

FRESH PRODUCE JOURNAL

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

MEDIA KIT 2022

fpj.co.uk

FRUITNET

Part of Fruitnet Media International
Studio 2.11, The Food Exchange, New Covent Garden Market, London SW8 5EL, United Kingdom.
Tel +44 20 7501 3700 | Fax + 44 20 7501 0306 | fruitnet.com

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>

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 addition to The Big Interview, Fresh Faces and Produce Pioneers, we are introducing three new regular sections in 2022: Celebrating Diversity, Early Morning Heroes and Britain's Best Greengrocer (see the editorial programme for more details). Our issues also 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.

	<p>FRESH FOCUS CITRUS</p> <p>New varieties have transformed the citrus category. Fresh Focus Citrus reports on the innovation fuelling global demand for this produce mainstay.</p> <p>Publication date: January 2022</p>		<p>FRESH FOCUS SUSTAINABILITY</p> <p>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.</p> <p>Publication date: February 2022</p>
	<p>FRESH FOCUS GRAPE</p> <p>Fresh Focus Grape offers insight, ideas and inspiration for those companies aiming to grow their business in the table grape category.</p> <p>Publication date: March 2022</p>		<p>FRESH FOCUS ITALY</p> <p>Our annual special publication showcases the leading products, companies, technologies and service providers in the Italian fresh fruit and vegetable business.</p> <p>Publication date: May 2022</p>
	<p>FRESH FOCUS TOMATO</p> <p>Published alongside Fruitnet Media International's GTC we take a look at the most innovative companies in the tomato sector.</p> <p>Publication date: June 2022</p>		<p>FRESH FOCUS AVOCADO</p> <p>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.</p> <p>Publication date: July/August 2022</p>
	<p>FRESH FOCUS PACKAGING & TECHNOLOGY</p> <p>Fruitnet Media International's annual Fresh Focus Packaging & Technology special keeps track of technological innovation and ideas across the entire world of fresh produce.</p> <p>Publication date: September 2022</p>		<p>FRESH FOCUS BANANA</p> <p>Fresh Focus Banana reports on how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.</p> <p>Publication date: October 2022</p>
	<p>FRESH FOCUS CHERRY</p> <p>What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.</p> <p>Publication date: November 2022</p>		<p>FRESH FOCUS BERRY</p> <p>Published alongside Fruitnet's Global Berry Congress, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.</p> <p>Publication date: November/December 2022</p>

