

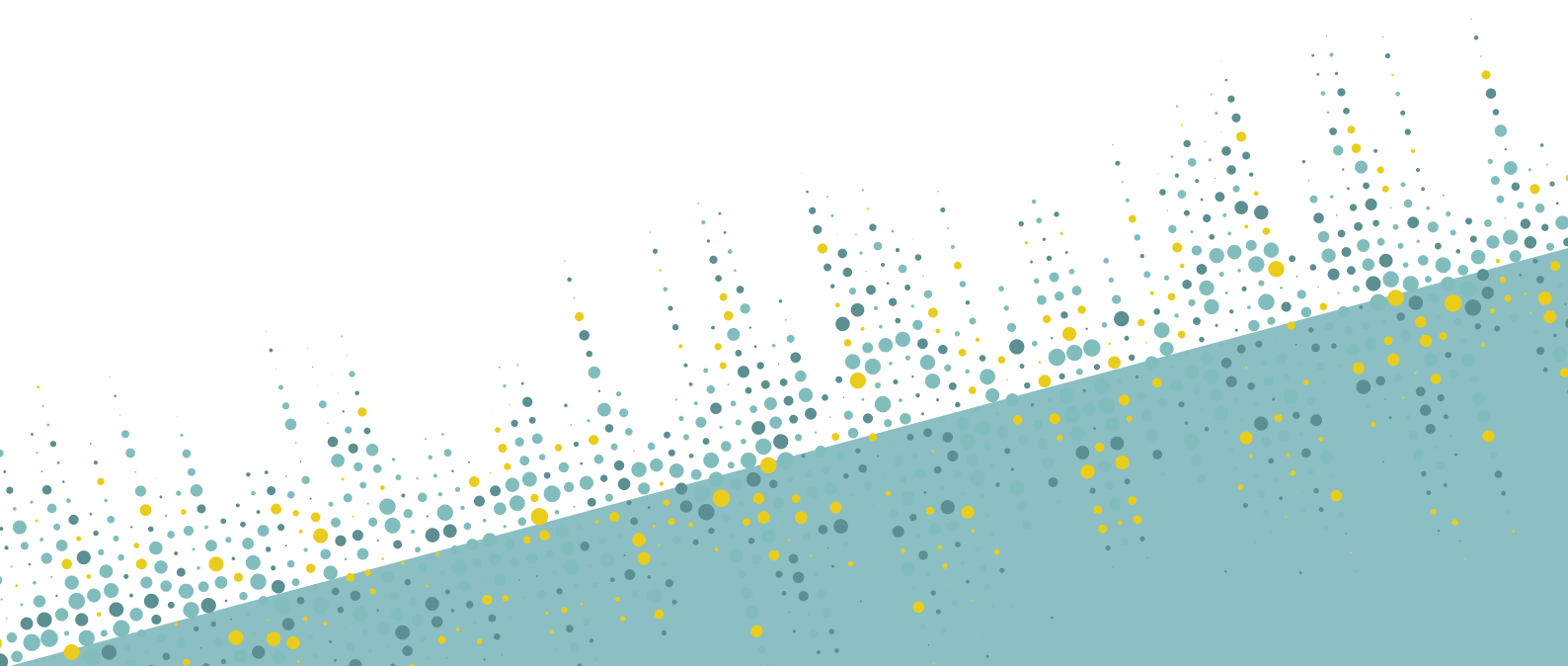
**FRESH PRODUCE**

**JOURNAL**

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

# MEDIA KIT 2024

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



# FRESH PRODUCE

## JOURNAL

# PUBLICATIONS

CONTACT

editorial@fpj.co.uk

## 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](https://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.

# FRESH PRODUCE

## JOURNAL

# 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: 3 July

Publication Date: 19 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: 7 August

