

CEREALS 2026



MEDIA

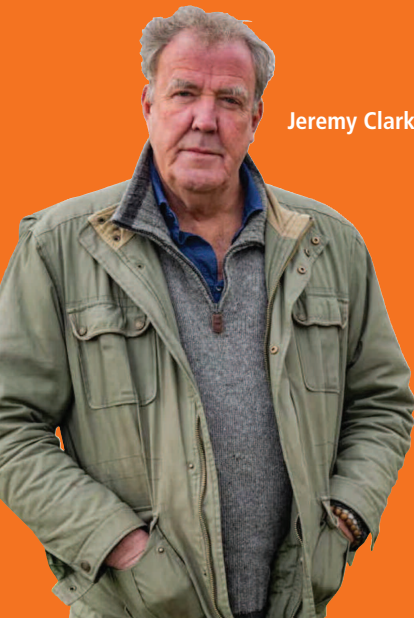
CEREALS 2026: THE ULTIMATE BRAND SHOWCASE AT DIDDLY SQUAT FARM

Welcome to Cereals 2026, the UK's leading arable event-this time, with an exciting new twist. For the first time ever, we're bringing Cereals to **Diddly Squat Farm**, home of Jeremy Clarkson, one of the most influential voices in modern farming.

This is more than just an event - it's a **prime opportunity** to put your brand in front of thousands of forward-thinking farmers, agronomists, and industry leaders. With the media spotlight firmly on Diddly Squat Farm. Your advertising won't just be seen - it'll be talked about, shared and remembered.

From **high-impact digital exposure** to **on-the-ground activations**, our advertising packages are designed to give you **unparalleled reach and return on investment**. Align your brand with innovation, entertainment, and the biggest names in agriculture at one of the most anticipated Cereals events to date.

“ Farmers across the country are facing some of the toughest conditions seen in decades, so we wanted to be involved in something positive, and hosting Cereals was an opportunity for us to run a large-scale, practical event for UK food producers. ”



Jeremy Clarkson



CEREALS EVENT GUIDE 2026 MEDIA RATES

Cereals is more than just a two-day event - it stands as the UK's flagship arable farming event, with a long-standing legacy of innovation, knowledge-sharing, and practical demonstration. Cereals publications, website, email database, videos, podcasts & social media packages reach a large and focused audience of arable decision makers.

EVENT GUIDE ADVERTISING

£2200 Two Page Spread includes enhanced listing
£1300 Full Page Ad includes enhanced listing
£850 Half Page Ad includes enhanced listing
£590 Quarter Page Ad includes enhanced listing
£180 Enhanced listing

Multi-publication frequency discount of 15% available for
Cereals Preview published April 2026
Cereals Event Guide published June 2026
Post-Event Review published October 2026

CUSTOM VIDEO CONTENT

Boost your visibility at Cereals with custom content by Cereals content creator, Sandy Kirkpatrick, ensuring your brand stands out and reaches the right audience before, during, and after the event!

Awareness Package: 1x long form video (interview/product walk around) and up to 3x social posts* across the Cereals event social channels.

£2,000

Educate & Inform Package: 2x long form videos (interview/product walk around/farmer case study) and up to 5x social posts*.

£3,250

Dare to be different Package: This option gives you the option of getting involved in doing scripted, humorous marketing with the potential for viral reach. This option includes a video production crew and will be professionally produced. Includes up to 3x social posts* across all Cereals event social channels.

£4,250

WEBSITE, EMAIL & SOCIAL MEDIA

- Website banners from £200 per month
- E-Newsletter Banners / Advertorial from £200 per month
- Social Media Posts £100
- Frequency discounts available.

* Subject to availability

THE CEREALS AT DIDDLY SQUAT FARM PODCAST

Cereals podcast sponsors will deepen their position as thought leaders and subject matter experts, fostering year-round presence while delivering meaningful, relevant content to the arable farming sector.

