



WEBSITE MEDIA PACK | 2026

Ei OPERATOR is created by the Publishers of Pro Operator magazine

Specifically developed for UK sprayer operators, Ei Operator offers essential information which supports best practice. It provides high quality, online training, advice and information for sprayer operators, including 21,000 NRoSO members and members of the BASIS Professional Register.

This truly unique platform offers advertisers the only guaranteed means of reaching this specialised audience. Discounts are available for cross-media bookings.

WEBSITE DATA (*based on 12 months to March 2025)

Page views 2,700 p/m | Users 1,000 p/m | Ad impressions av 1,500 p/m (across all pages)

ADVERTISING OPTIONS

There are two standard size options: (Other sizes may be considered – POA)

Medium rectangle 300(w) x 250(h)px | Large rectangle 300(w) x 600(h)px

Advertisements run across two sections of the website. Adverts on either the Home or Training page are charged as separate insertions. Editorial pages are included at no extra cost to either booking.

HOME PAGE

Features all our products and services and is the most website page.

Est. Impressions 1,000 p/m

TRAINING PAGE

Lists all available spraying courses. The second most visited page on the website.

Est. impressions 500 p/m

WEBSITE SPONSOR

If you think your business may benefit from joining our team as a corporate sponsor, please get in touch.

QUARTERLY NEWSLETTER

Advertise in our quarterly email Newsletter which reaches over 10,000 subscribers. Average 55% OR and 4% CTR

Ei OPERATOR WEBSITE ADVERTISING FORMATS

HOME PAGE:

HOME NEWS & INFORMATION TRAINING ▾ ABOUT LOGIN CONTACT 



Sprayer operator training

For NRoSO members and those on the BASIS Professional Register

Earn up to 10 NRoSO points and 18 BASIS points for completing online courses with Ei Operator. Courses range from two to ten points and are priced from £12 to £60. Choose from a variety of subject areas designed to keep operators up to date and compliant throughout the year.

[Read More](#)

AgriTech Training

For the safe use of agri-robotics in UK agriculture and horticulture

Accredited by LANTRA, courses are suitable for businesses adopting agri-robotics to train managers, operators and employees on their safe use in the workplace under the British Code of Practice. Manufacturers and distributors of agri-robotics will also find the courses useful if testing or selling in the UK.

[Read More](#)

PLACE YOUR ADVERT HERE

PLACE YOUR ADVERT HERE

PLACE YOUR ADVERT HERE



Access Courses

To find out more information about all our courses and how to set up an account, head to the TRAINING tab. For those already enrolled on courses, you can access them via the MY COURSES page. Please ensure you are logged into your



News and Information

Get the latest news on everything that happens in the spray operator community and be the first to know on the latest advancements in the fast growing world of AgriTech.



Pro Operator Magazine

Published to every NRoSO member, three issues, to approximately 21,000 members. **Not a NRoSO member?** You can still subscribe for just £21/year by signing up to our annual payment scheme. BASIS members on the Professional

TRAINING PAGE:

HOME NEWS & INFORMATION TRAINING ▾ ABOUT LOGIN CONTACT 



Earn NRoSO and BASIS Points

NRoSO and BASIS points awarded with our range of online training. Courses can be bought individually or take out an annual subscription to save money. Further information on the purchasing options can be found below. If you are already enrolled on our courses, please head to the MY COURSES page to access your training.

NRoSO Members – earn up to 10 points/year
BASIS Professional Register Members – earn up to 18 points/year

PLACE YOUR ADVERT HERE

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COMING SOON Fundamentals of best practice - 10 points - £70

The easiest possible way to earn all 10 NRoSO points without having to head to an external training event or find bits of paperwork. This course comprises five separate modules designed to take a sprayer operator through the fundamentals of day-to-day best practice. Topics include preparation, PPE, mixing and filling, storage requirements and reducing drift.

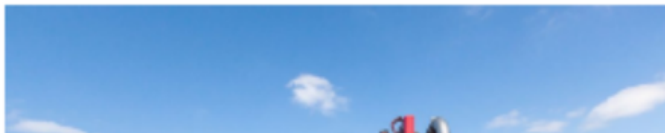
[Coming soon](#)



Essential Maintenance - 8 points - £56

This course explains how to carry out routine maintenance and checks, locate and remedy potential faults as well as how to make necessary adjustments. This will ensure accurate applications, avoid delays caused by unnecessary breakdowns as well as protect the operator, machine and environment.

