aged 25+.



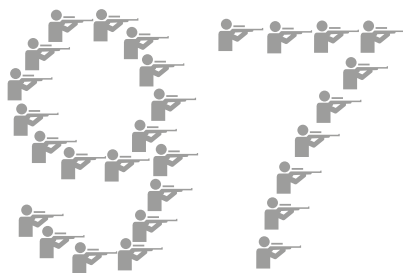
## Reader statistics\*

- **79% regularly stalk deer**
- 73% go rough shooting
- **72% enjoy driven game shooting**
- 64% go pigeon shooting
- **63% own a rifle**
- 60% buy their poults from a UK supplier
- **27% of members rear their own birds**
- 28% use a high seat
- **80% have internet access**
- **67% buy goods online**
- Nearly 73% have children
- **70% are homeowners**
- 48.83% earn under £25k
- **42.23% earn £25k+ (£50k+ 10.33%)**
- 40% have been members for over 5 years
- Membership of other organisations: **19% BASC members, 15% GWCT members, 16% Countryside Alliance members**

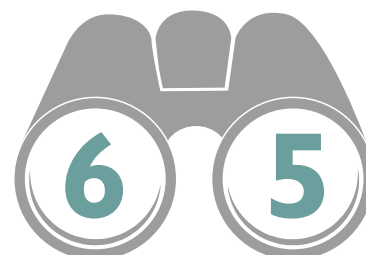
\* Source: Keeping the Balance Reader Survey Spring 2009



82% of members own at least one dog  
(76% are working dogs, 38% labradors 39% spaniels)



97% of members own a shotgun  
(Browning 19%, Beretta 36%)



65% regularly use binoculars  
(Zeiss 9%, Swarovski 9%, Bushnell 4%, Leica 1%, Burris 1%)

## Why advertise?

- No other publication can reach as many gamekeepers – Highest circulating magazine being sent direct to gamekeepers, stalkers and ghillies
- Extremely targeted readership and audience
- Adverts reach the key decision makers on shoots across the UK
- 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.



# Mechanical data

Size	Type (mm)	Trim (mm)	Bleed (mm)
DPS	261 x 360	297 x 420	303 x 426
Full page	259 x 182	297 x 210	303 x 216
Half page (portrait)	259 x 90	n/a	n/a
Half page (landscape)	126 x 182	n/a	n/a
Third page (portrait)	259 x 58	n/a	n/a
Quarter page (portrait)	126 x 90	n/a	n/a
Quarter page (landscape)	62 x 182	n/a	n/a
Eighth page (portrait)	62 x 90	n/a	n/a

**Please note:** All dimensions are height by width

## KEEPING THE BALANCE COPY REQUIREMENTS

### Advertising artwork is managed by Fellows Media. Please send copy to:

Fellows Media Ltd, The Gallery, Manor Farm, Southam, Cheltenham GL52 3PB

**Tel:** 01242 259241

**Email:** production@fellowsmedia.com

### Supply of artwork for your advertisement:

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](http://www.pass4press.com)

We would prefer advertisement artwork to be supplied complete as high resolution PDF files (see specs below) but Fellows Media can design your advert if required but a charge may be incurred – please supply text, photo images and your logo (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 would like to use specific fonts, please supply them.) You will be contacted by our studio once your booking is made, when we can clarify artwork detail.

**PDF:** Adverts should be supplied as high-resolution PDF files. All components must be minimum 300dpi and CMYK. No RGB, LAB, spot will be accepted. All images and fonts must be embedded. Full page adverts must have 3mm bleed. All images must be 300dpi and not used greater than 100%. Transparency must be flattened to pass4press specifications (see [www.pass4press.com](http://www.pass4press.com))

**Jpeg/Tif files:** If the advert is supplied as a flat image file the resolution must be a minimum of 300dpi and supplied as CMYK. Files must not contain layers. Full page adverts must have 3mm bleed.

We cannot accept Microsoft Word, Powerpoint or Publisher documents.

## CIRCULATION

- Keeping The Balance has a circulation of 16,000 copies per issue.
- It is the highest circulating magazine sent direct to gamekeepers, stalkers and ghillies across England & Wales.
- Members range from headkeepers of some of the most prestigious estates in the UK to part-time keepers.

## RATES

DPS	£1700.00
Full page	£940.00
Half page	£580.00
Third page	£450.00
Quarter page	£395.00
Eighth page	£210.00

## MULTIPLE INSERTIONS

Discounts available for booking multiple issues.

## LOOSE INSERTS

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.

## SCHEDULE 2017

Issue	Ad booking deadline	Publication dates
Spring	16 Jan 17	27 Feb 17
Summer	17 Apr 17	27 May 17
Autumn	17 Jul 17	29 Aug 17
Winter	16 Oct 17	28 Nov 17

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