Episodes include:

1

The Road to Diddly Squat: Behind-the-Scenes of Cereals 2026

Content: Cereals - The history and why the move? Why Diddly Squat Farm? (Logistics, symbolism, public profile). What's new for Cereals 2026? (layout, themes, new zones) First hints at headline speakers, demonstrations and/or exhibits

Interview: Sponsor + Cereals + Diddly Squat Farm

OCTOBER 2025

2

Tech & Kit: Smarter, Faster, Greener

Content: What tech do arable farmers actually need? Precision spraying, robotics, and remote sensing in practice; Data fatigue: managing and making sense of insights

Interview: Sponsor + agri-tech innovator + a farmer adopting new tech

JANUARY 2026

3

Market Volatility & Resilience: Farming Beyond BPS

Content: Grain market insights and volatility strategies; Diversification examples in the arable sector; Private vs public environmental payments — what's real?

Interview: Sponsor + rural accountant/ agri-economist + farmer innovating with income streams

MARCH 2026

4

Soil, Seeds & Sustainability

Content: New varieties for 2026 — what to look for; Rotation design in tight economic margins; Role of mycorrhizal fungi, organic matter, and soil management

Interview: Sponsor + agronomist + a farmer trialling new systems/varieties

APRIL 2026

5

Water, Weather & Wildcards – Managing the Unpredictable

Content: The 2025/26 season so far and looking back at previous years - how weather has impacted planting and yields: a snapshot; Forecasting tools and decision support systems for farmers; Drainage and irrigation strategies — adapting fields to cope; Future-proofing against flood risk and extreme dry spells; Policy and funding: What's available to support water management? Farmer-led initiatives or case studies from vulnerable regions

Interview: Sponsor + meteorologist/ agri-weather expert + farmer who has implemented water-saving or flood resilient practices

MAY 2026

6

The Big Preview: Countdown to Cereals

Content: What not to miss: speaker highlights, demo schedule, tech showcases; Exhibitor shout-outs; How to plan your visit: travel, networking, CPD; seminars, demos

Interview: Sponsor + keynote speaker + previous attendee + Cereals + Diddly Squat Farm

JUNE 2026

£1430 per episode

Multi-podcast frequency discounts available. Each podcast includes solus email distributed to 40000 plus up to 3x social posts* on Cereals social platforms.

* Subject to availability

BRONZE SPONSOR

Sponsor benefits include

- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 2x social posts* in the lead up to the event
- 1x exhibitor highlights in email in the lead up to the event
- Logo included in exhibitor listing online

INVESTMENT £464

GOLD SPONSOR

Sponsor benefits include

- Half page ad in the event guide
- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 3x social posts* in the lead up to the event
- 2x exhibitor highlights in email in the lead up to the event
- Logo included on website sponsors page and onsite signage
- Logo included in exhibitor listing online

INVESTMENT £1,320

PLATINUM SPONSOR

Sponsor benefits include

- Full page in the event guide
- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 5x social posts* in the lead up to the event
- 3x exhibitor highlights in email in the lead up to the event
- Logo included on emails and onsite signage
- 1 month home page banner on Cereals at Diddly Squat website*
- Logo included in exhibitor listing online

INVESTMENT £2,480

SOCIAL POST



EMAIL HIGHLIGHTS

How you can adapt your cropping systems to thrive



Crop Plots

With over 600 individual Crop Plots. With over 600 exhibitors, Cereals provides the unique opportunity to see and discuss a range of crops first-hand, including winter linseed with Premium Crops.

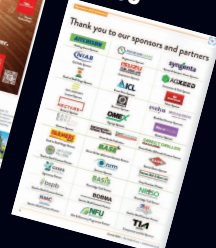
Winter linseed offers a sustainable, economically viable alternative to oilseed rape, requiring less nitrogen, reducing greenhouse gas emissions, supporting crop rotations, and meeting strong market demand, especially for its omega-3-rich seed.

Visit our website
www.premiumcrops.com

EXHIBITOR HIGHLIGHT PLUS HALF PAGE ADS



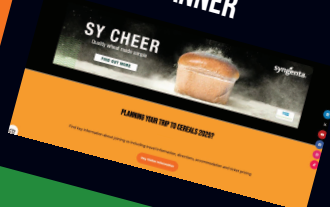
EVENT GUIDE LOGOS



FULL PAGE AD



WEBSITE BANNER



LOGO INCLUSION ON WEBSITE



Cereals
THE ARABLE EVENT

* Subject to availability and content provided by exhibitor