

British Agricultural and Garden Machinery Association



BAGMA Media Pack 2026



We Are BAGMA

The British Agricultural and Garden Machinery Association (BAGMA) have been supporting independent agricultural, garden and groundcare machinery dealers throughout the UK for more than 100 years.

In conjunction with other European trade organisations such as the AEA, we fight for better terms and conditions for dealers from suppliers and manufacturers, and use our strength in numbers to lobby Governmental departments to influence legislation and gain support for areas such as training and apprenticeships.

Sharing news, tips and best practice is a cornerstone of BAGMA. The BAGMA Bulletin is the oldest continuous trade association magazine in the land-based engineering sector, widely read by independent agricultural and garden machinery dealerships, key influencers, media and government departments.

Coupled with the monthly BAGMA E-Briefing, our website and social media channels, there are excellent opportunities to tailor make advertising campaigns to reach the right people across the sector.



BAGMA E-Shots & E-Briefings



BAGMA Events



BAGMA.com



BAGMA Bulletin



BAGMA comprises of

- Independent agricultural, groundcare and garden machinery dealerships
- Key influencers, media and government departments
- Associate members: suppliers, manufacturers, distributors, service providers and training partners

BAGMA industry stats

c540 BAGMA members

2,000 BAGMA Bulletin circulation

£1.5bn of sales represented by BAGMA members

£2.4bn agricultural machinery sales in the UK

£1.0bn outdoor power equipment sales in the UK

1,000 agricultural machinery dealers

700 garden machinery dealers in the UK

100 secondhand machinery dealers in the UK



Digital

One
BAGMA monthly
E-Briefing

Regular
Bespoke targeted
E-Shots

2,300+
Email subscribers

3,900+
Social media following
(Facebook, Instagram, X
and LinkedIn)



The BAGMA Bulletin magazine

BAGMA's flagship magazine is sent to more than 2,000 recipients in independent agricultural, garden and groundcare machinery dealers across the UK as well as suppliers and manufacturers. Every issue is packed with industry and dealer news, product updates, dealer profiles, plus show previews and the latest updates from the BAGMA team.

The BAGMA Bulletin remains a relevant and vital read for members and the industry – keeping readers informed about the important legislative and training changes, while still maintaining the principals and independence of the original association in 1917.

Together with the printed Bulletin, posted to named recipients and available to members and non-members, the current and past editions are all available to access on the BAGMA website.

BAGMA Bulletin features list 2026

- Bulletin Board
- BAGMA News
- Experts View
- Member Profile
- Out & About
- Industry News
- Connecting With
- Legislation Updates
- Legal Advice
- Training

Copy Deadlines 2026

- **Jan/Feb:** Materials 19th Dec - Mailed 20th Jan
- **Mar/Apr:** Materials 13th Feb - Mailed 11th Mar
- **May/Jun:** Materials 17th Apr - Mailed 13th May
- **Jul/Aug:** Materials 12th Jun - Mailed 8th July
- **Sep/Oct:** Materials 14th Aug - Mailed 7th Sept
- **Nov/Dec:** Materials 9th Oct - Mailed 4th Nov



Print specifications

- All artwork to be supplied CMYK
- No spot colours
- All digital files to be hi-res PDFs
- Minimum image resolution 300dpi

