

FRESH PRODUCE JOURNAL

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

MEDIA KIT 2021

fpj.co.uk

FRUITNET

Part of Fruitnet Media International
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PUBLICATIONS

Fresh ideas. Fresh insight.

Published since 1895, FRESH PRODUCE JOURNAL is the number-one resource for UK fruit and vegetable professionals. The publication appears in print, online, and now via a new mobile app, built by the same developers as The Economist. The app delivers the pick of our daily news, analysis, opinion and multimedia direct to your smartphone, as well as giving subscribers access to digital versions of our latest print issues.

Available on the App Store, Google Play and desktop: <https://desktop.fpj.co.uk>

The FPJ is also evolving its print edition in 2021. Special issues, each with a different theme, are posted to subscribers 10 times a year, as well as being distributed at major industry events. In 2021 we are introducing three new regular sections: The Big Interview, Morning Call and Produce Pioneers (see the 2021 editorial programme for more details). In addition, our issues include interviews with the industry's key players, special features, company profiles, in-depth category reports, the latest market data and much more.

More information at fpj.co.uk



More from Fresh Produce Journal

The Big 50 series

The FPJ Big 50 series includes two of the most anticipated fresh produce publications of the year: the Big 50 Companies, which ranks and spotlights the biggest and best businesses in UK fresh produce, and the Big 50 Products, which lists the best-selling wholehead fruits and vegetables in British supermarkets.

Widely read and distributed throughout the year, the two publications are essential reference guides to products' sales performance and the latest retail trends affecting the market.



The FPJ newsletter

The FPJ newsletter, which we email to subscribers free of charge each morning, rounds up the daily news we upload to our website. With stories ranked in order of importance, it makes the latest fresh produce news easy to digest.

PUBLICATIONS

Fruitnet Specials*

*All FRUITNET specials are distributed and available in print or online at major industry events such as Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA and all Fruitnet Media International events.



FRESH FOCUS CITRUS

Following the recent success of the first ever Global Citrus Congress, we report on the most important developments currently shaping the fresh citrus category.

Publication date:
January 2021



FRESH FOCUS ITALY

Our annual special publication showcases the leading products, companies, technologies and service providers in the Italian fresh fruit and vegetable business.

Publication date:
February 2021



FRESH FOCUS TOMATO

Timed to coincide with the second edition of Global Tomato Congress, we take a look at the most interesting and innovative companies operating in the tomato sector.

Publication date:
March 2021



FRESH FOCUS SUSTAINABILITY

As companies continue to pursue ambitious sustainability initiatives, our special edition brings you right up to speed on where those projects could take the fresh produce industry.

Publication date:
April 2021



FRESH FOCUS BANANA

Our brand new banana special will demonstrate how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.

Publication date:
May 2021



FRESH FOCUS GRAPE

Another new publication for 2021, Fresh Focus Grape will offer insight, ideas and inspiration for those companies aiming to grow their business in the table grape category.

Publication date:
June 2021



FRESH FOCUS TECH

Fruitnet Media International's annual Fresh Focus Tech special keeps track of technological innovation and ideas across the entire world of fresh produce.

Publication date:
August 2021



FRESH FOCUS AVOCADO

Focusing on one of the undoubted stars of the fresh produce arena right now, this special edition brings together all the latest news and analysis on the avocado trade.

Publication date:
September 2021



FRESH FOCUS SPAIN

Our Spain special continues to chart the country's progress as an exporter and features those companies leading the supply of safe, high-quality products.

Publication date:
October 2021



FRESH FOCUS BERRY

Recently added to the Fruitnet roster of specials, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

Publication date:
November 2021

READERSHIP

Global coverage

Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, ASIAFRUIT CHINA, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