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

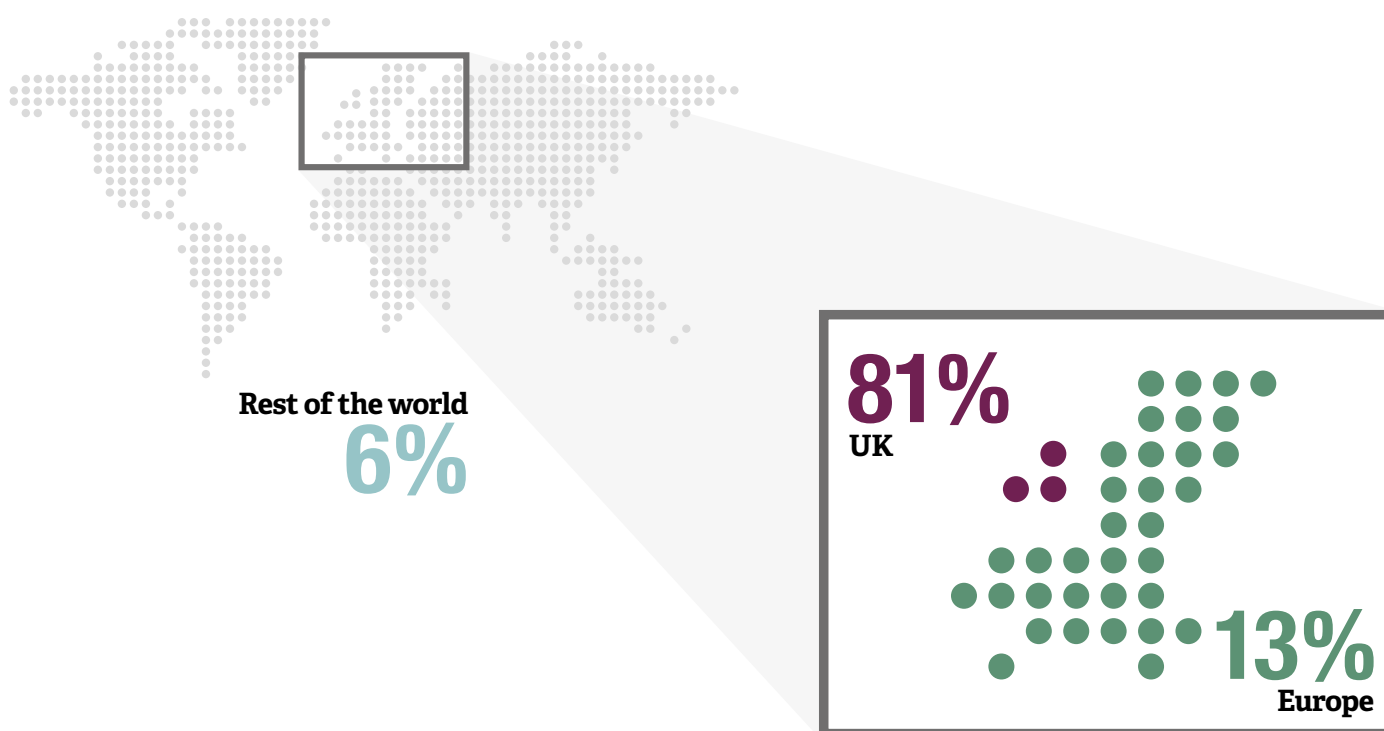
Britain's favourite fresh produce magazine since 1895



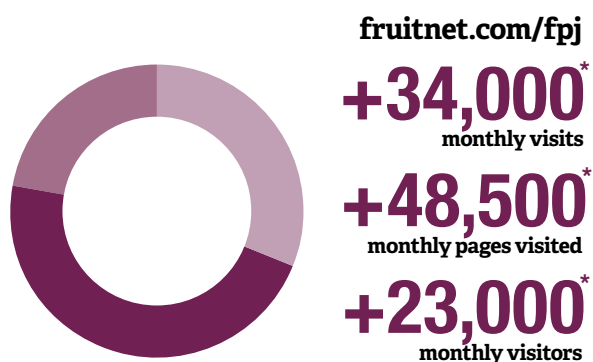
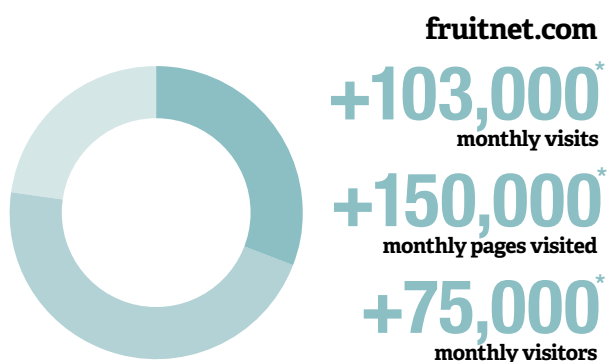
15,000

**Fresh Produce Journal
Average readers per issue**

Print readership data



Online readership data



EDITORIAL PROGRAMME

JANUARY - JULY

ISSUE ONE

FAMILY BUSINESS SPECIAL

Special Features:

Britain's fresh produce families.
The UK's top young growers.
New ways with citrus: marketing, branding, production.
Veganuary: new opportunities for big sales.
City Food Lecture preview.
How to build a fresh produce brand.
Women in produce: pioneering change in the industry.
France: boosting trade across the Channel.
Poland: new supply opportunities.
Early Morning Heroes: London's wholesale markets.
Streamlining production: how to reduce costs.
Category Insight: potatoes.