Publication Date: 23 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

### 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.

**FRESH PRODUCE**

**JOURNAL**

# READERSHIP

**CONTACT**

editorial@fpj.co.uk

## 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**

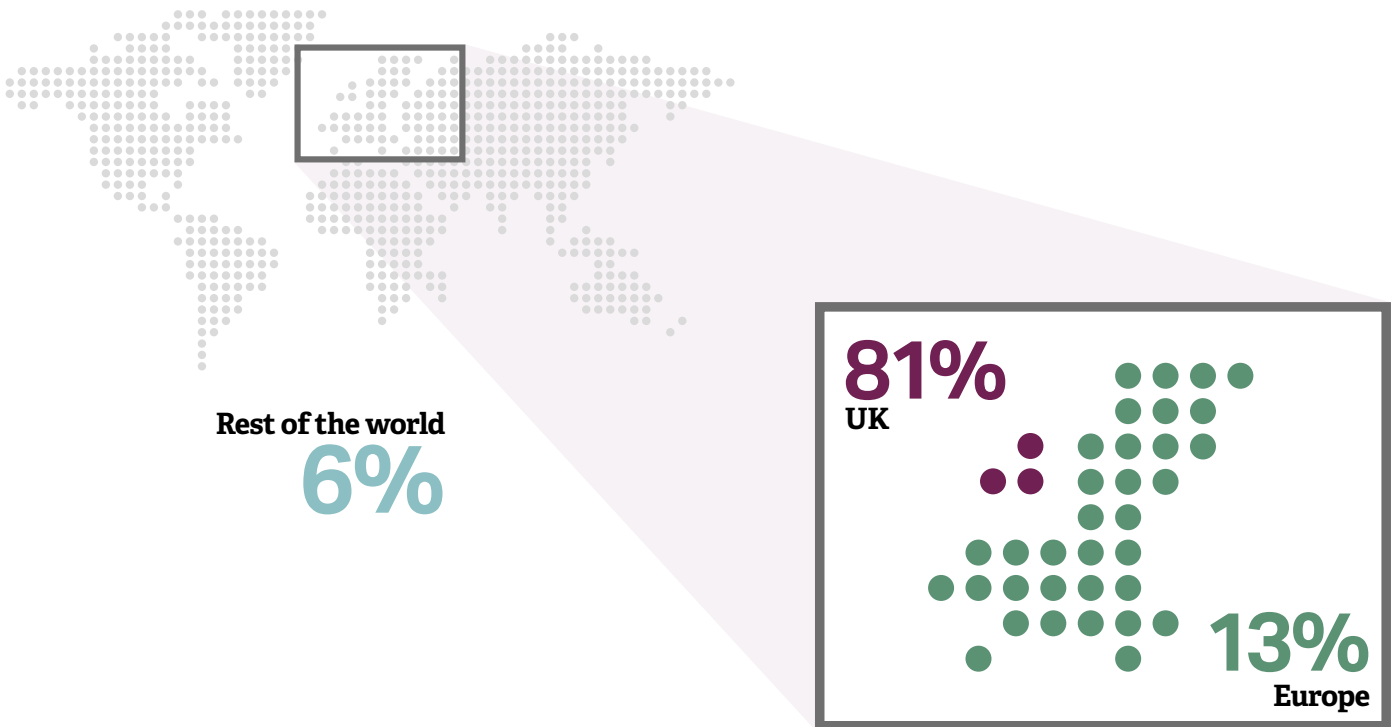
Britain's favourite fresh produce magazine since 1895



**15,000**

Fresh Produce Journal  
Average readers per issue

## Print readership data



## Online readership data

**75,000+** digital readers  
**397,000+** monthly engagements

fruitnet.com

**23,000+** monthly visitors

fruitnet.com/fpj

# 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](mailto: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

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



**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

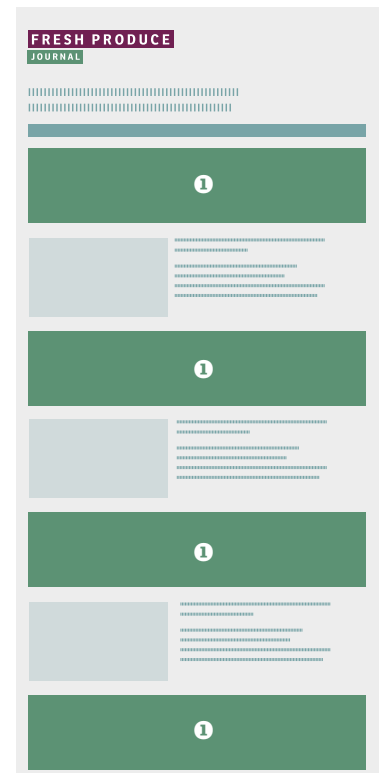
## Banner options for fpj.co.uk

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE	WEEKLY	MONTHLY
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	



## Banner options for FPJ News Service (free email)

	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 £1,600	
● Advertorial (published in newsletter and website) Appears once in Newsletter (up to 500 words)					