1895

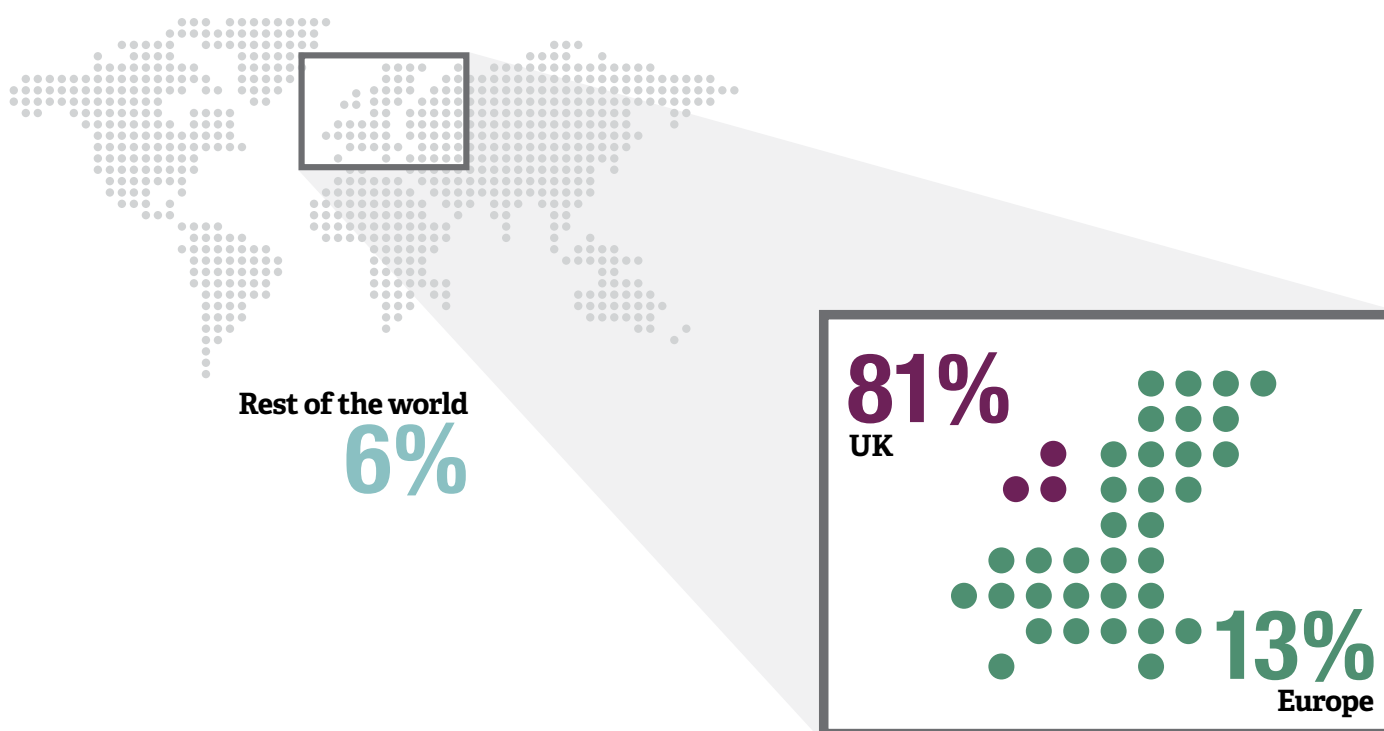
Britain's favourite fresh produce magazine since 1895



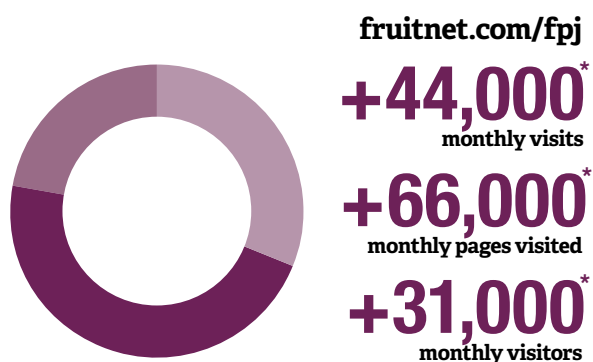
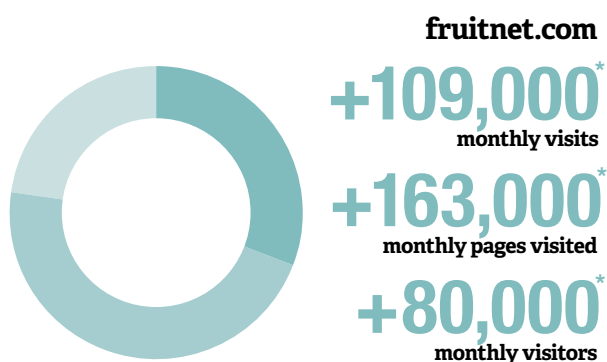
15,000

