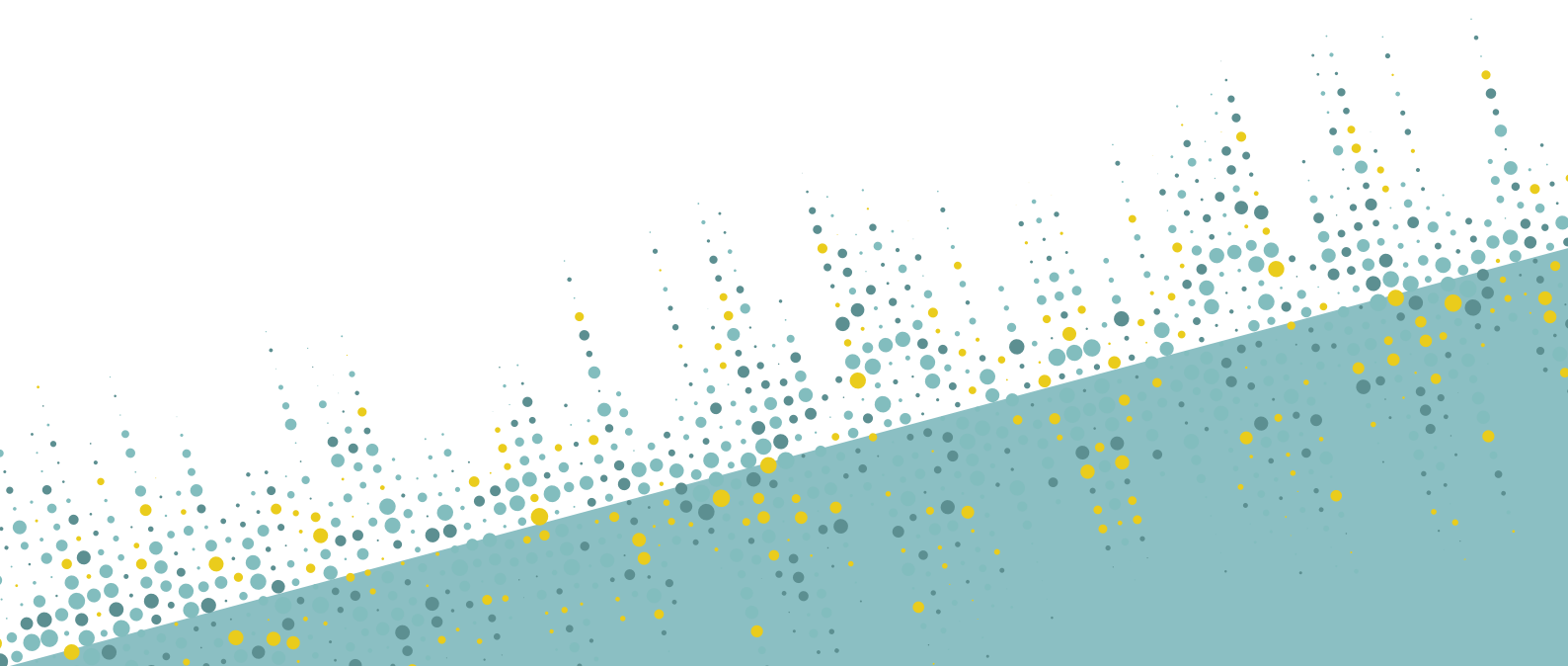


FRESH PRODUCE JOURNAL

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

MEDIA KIT 2024

fpj.co.uk



FRESH PRODUCE JOURNAL

PUBLICATIONS

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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 via a mobile app, built by the same developers as The Economist. The app gives 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 Fresh Perspectives, we are introducing two new regular sections in 2024: The FPJ View and Profiles in Produce (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 fruitnet.com/fresh-produce-journal



More from Fresh Produce Journal



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.



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.

FRESH PRODUCE

JOURNAL

EDITORIAL PROGRAMME

CONTACT

editorial@fpj.co.uk

JANUARY - JUNE

ISSUE ONE

FRUIT LOGISTICA SPECIAL

Special Features

Fruit Logistica preview
Special focus on: citrus
Bananas
Spain
Poland
Veganuary
UK exports
Retail-supplier relationships
Crop protection
Category Insight: tropical fruit

Event Distribution

Fruit Logistica

Booking Deadline: 12 January

Publication Date: 30 January

ISSUE THREE

PACKAGING & TECH SPECIAL

Special Features

Farm technology
Post-harvest technology
Innovation in packaging
Robotics
Sorting and grading
The future of UK production
France
Italy
Leafy salads
Kiwifruit
Category Insight: bananas