# FRESH PRODUCE

## JOURNAL

# RATE CARD

### CONTACT

advertising@fpj.co.uk

<b>MAGAZINE DISPLAY</b>	<b>RATE (£)</b>	<b>FRUITNET.COM</b>	<b>RATE (£)</b>	<b>WEEK</b>	<b>MONTH</b>
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				
		<b>EMAIL NEWSLETTER</b>			
Half page spread	2,150	Standard banner	350	1,300	
Double page spread	2,850	Premium banner	250	900	
		<b>SPECIAL FORMATS</b>			
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	
<b>PRINT MARKETING</b>		<b>DISCOUNTS</b>	<b>%</b>	<b>AGENCY COMMISSION</b>	<b>%</b>
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 creative 4,950	10+	20		
Bound-in bookmark	from 4,000	15+	25		
Bound-in card	from 4,600				
Fold-out cover	from 4,500				
<b>DIGITAL EDITION ONLY</b>					
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](mailto: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](http://freshproduceindia.com)



**FRUITNET GRAPE CONGRESS**  
4 JULY 2024 · BARI  
[grapecongress.com](http://grapecongress.com)



**GLOBAL TOMATO CONGRESS**  
14-15 MAY 2024 · THE HAGUE  
[globaltomatocongress.com](http://globaltomatocongress.com)



**ASIAFRUIT CONGRESS**  
4-6 SEPTEMBER 2024 · HONG KONG  
[asiafruitcongress.com](http://asiafruitcongress.com)



**EUROPEAN SUSTAINABILITY FORUM**  
11-12 JUNE 2024 · BONN



**DEUTSCHER OBST & GEMÜSE KONGRESS**  
23-24 SEPTEMBER 2024 · DÜSSELDORF  
[dogkongress.de](http://dogkongress.de)



**FESTIVAL OF FRESH**  
13 JUNE 2024 · EVESHAM, UK  
[fruitnet.com/festivaloffresh](http://fruitnet.com/festivaloffresh)



**FRUITNET CITRUS CONGRESS**  
5-6 NOVEMBER 2024 · VALENCIA  
[citruscongress.com](http://citruscongress.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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## **PRINT & DIGITAL**

**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

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*Fresh Produce Journal* email newsletter

## **CORPORATE**

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# FRESH PRODUCE

## JOURNAL

# CONTACT US

## EDITORIAL



**FRED SEARLE**  
EDITOR  
fred@fruitnet.com  
+44 20 7501 0301  
[in](#) fredfruitnet



**LUISA CHESHIRE**  
SENIOR REPORTER  
luisa@fruitnet.com  
+44 20 7501 3729  
[in](#) luisafruitnet



**MICHAEL BARKER**  
CONTRIBUTING EDITOR  
michael@fpj.co.uk  
+44 20 7501 3702  
[in](#) michaelbarker



**MIKE KNOWLES**  
MANAGING DIRECTOR  
michael@fruitnet.com  
+44 20 7501 3702  
[in](#) mikefruitnet



**MAURA MAXWELL**  
MANAGING EDITOR  
maura@fruitnet.com  
+44 20 7501 3706  
[in](#) maurafruitnet



**CARL COLLEN**  
ASSOCIATE EDITOR  
carl@fruitnet.com  
+44 20 7501 3703



**TOM JOYCE**  
SENIOR REPORTER  
tom@fruitnet.com  
+44 20 7501 3704  
[in](#) tomfruitnet

## ADVERTISING



**GULAY CETIN**  
ADVERTISING MANAGER  
gulay@fpj.co.uk  
+44 7960 875 762



**LUCY KYRIACOS**  
ACCOUNT EXECUTIVE  
lucy@fpj.co.uk  
+44 20 7501 0308

## AGENTS

**CRISTINA DELOF**  
MOROCCO, FRANCE & TUNISIA  
cristina@fruitnet.com  
+34 93 000 57 54

## GIORDANO GIARDI

ITALY  
giordano@fruitnet.com  
+39 059 786 3839

## JEFF LONG

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

## FRED MEINTJES

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

## KATE RICHES

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

## MANAGEMENT



**CHRIS WHITE**  
MD, FRUITNET  
chris@fruitnet.com  
+44 20 7501 3710  
[in](#) chrisfruitnet



**ULRIKE NIGGEMANN**  
COMMERCIAL DIRECTOR  
un@fructhandel.de  
+49 211 99 10 425

## DESIGN & PRODUCTION

**SIMON SPRECKLEY**  
DESIGN MANAGER  
simon@fruitnet.com  
+44 20 7501 3713

## EVENTS & MARKETING

**LAURA MARTIN NUNEZ**  
HEAD OF EVENTS & MARKETING  
laura@fruitnet.com  
+44 20 7501 3720

## ACCOUNTS

**TRACEY HAINES**  
ACCOUNTS RECEIVABLE  
tracey@fruitnet.com  
+44 20 7501 3717

## SUBSCRIPTIONS

**CONTACT**  
subscriptions@fruitnet.com  
+44 20 7501 0311