Fresh Produce Journal
Average readers per issue

Print readership data



Online readership data



EDITORIAL PROGRAMME

JANUARY - JUNE

ISSUE ONE

VEGANUARY SPECIAL

Special Features:

Veganuary: new opportunities for big new sales.
Latest strategies in marketing.
2021: The UN's International Year of Fruits and Vegetables.
Harvesting and packhouse technology: meeting the labour challenge.
France: boosting trade across the Channel.
Poland: new supply opportunities.
Citrus: harnessing the health trend.
A bright future for UK production.
New futures for wholesale.
Category Insight: potatoes.

Event Distribution

City Food Lecture

Booking Deadline: 20/01/2021

Publication Date: 05/02/2021

ISSUE THREE

FAMILY BUSINESS SPECIAL

Special Features:

Britain's fresh produce families.
New ways with cherries: marketing, branding, production.
Coronavirus: the crisis one year on.
Spain: building new sales after Brexit.
Italy: how to grow market share in the UK.
Global Tomato Congress review.
How to grow sales of kiwifruit.
Category Insight: bananas.

Event Distribution

Fresh Produce India

Booking Deadline: 01/04/2021

Publication Date: 20/04/2021

ISSUE FIVE

GOING GLOBAL: THE UK AFTER BREXIT

Special Features:

Nurturing trade links with the European Union.
Unlocking trade potential in Asia.
Market growth in North Africa.
Boosting supply from the US and Latin America.
Export openings in the Middle East.
Mangoes: engineering new growth in the category.
Melons: how to grow sales.
Herbs: a British success story.
Aubergines: a category on the up.
Category Insight: stonefruit.

Event Distribution

Festival of Fresh

Booking Deadline: 01/06/2021

Publication Date: 17/06/2021

ISSUE TWO

UNLOCKING FRESH GROWTH IN AVOCADOS

Special Features:

New ways with avocados: marketing, branding, production.
Varietal innovation in tomatoes.
Technology on the farm: the machinery you need.
New products out of South Africa.
Dutch salads: adding value in the glasshouse.
New Zealand & Australia: a new era for our oldest supply partners.
Jersey Royals: the power of branding.
Fairtrade: growing sales with certification.
Latest moves in crop research.
Sustainability in crop protection.
Category Insight: tomatoes.

Event Distribution

Global Tomato Congress

Booking Deadline: 24/02/2021

Publication Date: 12/03/2021

ISSUE FOUR

BEST OF BRITISH (WOFI SPECIAL)

Special Features:

British showcase: exhibiting UK companies to the global trade.
New ways with berries: marketing, branding, production.
Product innovation: adding value in store.
Optimising production through agri-research.
British asparagus in its pomp.
Grapes: the new winning varieties.
Netherlands & Belgium: fresh produce excellence.
India: opportunities in mangos and grapes.
Category Insight: brassicas.

Event Distribution

World of Fresh Ideas (WOFI)

Global Grape Congress

Booking Deadline: 04/05/2021

Publication Date: 21/05/2021

REGULAR SECTIONS:

The Big Interview

We interview a major personality about their industry insights and career in produce.

Fresh Faces

Each issue we talk to a fascinating personality in the business to see what makes them tick.

Produce Pioneers

We catch up with the industry's oldest businesses to uncover their secrets to enduring success.

EDITORIAL PROGRAMME

JULY - DECEMBER

ISSUE SIX

BIG 50 PRODUCTS

What are the hottest products in the fruit and veg aisle at the moment? FPJ's guide to the best-selling fresh fruits and vegetables, ranked by sales value.