Event Distribution

City Food Lecture

Booking Deadline: 17/01/2022

Publication Date: 02/02/2022

ISSUE THREE

NETHERLANDS & BELGIUM SPECIAL

Special Features:

Netherlands & Belgium: cutting-edge tech and new supply opportunities.
New ways with tomatoes: marketing, technology, branding, production.
Sorting and grading: the best machines on the market.
Italy: how to grow market share in the UK.
The future of UK production: investments, technology, sustainability.
Technology on the farm: the machinery you need.
New trends and opportunities in South African citrus.
Adding value in leafy salads.
The best new fresh produce varieties.
How to grow sales of kiwifruit.
Early Morning Heroes: Bristol Fruit Market.
Category Insight: bananas.

Booking Deadline: 19/04/2022

Publication Date: 06/05/2022

ISSUE FIVE

CHERRY SPECIAL

Special Features:

New ways with cherries: marketing, branding, production.
New opportunities for growth in avocados.
Export openings in the Middle East.
Mangoes: engineering new growth in the category.
Melons: how to grow sales.
Top Gear: The best new harvest and packhouse vehicles on the market.
Herbs: a British success story.
Unlocking potential in sweetcorn.
IT: how to optimise the supply chain.
Early Morning Heroes: Glasgow Wholesale Market.
Category Insight: stonefruit.

Booking Deadline: 17/06/2022

Publication Date: 05/07/2022

ISSUE TWO

FRUIT LOGISTICA SPECIAL

Special Features:

Fruit Logistica: which UK companies are exhibiting in Berlin?
New opportunities for UK fresh produce exports.
Fresh opportunities for Moroccan citrus.
Germany: a supplier with a big future.
New Zealand: a new era for Britain's oldest supply partners.
Logistics: overcoming challenges in the supply chain.
Jersey Royals: the power of branding.
What's new in South African topfruit?
Fairtrade: growing sales with certification.
Latest moves in varietal development.
Sustainability in crop protection.
Category Insight: tropical fruit.

Event Distribution

Fruit Logistica

Booking Deadline: 02/03/2022

Publication Date: 18/03/2022

ISSUE FOUR

FESTIVAL OF FRESH SPECIAL

Special Features:

Festival of Fresh preview.
Reaching new heights with berries: marketing, branding, production.
Product innovation: adding value in store.
Spain: building new sales after Brexit.
Harvesting and packhouse technology: meeting the labour challenge.
Food to go: carving out new eating occasions.
Optimising production through agri-research.
British asparagus in its pomp.
Grapes: what's new in production?
India: new export opportunities.
Category Insight: brassicas.

Event Distribution

Festival of Fresh

Booking Deadline: 18/05/2022

Publication Date: 06/06/2022

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.

Celebrating Diversity

FPJ celebrates Britain's diverse communities and the produce they eat at festival times, from Eid to Diwali to Carnival and Chinese New Year.

Early Morning Heroes

What's the word on the buyer's walk? We hear from the traders at some of Britain's biggest wholesale markets in this regular photo feature.

Britain's Best Greengrocer

As Brits fall back in love with their local greengrocers, FPJ embarks on a campaign to find the best the UK has to offer in a series of profile pieces.

EDITORIAL PROGRAMME

AUGUST - 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: 15/07/2022

Publication Date: 02/08/2022

ISSUE EIGHT

SPAIN SPECIAL

Special Features:

Spain: strengthening our relationship with Britain's biggest supplier.
Booming supply from North Africa.
The future of packaging.
Varietal innovation in berries.
Mushrooms: a category on the up.
NPD in frozen produce.
Unlocking potential in recruitment and training.
Greece & Cyprus: growing exports to Britain.
Prepared produce: the next steps for innovation and convenience.
Britain's fresh produce ports.
Cheers: what's new in fruit and veg-based drinks.
Category Insight: root vegetables.

