

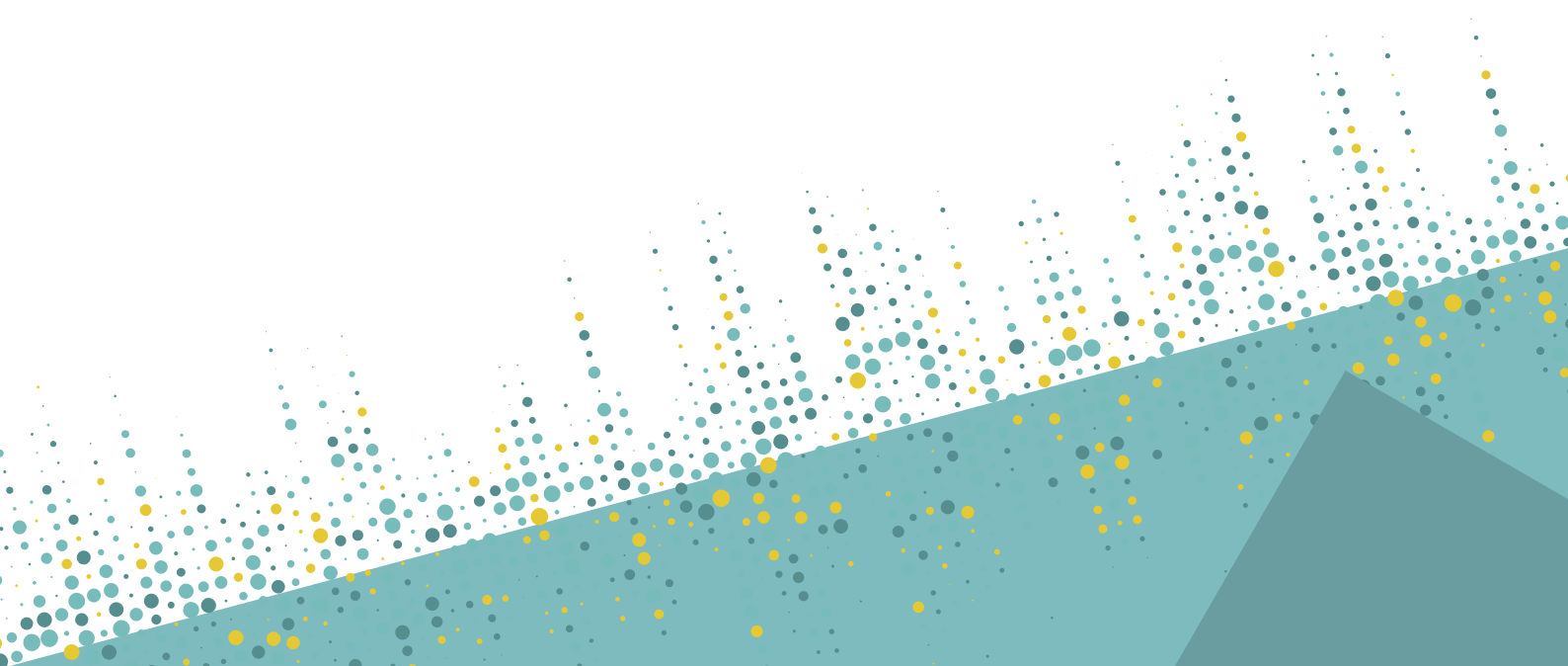
**FRESH PRODUCE**

**JOURNAL**

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

# MEDIA KIT 2023

**[fpj.co.uk](http://fpj.co.uk)**



# 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](https://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.

# EDITORIAL PROGRAMME

JANUARY - JUNE

## ISSUE ONE

### FRUIT LOGISTICA SPECIAL

#### Special Features:

Fruit Logistica preview  
Citrus: marketing, branding, production  
Spain  
Netherlands  
UK exports  
Veganuary  
Careers/next generation  
Poland  
Wholesale Histories  
Category Insight: tropical fruit