Booking Deadline: 13 March

Publication Date: 2 April

ISSUE FIVE

FESTIVAL OF FRESH SPECIAL

Special Features

Festival of Fresh preview
Special focus on: berries
Cherries
Salad vegetables
Mangoes
Vertical farming
Foodservice
Middle East
Herbs
Category Insight: brassicas

Event Distribution

Festival of Fresh

Booking Deadline: 15 May

Publication Date: 31 May

ISSUE TWO

AVOCADO SPECIAL

Special Features

Special focus on: avocados
City Food & Drink Lecture preview
Netherlands
South Africa
Jersey Royals
New Zealand & Australia
Logistics
Careers/next gen
Fairtrade
Category Insight: stonefruit

Event Distribution

City Food & Drink Lecture

Booking Deadline: 16 February

Publication Date: 5 March

ISSUE FOUR

TOMATO SPECIAL

Special Features

Special focus on: tomatoes
NPD
British asparagus
Spain
North Africa
Melons
Start-ups
Prepared produce
Agri-research
Category Insight: greenhouse vegetables

Event Distribution

Global Tomato Congress

Booking Deadline: 12 April

Publication Date: 29 April

REGULAR SECTIONS

The Big Interview

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

Fresh Faces

In this light-hearted interview series, we talk to a fascinating personality from the world of fresh produce to see what makes them tick.

The FPJ View

We take a major industry story and offer our own expert analysis on the topic.

Fresh Perspectives

Expert voices from the fresh produce trade give us their take on the burning issues facing the sector.

Profiles in Produce

We reflect on the journey so far and the challenges ahead for some of Britain's most dynamic and influential fruit and vegetable businesses.

EDITORIAL PROGRAMME

CONTACT

editorial@fpj.co.uk

JULY - DECEMBER

ISSUE SIX

FPJ 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 2024/25 and all Fruitnet events

Booking Deadline: 5 July

Publication Date: 23 July

ISSUE EIGHT

SPAIN SPECIAL

Special Features

Special focus on: Spain
Fruit Attraction preview
Mushrooms
Machinery
Recruitment and training
Latin America
Belgium
Asia
Grapes
Greece & Cyprus
Category Insight: potatoes

Event Distribution

Fruit Attraction
Global Citrus Congress

Booking Deadline: 6 September

Publication Date: 24 September

ISSUE TEN

FPJ BIG 50 COMPANIES

Who are the biggest and best fresh produce businesses 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 2024/25 and all Fruitnet events

Booking Deadline: 3 December

Publication Date: 19 December

ISSUE SEVEN

SUSTAINABILITY SPECIAL

Special Features

Sustainability in production
Sustainable packaging
Potatoes
Marketing & PR
Wales, Scotland and Ireland
Turkey
Ports
Pumpkins & squash
Sweetcorn
Nuts and dried fruit
Category Insight: root vegetables

Booking Deadline: 9 August

Publication Date: 28 August

ISSUE NINE

APPLE & PEAR SPECIAL

Special Features

Special focus on: apples and pears
NCGM 50th anniversary special
Citrus
Potatoes
Sweet potatoes
Netherlands
Berries
South Africa
Frozen produce
Category Insight: leafy salads

Event Distribution

National Fruit Show

Booking Deadline: 11 October

Publication Date: 29 October

REGULAR SECTIONS

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FRESH PRODUCE

JOURNAL

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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



FRESH PRODUCE

JOURNAL

MAGAZINE ADVERTISING

CONTACT

advertising@fpj.co.uk

HOW TO SUPPLY YOUR ARTWORK

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2024 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2024 or earlier:
 - Saved as JPG, TIFF or EPS (**CMYK only**)
 - Minimum 300 DPI

How to send artwork:

- » To design@fruitnet.com (max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com) (larger files)

Full page £1,600



— 210mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

Digital Edition



Front cover strip £1,045



— 201mm x 43mm
Logos and text must be at least 8mm from edge of page

Digital Edition



Double-page spread £2,850



— 420mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

Digital Edition



Half-page spread £2,150



— 420mm x 144mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

Digital Edition



Half page £1,210



Horizontal
— 171mm x 127mm

Horizontal with bleed
— 210mm x 143mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page



Vertical
— 71mm x 256mm

Vertical with bleed
— 88mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

Digital Edition

Landscape only



Third page £1,040



Horizontal
— 171mm x 83mm

Horizontal with bleed
— 210mm x 99mm

Logos and text must be at least 8mm from edge of page



Vertical
— 46mm x 256mm

Vertical with bleed
— 63mm x 297mm

Logos and text must be at least 8mm from edge of page

Digital Edition

Landscape only



Quarter page £869



Horizontal
— 171mm x 61mm

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Vertical
— 71mm x 127mm

Logos and text must be at least 8mm from edge of page

Digital Edition

Landscape only



FRESH PRODUCE

JOURNAL

CREATIVE MARKETING

CONTACT

advertising@fpj.co.uk

Bound-in bookmark £4,000



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

Belly wrap

Standard: **£4,400** Creative: **£4,950**



Digital Edition
Your advert displays as a digital bellywrap.