Event Distribution

Global Berry Congress
National Fruit Show

Booking Deadline: 16/09/2022

Publication Date: 04/10/2022

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: 02/12/2022

Publication Date: 20/12/2022

ISSUE SEVEN

SUSTAINABILITY SPECIAL

Special Features:

Sustainability in production.
The best new innovations in sustainable packaging.
Organic growth: innovation and expansion in organic production.
New ways with apples and pears: marketing, branding, production.
Fruit Attraction preview.
How to unlock potential in Asia.
Adding value with figs.
Turkey: fresh opportunities for UK supply.
Pumpkins & squash: how to grow sales after Halloween.
Early Morning Heroes: Manchester New Smithfield Market & St James's Wholesale Market (Bradford).
Category Insight: salad vegetables.

Event Distribution

Fruit Attraction

Booking Deadline: 17/08/2022

Publication Date: 05/09/2022

ISSUE NINE

POTATO SPECIAL

Special Features:

New ways with potatoes: marketing, branding, production.
Sweet potatoes and the push for convenience.
US exports: a bright future for transatlantic trade.
Innovation and tech from the Netherlands.
Clever new strategies in marketing and PR.
Fresh produce excellence from South Africa.
Boosting supply from Latin America.
Peppers: extending the category.
New winners in vegetables: new products, new consumers.
Nuts and dried fruit: a category hero.
Early Morning Heroes: Birmingham Wholesale Market.
Category Insight: leafy salads.

Booking Deadline: 02/11/2022

Publication Date: 18/11/2022

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Fresh Faces

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Produce Pioneers

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

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Early Morning Heroes

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Britain's Best Greengrocer

As Brits fall back in love with their local greengrocers, FPJ embarks on a campaign to find the best the UK has to offer in a series of profile pieces.

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



210mm x 297mm +3mm bleed *

Front cover strip £950



201mm x 43mm

Double-page spread £2,625



420mm x 297mm +3mm bleed *

Half-page spread £1,956



420mm x 144mm +3mm bleed *

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2022 or earlier:
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
3. Photoshop CC2022 or earlier:
 - Saved as JPG, TIFF or EPS (CMYK only)
 - Minimum 300 DPI

How to send your artwork

- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files



Horizontal advert - 171mm x 127mm*
Horizontal bleeding advert - 210mm x 143mm +3mm bleed *



Vertical advert - 71mm x 256mm*
Vertical bleeding advert - 88mm x 297mm +3mm bleed *

Only landscape design available on digital version

Third page £945



Horizontal advert - 171mm x 83mm*
Horizontal bleeding advert - 210mm x 99mm*



Vertical advert - 46mm x 256mm*
Vertical bleeding advert - 63mm x 297mm*

Only landscape design available on digital version

Quarter page £790



Horizontal advert - 171mm x 61mm*



Vertical advert - 71mm x 127mm*

Only landscape design available on digital version.

* Logos and text should be at least 8mm from the edge of page

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 belly wrap.

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 three consecutive pages in digital format.

Advertorials

Standard

Full page £1,250



Maximum 500 words and one picture.

Double-page spread £1,750



Maximum 1000 words and two pictures.

Creative

Full page £1,470



Maximum 350 words, up to two pictures, logo and graphics.

Double-page spread £2,625




Maximum 700 words, up to four pictures, logo and graphics.

ONLINE ADVERTISING

fpj.co.uk – Banner Options

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

 **34,500***
fpj.co.uk
monthly visitors



FPJ News Service – Free Email Service

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

 **+6,000**
FPJ News
subscribers



*Online data based on 2021 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

Top 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

DIGITAL ONLY £100 PER YEAR

10 digital copies of Fresh Produce Journal plus all Fruitnet Specials

Access latest news and download content to read offline

FPJ news: fresh news updates sent to your inbox

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The FPJ app is available to download. Try it for free now:



fruitnet.com/subscribe



All delivery costs are included in your subscription.