[Purchase Course](#)



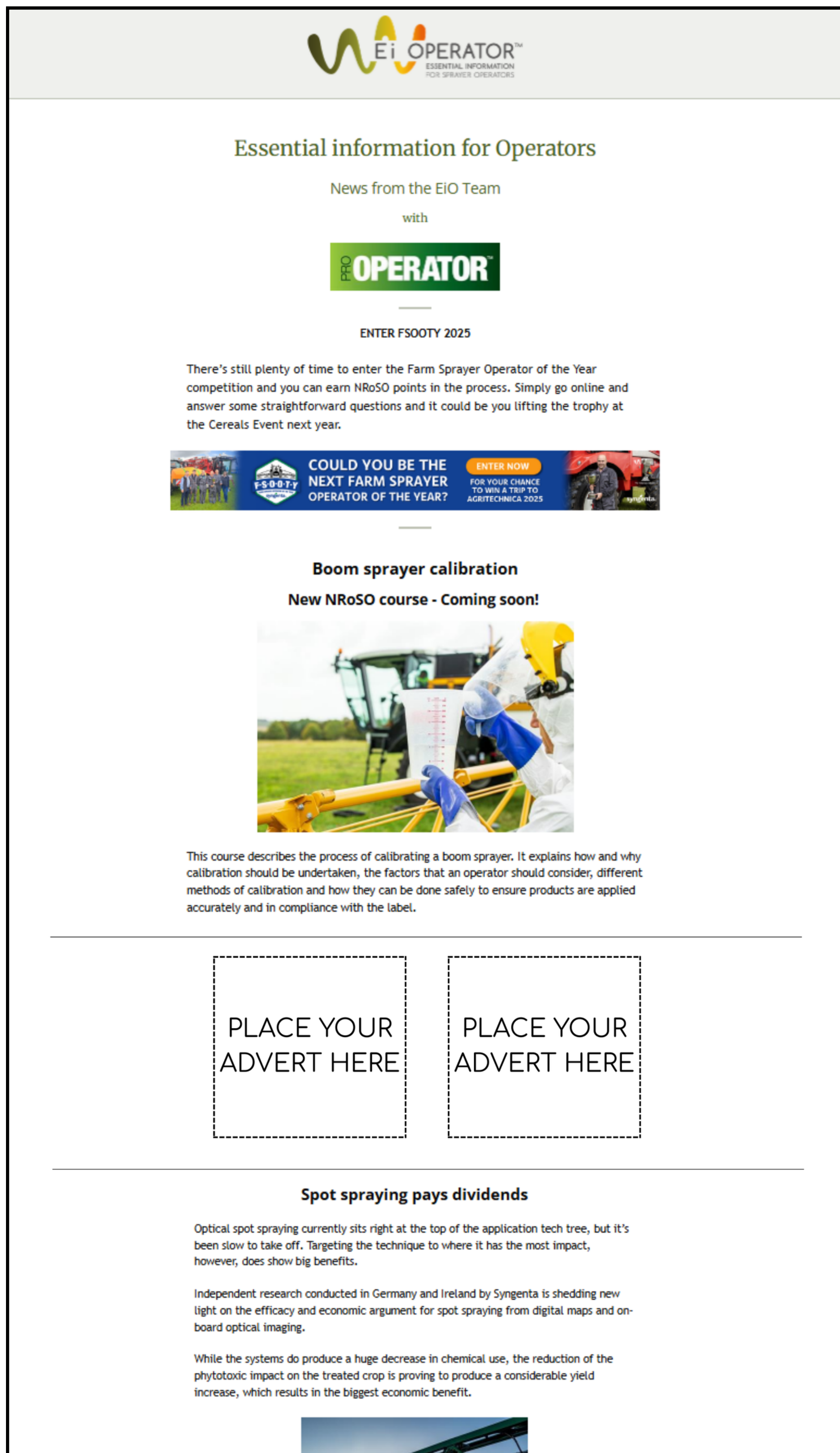
Targeted applications - 6 points - £42

In this course, you will learn the key timings for plant protection products used on the

Both the Home Page and the Training Page can support up to three individual adverts, either the medium rectangle (300x250) or the larger rectangle (350x600). Other sizes may be considered – POA.