Event Distribution

All major fresh produce events in 2021/22 and all Fruitnet events

Booking Deadline: 14/07/2021

Publication Date: 30/07/2021

ISSUE EIGHT

SUSTAINABILITY: THE FUTURE OF FARMING

Special Features:

Sustainability in production.
The future of packaging.
Varietal innovation in berries.
Mushrooms: a category on the up.
Prepared produce: the next steps for innovation and convenience.
Spain: opportunities in citrus as a new season begins.
Unlocking potential in recruitment and training.
Greece & Cyprus: a special marketplace in the UK.
Sweet potatoes and the push for convenience.
Sowing new success in seeds.
Category Insight: new winners in vegetables.

Event Distribution

Global Berry Congress, Global Citrus Congress

Booking Deadline: 22/09/2021

Publication Date: 08/10/2021

ISSUE TEN

FPJ BIG 50 COMPANIES

Who's the biggest and best fresh produce business in the UK this year? The FPJ's annual guide to Britain's leading fresh fruit and vegetable companies, ranked by turnover.

Event Distribution

All major fresh produce events in 2021/22 and all Fruitnet events

Booking Deadline: 03/12/2021

Publication Date: 21/12/2021

ISSUE SEVEN

FRESH THINKING IN APPLES AND PEARS

Special Features:

New ways with apples and pears: marketing, branding, production.
Fresh ideas in apple branding and club varieties.
Marketing magic in avocados.
Italy: a new reputation for the best quality.
Germany: a supplier with a big future.
Turkey: a special marketplace in the UK.
Adding value in leafy salads.
Pumpkins & squash: how to grow sales after Halloween.
Nuts and dried fruit: a category hero.
Category Insight: table grapes.

Event Distribution

Global Avocado Congress

Booking Deadline: 18/08/2021

Publication Date: 06/09/2021

ISSUE NINE

NEW ZEST FOR CITRUS

Special Features:

New ways with citrus: marketing, branding, production.
IT: how to optimise the supply chain.
Logistics: building sustainable supply chains.
South Africa: innovation and investments.
Latin America: competing as a key supplier.
Peppers: extending the category.
New winners in vegetables: new products, new consumers.
Britain's fresh produce ports.
Category Insight: salads.

Booking Deadline: 05/11/2021

Publication Date: 23/11/2021

REGULAR SECTIONS:

The Big Interview

We interview a major personality about their industry insights and career in produce.

Fresh Faces

Each issue we talk to a fascinating personality in the business to see what makes them tick.

Produce Pioneers

We catch up with the industry's oldest businesses to uncover their secrets to enduring success.

MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

Premium positions

Back cover

£2,100

Inside front cover

£1,995

Inside back cover

£1,800

Front section

£1,735

Discounts

| | |
|-------------|-----|
| 3+ adverts | 5% |
| 5+ adverts | 10% |
| 7+ adverts | 15% |
| 10+ adverts | 20% |
| 15+ adverts | 25% |

(Applied to adverts within 12-month period)

Agencies

| | |
|-------------------------|-----|
| UK agency commission | 10% |
| Other agency commission | 15% |

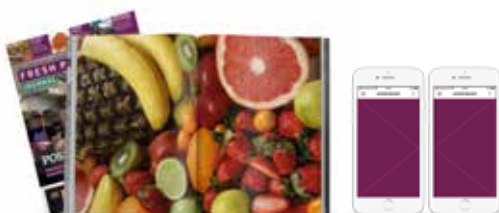
Full Page £1,470



Front Cover Strip £950



Double Page Spread £2,625



Half Page Spread £1,956



Half Page £1,100



Only landscape design available on digital version.

Third Page £945



Only landscape design available on digital version.

Quarter Page £790



Only landscape design available on digital version.

Contact:

For more information please contact our advertising team: advertising@fpj.co.uk | +44 7960 875 762

CREATIVE MARKETING

*Notice period required for creative marketing: 2 weeks

Further Options

| | |
|------------------------|--------|
| Belly Wrap | |
| Creative | £4,500 |
| Standard | £4,000 |
| Fold-out pages | |
| Double (3 pages) | £5,500 |
| Magazine insert | £1,250 |

Bound-in bookmark £4,000



Your advert includes a top banner and a full-page advert.

Belly wrap ^{FROM} £4,000



Your advert displays as a digital bellywrap.

Bound-in Card £4,000

2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



Your advert displays as two consecutive full-page adverts.