#### Event Distribution

Fruit Logistica

Booking Deadline: January

Publication Date: February

## ISSUE THREE

### BELGIUM SPECIAL

#### Special Features:

Belgium: production, technology, sustainability  
Retailer-supplier relationships  
Sorting and grading  
Italy  
The future of UK production  
Harvesting and packhouse tech  
Leafy salads  
Kiwifruit  
Wholesale Histories  
Category Insight: potatoes

Booking Deadline: March

Publication Date: April

## ISSUE FIVE

### FESTIVAL OF FRESH SPECIAL

#### Special Features:

Festival of Fresh preview  
Berries: marketing, branding, production  
Mangoes  
Melons  
IT  
Middle East  
Herbs  
Sweetcorn  
Wholesale Histories  
Category Insight: stonefruit

#### Event Distribution

Festival of Fresh

Booking Deadline: May

Publication Date: June

## ISSUE TWO

### SOUTH AFRICA SPECIAL

#### Special Features:

South Africa: production, sustainability, R&D  
North Africa  
Grapes  
France  
New Zealand & Australia  
Logistics  
Jersey Royals  
Fairtrade  
Varietal development  
Crop protection  
Category Insight: bananas

#### Event Distribution

Global Grape Congress

Booking Deadline: February

Publication Date: March

## ISSUE FOUR

### AVOCADO SPECIAL

#### Special Features:

Avocados: marketing, branding, production  
City Food Lecture preview  
Product innovation  
Tomatoes  
Fresh produce start-ups  
Spain  
Food to go  
Agri-research  
British asparagus  
Category Insight: brassicas

#### Event Distribution

City Food Lecture  
Global Tomato Congress

Booking Deadline: April

Publication Date: May

### 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.

#### Wholesale Histories

Every other issue, FPJ salutes the enduring success of Britain's wholesale markets by profiling leading UK traders, plotting their rich history, and hearing how they are rising to the challenges of the day.

#### Fresh Perspectives

In this series of hard-hitting comment pieces, expert voices from the world of fresh produce give us their take on the burning issues facing the industry.

# 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 2023/24 and all Fruitnet events

Booking Deadline: July

Publication Date: July

## ISSUE EIGHT

### SUSTAINABILITY SPECIAL

#### Special Features:

Sustainability in production

Sustainable packaging

Organics

Mushrooms

Asia

Frozen produce

Recruitment and training

Greece & Cyprus

Prepared produce

Category Insight: root vegetables

#### Event Distribution

National Fruit Show

Booking Deadline: September

Publication Date: October

## 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 2023/24 and all Fruitnet events

Booking Deadline: December

Publication Date: December

## ISSUE SEVEN

### SPAIN SPECIAL

#### Special Features:

Spain: production, sustainability, innovation

Apples and pears

Potatoes

Fruit Attraction preview

Ireland

Turkey

Ports

Pumpkins & squash

Wholesale Histories

Category Insight: salad vegetables

#### Event Distribution

Fruit Attraction

Booking Deadline: August

Publication Date: September

## ISSUE NINE

### POTATO SPECIAL

#### Special Features:

Potatoes: marketing, branding, production

Sweet potatoes

Netherlands

Berries

Marketing and PR

South Africa

Latin America

US

Nuts and dried fruit

Wholesale Histories

Category Insight: leafy salads

#### Event Distribution

Global Berry Congress

BP2023

Booking Deadline: November

Publication Date: November

### 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.

#### Wholesale Histories

Every other issue, FPJ salutes the enduring success of Britain's wholesale markets by profiling leading UK traders, plotting their rich history, and hearing how they are rising to the challenges of the day.

#### Fresh Perspectives

In this series of hard-hitting comment pieces, expert voices from the world of fresh produce give us their take on the burning issues facing the industry.

# 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, The Global Produce & Floral Show, Medfel, GreenTech** and all **Fruitnet Media International** events.



### FRESH FOCUS GRAPE

Fresh Focus Grape will offer insight, ideas and inspiration for companies that want to grow their business in the table grape category.

**Publication date:** March 2023  
**Extra distribution:** Global Grape Congress (digital)



### 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:** April 2023  
**Extra distribution:** World Avocado Congress



### 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:** May 2023  
**Extra distribution:** Macfrut



### FRESH FOCUS TOMATO

Published in time for Fruitnet's Global Tomato Congress, we take a look at the most innovative companies and the latest trends in the tomato sector.