Bound-in card £4,600

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



Digital Edition
Your advert displays as two consecutive full-page adverts.

Fold-out cover £4,500

3 PAGES OF ADVERTISEMENT



Digital Edition
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

FRESH PRODUCE JOURNAL

ONLINE ADVERTISING

CONTACT

advertising@fpj.co.uk

Banner options for fpj.co.uk

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE	WEEKLY	MONTHLY
❶ Super Banner	JPG · PNG · GIF	1180 x 130	370 x 140	£480	£1,850
❷ Central Banner	JPG · PNG · GIF	1180 x 130	370 x 140	£250	£950
❸ Large Side Banner	JPG · PNG · GIF	375 x 440	375 x 440	£210	£750
❹ Small Side Banner	JPG · PNG · GIF	375 x 225	375 x 225	£160	£600
❹ 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				



Banner options for FPJ News Service (free email)

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE	WEEKLY	MONTHLY
❶ 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					
● Advertorial (published in newsletter and website)	One off charge				
Appears once in Newsletter (up to 500 words)	£1,600				



FRESH PRODUCE

JOURNAL

RATE CARD

CONTACT

advertising@fpj.co.uk

MAGAZINE DISPLAY		RATE (£)	FRUITNET.COM		RATE (£)	WEEK	MONTH
Full page		1,600	Super banner			480	2,200
Full page in first third		1,900	Central banner			250	1,800
Front cover strip		1,045	Large side banner			210	1,600
Half page		1,210	Small side banner			160	800
Third page		1,040	News sponsor			400	1,600
Quarter page		869					
			EMAIL NEWSLETTER				
Half page spread		2,150	Standard banner			350	1,300
Double page spread		2,850	Premium banner			250	900
			SPECIAL FORMATS				
Inside back cover		1,980	Video banner			350	1,300
Inside front cover		2,200	Fruitbox podcast sponsor				2,700
Back cover		2,300	Video episode sponsor				4,300
			Fruitnet Presents video feature				4,500
			Microsite with bespoke content				8,600
PRINT MARKETING			DISCOUNTS		%	AGENCY COMMISSION	
Magazine insert		1,750	2+		5	UK agency	10
Full page advertorial		1,700	4+		10	Other agency	15
DPS advertorial		2,290	7+		15		
Belly wrap	standard	4,400	10+		20		
	creative	4,950	15+		25		
Bound-in bookmark	from	4,000					
Bound-in card	from	4,600					
Fold-out cover	from	4,500					
DIGITAL EDITION ONLY							
Top banner		2,250					
Video content		2,500					
500-word advertorial		1,600					
Floating banner on all pages 320x50		4,000					

Display advertisements will appear in print and digital editions.

FRUITNET

EVENTS

CONTACT

events@fruitnet.com

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.



FRESH PRODUCE INDIA
21-22 MARCH 2024 · MUMBAI
freshproduceindia.com



FRUITNET AVOCADO CONGRESS
DATE & VENUE TBC
avocadocongress.com



GLOBAL TOMATO CONGRESS
14-15 MAY 2024 · THE HAGUE
globaltomatocongress.com



ASIAFRUIT CONGRESS
4-6 SEPTEMBER 2024 · HONG KONG
asiafruitcongress.com



EUROPEAN SUSTAINABILITY FORUM
11-12 JUNE 2024 · BONN



DEUTSCHE OBST & GEMÜSE KONGRESS
23-24 SEPTEMBER 2024 · DÜSSELDORF
dogkongress.de



FESTIVAL OF FRESH
13 JUNE 2024 · EVESHAM, UK
fruitnet.com/festivaloffresh



FRUITNET CITRUS CONGRESS
NOVEMBER 2024 · SPAIN
citruscongress.com



FRUITNET GRAPE CONGRESS
4 JULY 2024 · BARI
grapecongress.com

OFFICIAL COOPERATION PARTNER

**FRUIT
LOGISTICA**

FRUIT LOGISTICA
7-9 FEBRUARY 2024 · BERLIN

**ASIA FRUIT
LOGISTICA**

ASIA FRUIT LOGISTICA
4-6 SEPTEMBER 2024 · HONG KONG



FRESH PRODUCE

JOURNAL

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12 months £125 / 6 months £65

Ten print editions of *Fresh Produce Journal*, plus seven *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fresh Produce Journal email newsletter

DIGITAL

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Digital editions to download on day of publication

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Fresh Produce Journal email newsletter

CORPORATE

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FRESH PRODUCE

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