Fold-out cover £4,000

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in digital format.

Advertorials

Standard

Full Page £1,250



Maximum 500 words & 1 picture.

Double-Page Spread £1,750



Maximum 1000 words & 2 pictures.

Creative

Full Page £1,470



Maximum 350 words, up to 2 pictures, logo & graphics.

Double-Page Spread £2,625



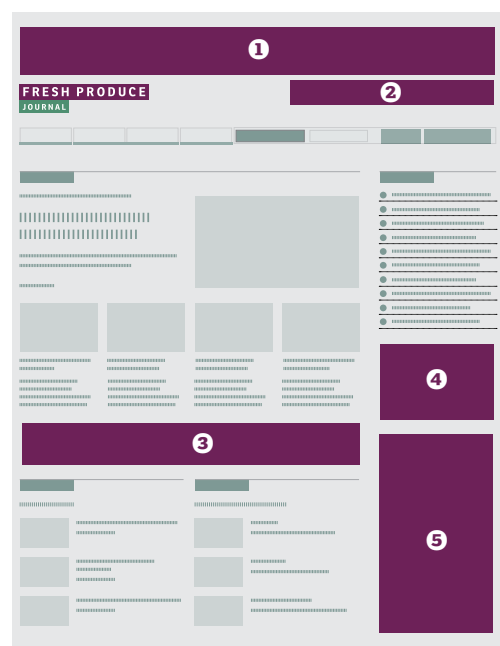
Maximum 700 words, up to 4 pictures, logo & graphics.

ONLINE ADVERTISING

fpj.co.uk – Banner Options


| | FILE TYPES | (SIZE - PIXELS) | | (PRICE) | |
|----------------------------------|-----------------|-----------------|-----------|---|---------|
| | | DESKTOP | MOBILE* | WEEKLY | MONTHLY |
| 1 Super Banner ¹ | JPG · PNG · GIF | 980 x 100 | 980 x 100 | £480 | £1,850 |
| 2 Top Banner ¹ | JPG · PNG · GIF | 468 x 60 | 980 x 100 | £120 | £400 |
| 3 Central Banner ¹ | JPG · PNG · GIF | 700 x 90 | - | £150 | £500 |
| 4 Small Side Banner ¹ | JPG · PNG · GIF | 240 x 160 | - | £100 | £350 |
| 5 Large Side Banner ¹ | JPG · PNG · GIF | 240 x 400 | - | £160 | £600 |
| 4 Video Banner ³ | LINK | 240 x 160 | - | £350 | £1,300 |
| ● Website Take Over | | | | Starting from £750/week Up to 500 words - £1,000 | |
| ● Advertorial | | | | | |

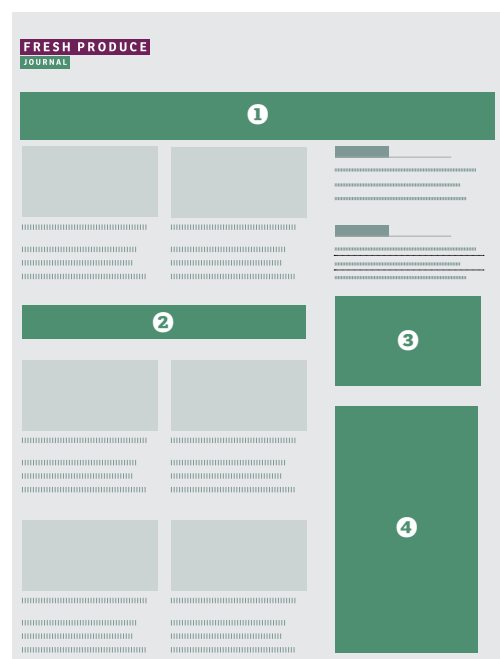
 **31,000***
fpj.co.uk
monthly visitors



FPJ News Service – Free Email Service

| | FILE TYPES | SIZE (PIXELS) | (PRICE) | |
|--|------------|---------------|----------------|---------|
| | | DESKTOP | WEEKLY | MONTHLY |
| 1 Super Banner ² | JPG · PNG | 752 X 100 | £450 | £1,750 |
| 2 Central Banner ² | JPG · PNG | 468 X 100 | £150 | £500 |
| 3 Small Side Banner ² | JPG · PNG | 240 X 160 | £100 | £350 |
| 4 Large Side Banner ² | JPG · PNG | 240 X 400 | £160 | £600 |
| ● Advertorial | | | One off charge | |
| Appears once in Newsletter (up to 500 words) | | | £1,200 | |