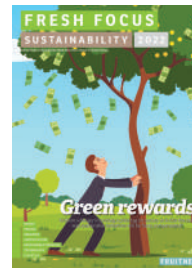
**Publication date:** May 2023  
**Extra distribution:** Global Tomato Congress



### FRESH FOCUS PACKAGING & TECHNOLOGY

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

**Publication date:** June 2023  
**Extra distribution:** GreenTech, Interpack



### 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:** July/August 2023  
**Extra distribution:** Fruit Attraction



### FRESH FOCUS APPLE & PEAR

To mark the start of Europe's new apple and pear season, we take a close look at the latest production and market trends in what remains one of the industry's most important categories.

**Publication date:** July/August 2023  
**Extra distribution:** Prognosfruit



### FRESH FOCUS TROPICALS

Fresh Focus Tropicals brings together stories and interviews from one of the most exciting and innovative parts of the fresh produce business.

**Publication date:** September 2023  
**Extra distribution:** Global Tropicals Congress



### FRESH FOCUS NORTH AMERICA

North America remains a hugely important market for imported fresh fruit and vegetables. Our special publication looks at some of its leading overseas suppliers.

**Publication date:** October 2023  
**Extra distribution:** Global Produce & Floral Show



### FRESH FOCUS BERRY

Published alongside Fruitnet's Global Berry Congress, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