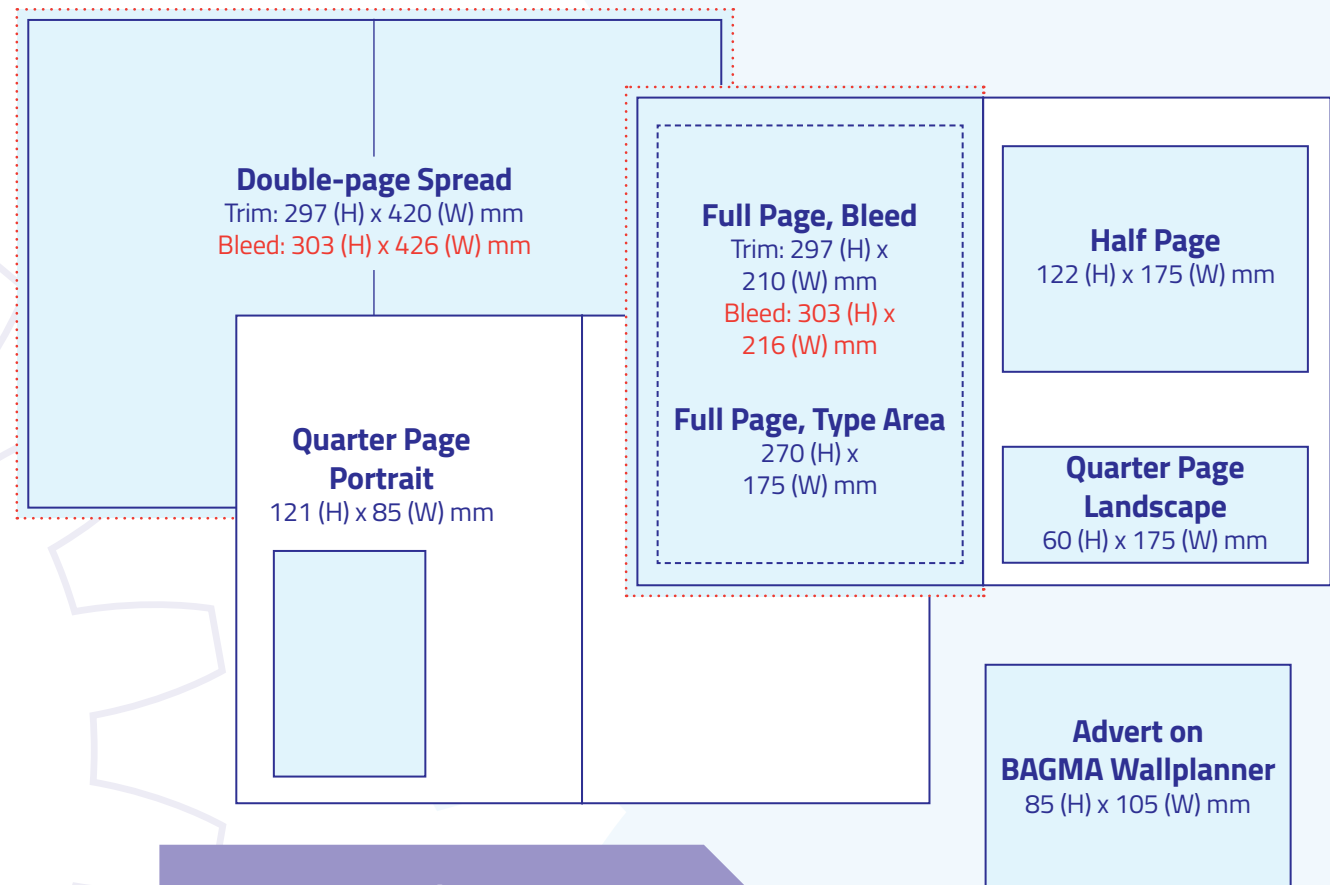
Print advertising

Position	Price
Outside Back Cover	£1,400
Inside Front Cover	£1,300
Inside Back Cover	£1,300
Double Page Spread	£1,900
Full Page (Bleed/Type Area)	£1,200
Half Page	£700
Quarter Page (Portrait or Landscape)	£450
PR with image	£135
Inserts	POA
Wallplanner Ad	£400

Bespoke	Price
Full page editorial promotion	£1,900
Double-page editorial promotion	£3,500
Sponsored feature	£1,995
Prices do not include VAT	

Enhanced coverage for free

In addition to your print advert a 'flipbook' version of the magazine is available on the BAGMA website, along with previous editions - www.bagma.com



BAGMA members receive a 20% discount on print advertising.

Discounts for sales bookings of three or more adverts are available. POA



Targeted communications

Our qualified, opted-in email circulation provides another valuable opportunity to communicate your message direct to the inbox of our subscribers.

BAGMA E-Briefing Monthly, c2,300

Our monthly E-Newsletter is widely regarded as a reliable source of sector information, training updates and the latest industry news. Have your story included in an upcoming edition or advertise your company or services with a high-impact digital ad.

Copy deadline: 7th of the month

Solus E-Shot £375 per E-Shot

Send a dedicated and targeted email to the BAGMA membership made up of independent dealers, manufacturers and industry partners. HTML files can be provided, or content, links and images supplied to the BAGMA team for production at an additional charge.

*subject to availability

Jobs Hub Sponsorship £200 per month

Advertise your company on the brand new BAGMA Jobs Hub - the go to destination to advertise opportunities within the agricultural, groundcare and garden machinery community.

* Minimum six month booking, subject to availability

Social Media

Dedicated social media posts with follow up stats. BAGMA's social media channels makes it easy for you to connect and share your products and services with customers and the wider industry. All artwork and copy is to be supplied by advertiser.

 @BAGMA_tweets

 @BAGMAofficial

 www.linkedin.com/company/bagma

 @bagma_insta

Digital Advertising

Channel	Price
Solus E-Shot	£375
News article featured on BAGMA website & E-Briefing	£325
BAGMA E-Briefing advert (2000px x 500px)	£300
X and Facebook (2 posts)	£100
X and Facebook (4 posts / 2 weeks)	£150
X and Facebook (8 posts / 4 weeks)	£250

Prices do not include VAT

Print and digital advertising packages are available – please get in touch for further information.



More information

Please email: admin@bagma.com

BAGMA
Samuelson House
62 Forder Way
Hampton
Peterborough
PE7 8JB
01295 713344

bagma.com