FRUITNET LIVE EVENTS 2022

**INCREASE
VISIBILITY
AND BRAND
AWARENESS**

2022



**GLOBAL GRAPE
CONGRESS**

**17 MARCH
DIGITAL**



**FRESH PRODUCE
INDIA**

**28 APRIL
DIGITAL**



**GLOBAL TOMATO
CONGRESS**

**MAY
ROTTERDAM**



IDSCF2022
Digital Supply Chain Forum
1./2. Juni 2022 Düsseldorf

**01-02 JUNE
DÜSSELDORF**



**FESTIVAL
of FRESH²²**

**14 JUNE
UK**



**GLOBAL AVOCADO
CONGRESS**

**07 JULY
DIGITAL**



**ASIAFRUIT
CONGRESS**
亚洲水果国际果蔬大会

**SEPTEMBER
HONG KONG**



**EUROPEAN
SUSTAINABILITY FORUM**
09./10. September 2022

**09-10 SEPTEMBER
BONN**



**DEUTSCHER
OBST & GEMÜSE
KONGRESS**

**12-13 SEPTEMBER
DÜSSELDORF**



**GLOBAL BERRY
CONGRESS**

**NOVEMBER
ROTTERDAM**

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



**ASIA
FRUIT
LOGISTICA**



**FRUIT
LOGISTICA**



■ 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 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 BROADCASTS

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 and 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 ADVERTORIALS

FRUITNET
PRESENTS

Support the best new quality online content from Fruitnet

Contact our team: advertising@fruitnet.com | +44 20 7501 0309



CONTACTS

Editorial



Fred Searle
EDITOR
+44 20 7501 0301
fred@fruitnet.com
@fredfruitnet



Michael Barker
CONTRIBUTING EDITOR
+44 20 7501 3700
michael@fpj.co.uk
@michaelbarker



Mike Knowles
EDITORIAL DIRECTOR
+44 20 7501 3702
michael@fruitnet.com
@mikefruitnet



Maura Maxwell
MANAGING EDITOR
+44 20 7501 3706
maura@fruitnet.com
@maurafruitnet



Gulay Cetin
ADVERTISING MANAGER
+44 7960 875 762
gulay@fpj.co.uk
@gulayfruitnet



Lucy Kyriacou
ACCOUNT EXECUTIVE
+44 20 7501 0308
lucy@fpj.co.uk
@lucyfruitnet



Carl Collen
ASSOCIATE EDITOR
+44 20 7501 3703
carl@fruitnet.com
@carlfruitnet



Tom Joyce
SENIOR REPORTER
+44 20 7501 3704
tom@fruitnet.com
@tomfruitnet



Luisa Cheshire
SENIOR REPORTER
+44 20 7501 3700
luisa@fruitnet.com
@luisafruitnet

Management



Chris White
MANAGING DIRECTOR
+44 20 7501 3710
chris@fruitnet.com
@chrisfruitnet



Ulrike Niggemann
COMMERCIAL DIRECTOR
+49 211 99 10 425
un@fruchthandel.de
@ulrikefruitnet

Design & Production

Simon Spreckley
DESIGN MANAGER
+44 20 7501 3713
simon@fruitnet.com

Accounts

Tracey Thomas
ACCOUNTS MANAGER
+44 20 7501 3717
tracey@fruitnet.com

Events & Marketing

Laura Martín Nuñez
HEAD OF EVENTS & MARKETING
+44 20 7501 3720
laura@fruitnet.com

Subscriptions

+44 20 7501 0311
subscriptions@fruitnet.com

Advertising

Agents

Panagiotis Chrissovergis
GERMANY, AUSTRIA & SWITZERLAND
+49 211 99 10 429
pc@fruchthandel.de

Jeff Long
US & CANADA
+1 805 448 8027
jeff@fruitnet.com

Irmelin Egelhoff
FRANCE
+49 179 70 72 764
irmelin.egelhoff@t-online.de

Giorgio Mancino
ITALY
+44 20 7501 3716
giorgio@fruitnet.com

Josselyn Pozo Lascano
SPAIN, PORTUGAL & LATIN AMERICA
+44 20 7501 0313
josselyn@fruitnet.com

Fred Meintjes
SOUTH AFRICA
+27 28 754 1418
fredomeintjes@gmail.com

Kate Riches
ASIA PACIFIC
+61 3 9040 1601
kate@fruitnet.com

Alexandra Walker
ASIA PACIFIC
+61 4 1642 8561
alexandra@fruitnet.com