 **+4,000**
FPJ News
subscribers



*Online data based on 2020 figures.
Statistics based on Google Analytics

Digital Only Advertising Options

Video content



£2,500

Video content needs to be supplied as a YouTube or Vimeo weblink.

Top banner



£2,250

op banner for logged-in users. Once clicked, user is taken to advertiser's advert or digital content.

premium position
1600x400px

Floating banner bottom



£4,000

Your banner will appear in all magazine pages. Once clicked, user is taken to advertiser's advert or digital content.

(all pages)
320x50px

We use banner software which has the advantage that the publication and appearance of banners cannot be turned off by the recipient. The disadvantage, however, is that we are not able to provide automatic click statistics. We recommend banner advertisers to use tags in their banners so that they are able to monitor clicks themselves using Google Analytics.

GET INFORMED



SUBSCRIBE NOW!

Choose the subscription package that's right for you and your business:

PRINT & DIGITAL £125 PER YEAR

10 printed copies of Fresh Produce Journal plus Fruitnet Specials

Digital edition: new FPJ app with latest news and digital magazine access included

FPJ news: fresh news updates sent to your inbox

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All delivery costs are included in your subscription.



**GLOBAL CITRUS
CONGRESS**
16-17.11.21



**WORLD
OF FRESH IDEAS**
26-27.05.21



**GLOBAL GRAPE
CONGRESS**
30.06.21



**DEUTSCHER
OBST & GEMÜSE
KONGRESS**
13-14.09.21



**ASIAFRUIT
CONGRESS**
亚洲水果国际果蔬大会
28-29.09.21



**FRESH PRODUCE
INDIA**
22.04.21



**GLOBAL BERRY
CONGRESS**
21.10.21



**GLOBAL TOMATO
CONGRESS**
16.03.21



**FESTIVAL
of FRESH²¹**
13.07.21



**EUROPEAN
PACKAGING FORUM**
24-25.06.21



**GLOBAL AVOCADO
CONGRESS**
02.09.21

**FRUITNET
LIVE**

EVENTS 2021

INCREASE VISIBILITY AND BRAND AWARENESS

Fruitnet Live specialises in creating high quality, content-rich, commercial networking conferences for the fresh produce industry held around the globe. These live events provide the best arena to connect with present and future clients, discover new trade opportunities and to shape the future of your business.

**For more information contact events team:
+44 20 7501 3708 | events@fruitnet.com**

Official Cooperation Partner



■ ONLINE

FRUITBOX

Starting from £2,700

The world's fresh produce business leaders in conversation with Chris White. Fifteen minutes of one-to-one conversation about business ideas and insights, and much more in the world of fresh fruit and vegetables.

Audio-broadcast weekly every Thursday on Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

LinkedIn +10,000 followers

Twitter +7,700 followers

Instagram 2,500 followers



AUDIO CONVERSATIONS

FRUITBOX

FRUITNET INSIGHTS

£4,500 per quarter

Fruitnet's team of editors headed up by Mike Knowles in Europe and John Hey in Asia talk to fresh produce decision-makers about the latest developments in markets, seasons, products, and innovations.

Up to 60 minutes of category insight that is video-broadcast on the first Wednesday of every month and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet Media International social media accounts.

LinkedIn +2,000 followers

Twitter +1,700 followers

Instagram 2,000 followers



VIDEO-BROADCAST

FRUITNET
INSIGHTS

FRUITNET PRESENTS

Starting from £4,500

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media International's social media channels.

Video interview with one of Fruitnet's senior editors about your product or service and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet business and individual social media channels.

LinkedIn +2,000 followers

Twitter +1,700 followers

Instagram 2,000 followers



VIDEO ADVERTORIAL

FRUITNET
PRESENTS

Support the best new quality online content from Fruitnet

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