Cost: 300 x 250 = £630 per month | 300 x 600 = £785 per month

Ei OPERATOR EMAIL ADVERTISING



We currently have a unique list of over 10,000 email subscribers who receive our quarterly Newsletter.

Each email is designed to engage our users with meaningful content which drives them to the website. We will not fill our emails with pages of unsolicited advertorials. Editorial is independent, topical and informative.

Av OR: 55%

Av impressions: 5,500p/issue

Av CTR: 4%

EMAIL ADVERTISING RATES:

Each email supports a maximum of three adverts - static or GIF.

Standard size 300(w) x 250(h)px.

Cost: £685 per email

(Other sizes may be considered – POA)



ALL ARTWORK SPECIFICATIONS

Artwork should be supplied to the correct size as either a JPG, PNG or GIF file.
Max file size should be 150kb (2MB GIF).

Please refer to table below:

FORMAT	LARGE RECTANGLE HOME OR TRAINING PAGE	MEDIUM RECTANGLE HOME OR TRAINING PAGE	E-NEWSLETTER
Size (Width x Height)	300 x 600 px	300 x 250 px	300 x 250 px
Max File Size JPEG (GIF)	150kb (2MB)	150kb (2MB)	150kb (2MB)
Av Monthly Impressions (est)	1,000 p/m	500p/m	5,500 per issue
Price Per Month	£785 each	£630 each	£685 each
Series discount for 4 consecutive months/issues	-5 %		
Agency Discount	-10 %		

Prices quoted are for display advertising only. We don't currently sell Pay Per Click (PPC/CPC) or offer Channel Pricing Models (CPM). All prices are subject to VAT.

INVOICING

All advertisers will be invoiced on the date of publication. All discounts will become invalid if any negotiated insertions are subsequently withdrawn. Payment terms will then revert to the gross price quoted before discounts are applied. Late payment charges will be applied on overdue balances. Payment terms are strictly 30 days. See full Terms & Conditions below.

CONTACT

For all advertising and media enquiries, please contact:

Julia Roberts

MOB: +44 (0)7791 016 384

EMAIL: julia@mwrmedia.co.uk

TERMS AND CONDITIONS

By placing an advertising order, the client or their agent agrees to the following conditions:

- Prices agreed are subject to the terms specified in the confirmation order whereby discounts are conditional upon number of insertions, length of insertion and cross-media advertising. If an order cannot be fulfilled as agreed and for reasons which MWR Media Ltd is not responsible, the client or their agent must refund the discount.
- To supply material by the due date specified at the time of booking. Failure to do so could result in the order not being fulfilled. In this event, the client or their agent will still be liable for the agreed sum and will be invoiced accordingly.
- Invoices will be issued on date of publication and are payable within 30 days. For a campaign spanning a period of more than 3 months, we may at our discretion, invoice in part-payments across the campaign.
- All prices quoted exclude VAT.
- Failure to pay by the invoice due date will result in the client or their agent being invoiced for the discounts previously applied which are conditional on prompt payment. Invoices which remain outstanding after 30 days will also be liable to a late payment charge of 10% of the value of the invoice (net) applied weekly until the account is paid in full.
- We do not accept advertising that purports to be editorial and any artwork that does so, will be refused at the discretion of the Publisher.
- Should the advertisement be published in a way that is detrimental to the client and is the fault of the Publisher, MWR Media Ltd will offer to either re-run the advert or refund the client.
- Complaints should be registered with MWR Media Ltd within one month of publishing, in writing.
- Advertising is sold on a display rate only and MWR Media Ltd cannot guarantee the number of visitors to the site or page views.
- We reserve the right to refuse an advert due to contravention of UK law, regulations, content, technical specifications or unsuitability. This decision is entirely at the discretion of the Publisher.
- Whilst we will make every effort to fulfil the advertising order, in the event of force majeure, the Publisher is released from all obligations to fulfil the order and will not be liable to pay compensation for damages.
- By placing an order for advertising on the EiO website or email, you are accepting the terms and conditions as specified.

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