**Publication date:** November/December 2023  
**Extra distribution:** Global Berry Congress

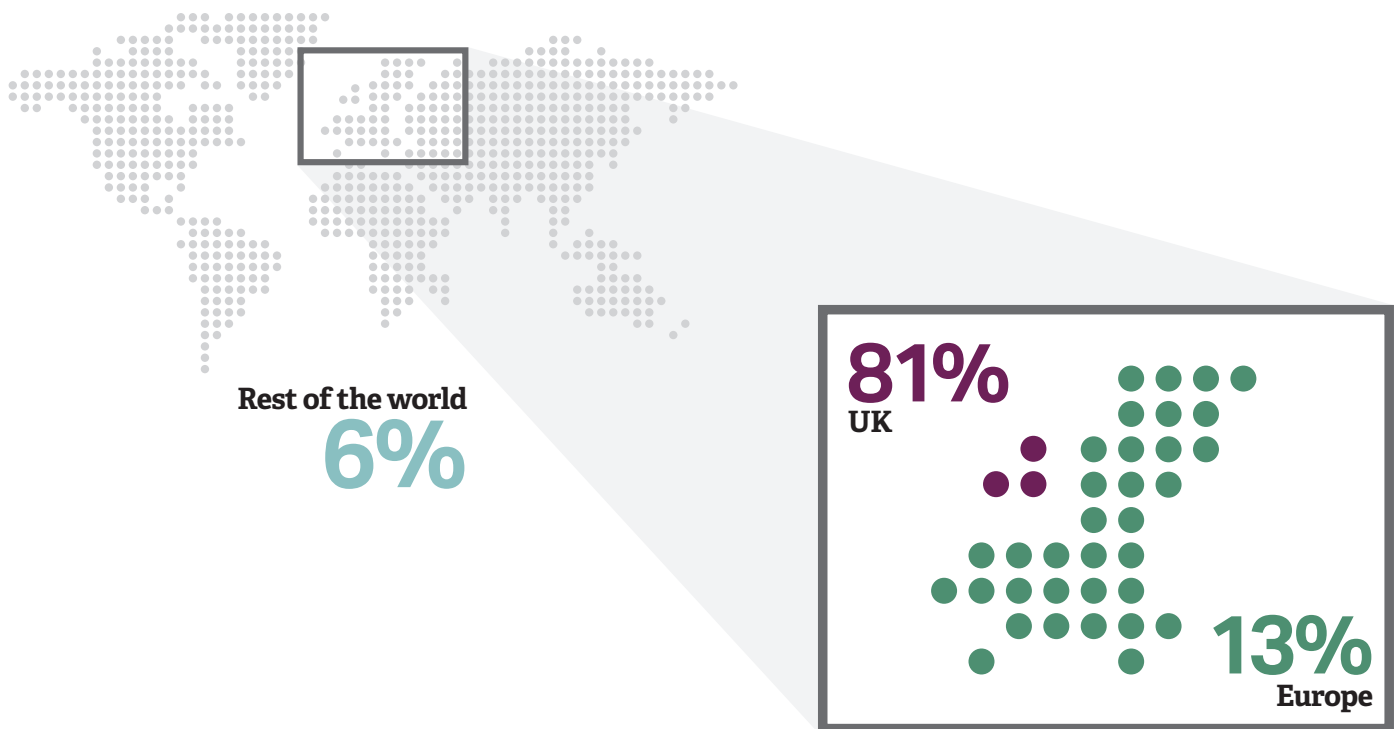
# READERSHIP

## Global coverage

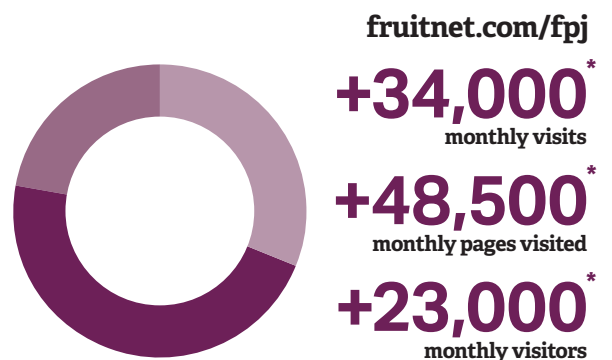
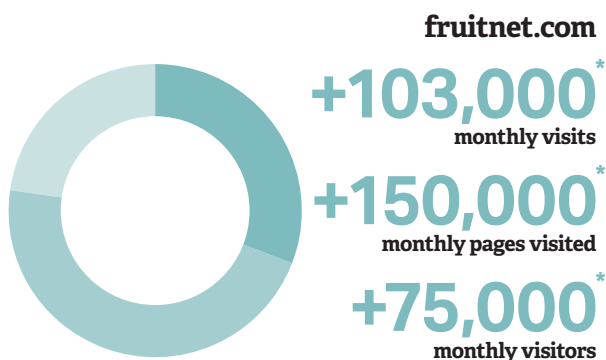
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, ASIAFRUIT CHINA, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## Print readership data



## Online readership data



\*Online data based on 2021 figures. Statistics based on Google Analytics

# MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

## Premium positions

Back cover  
**£2,300**

Inside front cover  
**£2,200**

Inside back cover  
**£1,980**

Front section  
**£1,900**

## 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 **£1,600**



210mm x 297mm +3mm bleed

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

## Front cover strip **£1,045**



201mm x 43mm

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

## Double-page spread **£2,850**



420mm x 297mm +3mm bleed

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

## Half-page spread **£2,150**



420mm x 144mm +3mm bleed

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

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2023 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2023 or earlier:
  - Saved as JPG, TIFF or EPS (CMYK only)
  - Minimum 300 DPI

## How to send your artwork

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



Horizontal advert - 171mm x 127mm

Horizontal bleeding advert - 210mm x 143mm +3mm bleed  
logos and text should be at least 8mm from the edge of page



Vertical advert - 71mm x 256mm

Vertical bleeding advert - 88mm x 297mm +3mm bleed  
logos and text should be at least 8mm from the edge of page

Only landscape design available on digital version

## Third page **£1,040**



Horizontal advert - 171mm x 83mm

Horizontal bleeding advert - 210mm x 99mm  
logos and text should be at least 8mm from the edge of page



Vertical advert - 46mm x 256mm

Vertical bleeding advert - 63mm x 297mm  
logos and text should be at least 8mm from the edge of page

Only landscape design available on digital version

## Quarter page **£869**



Horizontal advert - 171mm x 61mm

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



Vertical advert - 71mm x 127mm

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

Only landscape design available on digital version

# CREATIVE MARKETING

## Bound-in bookmark £4,000



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

## Belly wrap

Standard: £4,400 Creative: £4,950



Your advert displays as a digital bellywrap.

