

# Mole Valley Farmers

## MEDIA SHEET

### About Mole Valley Farmers:

Founded in 1960, Mole Valley Farmers is a leading UK agricultural and rural lifestyle retailer operating 50 stores nationwide. Serving farmers, smallholders, equestrian customers, and countryside households, the stores stock everything from agricultural supplies and animal feed to garden machinery, country clothing, outdoor equipment, and garden supplies.

As a co-operative, Mole Valley Farmers has built a loyal, engaged, and highly targeted audience. For brands seeking agricultural retail marketing opportunities, this provides an ideal platform to connect with a trusted rural community.



To book a promotional space at any Mole Valley Farmers please get in touch.  
Call Access Point on **01704 544999**, email **hello@apuk.net** or visit **www.apuk.net**

# Mole Valley Farmers

## Promote Your Brand at Mole Valley Farmers

Reach farmers, rural businesses, and countryside households in a trusted retail environment at the heart of rural communities across the UK. Mole Valley Farmers stores are well-established destinations where agricultural and countryside customers actively shop, seek advice, and engage with products.

In-store promotions place your brand directly in front of a highly relevant, high-intent audience—within a setting they already know and trust.

## Audience Profile

- Farmers and landowners
- Equestrian enthusiasts
- Smallholders and contractors
- Rural families and countryside households

Customers visit regularly for essential supplies, specialist products, and seasonal purchases, delivering strong dwell time and meaningful brand exposure.

## Why Mole Valley Farmers

- Busy rural retail locations
- Loyal, engaged customer base
- Strong regional presence with nationwide reach
- Trusted agricultural and countryside reputation

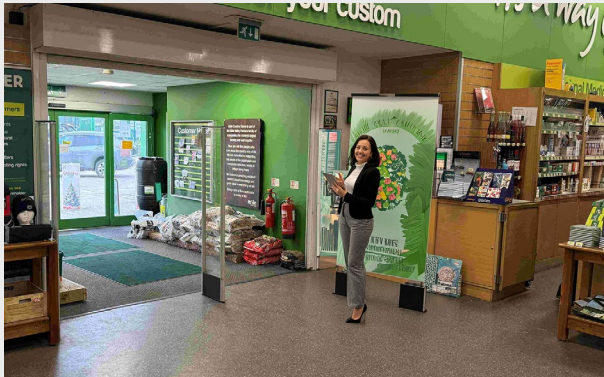
Your brand integrates naturally into the rural retail experience, driving awareness and credibility.

You can locate stores and available promotional opportunities by using the free Access Point online **Venue Locator** tool.



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## In-Store Promotions

Ideal for brands who want face-to-face engagement and hands-on interaction.

*Perfect for:*

- Product demonstrations
- Sampling campaigns
- Pop-up brand activations
- New product launches

Engage customers at the point of purchase that drive real results.



## External Promotions

Need more space or greater visual impact?

*Our external areas are ideal for:*

- Vehicle displays
- Outdoor experiential campaigns
- High-visibility brand displays
- Sampling campaigns

Engage customers at the point of arrival/exit and create an immediate impact.

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