



# Media Pack 2016

September 2016

THE FUTURE OF YOUR SOILS



## **The Magazine**

Direct Driller is a new farming magazine, designed by farmers for farmers to educate and inform the industry about direct drilling and no-till techniques, soil regeneration and soil conservation in arable and mixed farming situations.

Direct Driller Magazine is available free to all farmers and agronomists who register with us and can be received in the post or via email depending on your preference.

The idea of Direct Driller is to collect and publish the ideas and enthusiasm that exists in the UK and indeed all around the world. Sitting alongside the Groundswell Show (held in late June every year), Direct Driller Magazine will bring lots of information together in one place. You will hear from experts, academics and other farmers on how they have approached Direct Drilling, what has and what hasn't worked. Bringing together the various practitioners and interested parties to share ideas and experiences and to promote new ways of farming.

## **The Articles**

Following on from Cover Cropping International, which is currently a supplement within Practical Farm Ideas, many of the articles will be from a technical point of view, explaining the steps farmers can take to reduce their costs for establishment and increase the qualities of their soils. We will be working with the universities and professional bodies to ensure the very latest information and advice around direct drilling and soil conservation appears in each of our publications. We will be drawing from the experience of farmers not just in the UK, but also in Europe and North America.

## **The Circulation**

Direct Driller Magazine is a Quarterly Publication with the first edition targeted for Mid October 2016. The magazine will be published in Print, as an E- Magazine and also all articles will be published on the Website. This will be supported by our Twitter feed, our Instagram feed and also Snapchat stories.

Registration for the Magazine started with a bang in August 2016 and we envisage a readership of around 4000 for the first issue. This will then continue to rise as we promote and give away the first issue at Croptec, MMS and Lamma.

THE FUTURE OF YOUR SOILS



The readership will be made of specialised Arable farmers with in excess of 200 hectares. Although the use of Direct Drilling techniques is growing within the grassland community as well.

We expect our readership to grow to around 8-10,000 over the first one to two years of publication.

### **The Website - [www.directdriller.com](http://www.directdriller.com)**

As with The Farming Forum, we know the digital audience is always important and especially when you are looking at a more international readership. The website will carry all the same content as the magazine and we will also share content with the Farming Forum and use it to generate discussions on the key Direct Drilling topics.

### **Events**

Direct Driller Magazine will support Groundswell as the unique No-Till and Soil Conservation event in the UK. Groundswell was a huge success in 2016 and Direct Driller Magazine will be supporting it going forward. Groundswell is held on the last Thursday in June each each and offers the opportunity to view field scale drill plots and listen to seminars in the conference barn.

### **Twitter**

@mydirectdriller started in August and has already grown to over 400 followers and we expect this to keep growing as we publish more information and articles from

### **Instagram**

@directdrillermagazine will also be used to promote the articles and pictures in the magazine.

### **Contact Us**

If you would like to talk about advertising, editorial or writing for Direct Driller Magazine, then please contact Chris Fellows on 01271 533 122 or [info@directdriller.com](mailto:info@directdriller.com)



THE FUTURE OF YOUR SOILS