## Bound-in card £4,600

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



Your advert displays as two consecutive full-page adverts.

## Fold-out cover £4,500

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

## Advertorials

### Full Page £1,700



Maximum 400 words and 2 images plus 1 logo

### Double-Page Spread Advertorial £2,290



Maximum 800 words and 4 images plus 1 logo

## Magazine insert £1,750



# ONLINE ADVERTISING

## fpj.co.uk – Banner Options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 x 130	370 x 140	£480	£1,850
2 Central Banner	JPG · PNG · GIF	1180 x 130	370 x 140	£250	£950
3 Large Side Banner	JPG · PNG · GIF	375 x 440	375 x 440	£210	£750
4 Small Side Banner	JPG · PNG · GIF	375 x 225	375 x 225	£160	£600
4 Video Banner	LINK	375 x 225	375 x 225	£350	£1,300
● Website Take Over				Starting from £750/week	
● Advertorial				Up to 500 words - £1,600	

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



## FPJ News Service – Free Email Service

	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Central Banner	JPG · PNG · GIF	600 x 200	600 x 200	£350	£1,300
1. Premium: position of the banner 1-5				£250	£900
5. Standard: position 5-20				One off charge	
● Advertorial (published in newsletter and website)				£1,600	
● Appears once in Newsletter (up to 500 words)					

 **+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

### CORPORATE PRICES UPON REQUEST

All the benefits of print and digital

Bespoke packages for your team or company

Volume discounts for 3+ subscribers

Personalised account management



Eurofruit app is available for download, try it for free now!



For information about how to subscribe, please contact:  
[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com) | +44 20 7501 0311

[fruitnet.com/subscribe](http://fruitnet.com/subscribe)



All delivery costs included in your subscription. Digital Subscriptions includes access on 3 devices only.

# FRUITNET LIVE EVENTS 2023

INCREASE  
VISIBILITY  
AND BRAND  
AWARENESS

2023



GLOBAL GRAPE  
CONGRESS

28 MARCH  
DIGITAL



FRESH PRODUCE  
INDIA

3-5 MAY  
DIGITAL



EUROPEAN  
SUSTAINABILITY FORUM

9-10 MAY  
DÜSSELDORF



GLOBAL TOMATO  
CONGRESS

16 MAY  
ROTTERDAM



DIGITAL SUPPLY CHAIN  
FORUM

1 JUNE  
DIGITAL



FESTIVAL  
OF FRESH  
23

21 JUNE  
CAMBRIDGESHIRE



ASIA FRUIT  
CONGRESS  
亚洲水果国际果蔬大会

6-8 SEPTEMBER  
HONG KONG



DEUTSCHER  
OBST & GEMÜSE  
KONGRESS

19-20 SEPTEMBER  
DÜSSELDORF



GLOBAL TROPICALS  
CONGRESS

14 SEPTEMBER  
THE HAGUE



GLOBAL BERRY  
CONGRESS

28 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.

Official Cooperation Partner

For more information contact events team:  
+44 20 7501 3720 | [events@fruitnet.com](mailto:events@fruitnet.com)



# 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

## 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





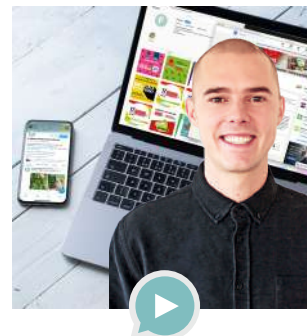
VIDEO BROADCASTS

## FRUITNET 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

**Support the best new quality online content from Fruitnet**  
Contact our team: [advertising@fruitnet.com](mailto:advertising@fruitnet.com) | +44 20 7501 0309



# CONTACTS

## Editorial



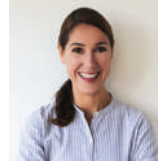
**Fred Searle**  
EDITOR  
+44 20 7501 0301  
fred@fruitnet.com  
@fredfruitnet



**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



**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



**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

## 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  
fredmeintjes@gmail.com

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

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