

# The **FRESH IDEAS SHOW**

The Fresh Ideas Show is part of the  
Fruitnet Podcast Network.

#freshideas



## CONNECT WITH A GLOBAL FRESH PRODUCE AUDIENCE

Every episode of The Fresh Ideas Show dives deep into the trends, technologies, and game-changing strategies that will shape the future of fresh produce. With a global audience of business leaders, retailers, suppliers, and marketers, Fruitnet's new video podcast is a brilliant opportunity for your brand to be seen and heard.

### WHY SPONSOR THE FRESH IDEAS SHOW?

**Targeted message** Connect with decision-makers in the fresh produce business.

**Great company** Align your business with smart, forward-looking conversations.

**Authentic voices** Adverts delivered by our presenters build trust and credibility.

**Multi-channel reach** Benefit from promotion via newsletters and social media.

**Industry support** Help to maintain a vital media platform for the produce business.

### WHO'S LISTENING?

- Retail buyers and category managers
- Packers and post-harvest specialists
- Importers, exporters, wholesalers
- Marketing and branding experts
- Growers and input suppliers
- Logistics operators
- Technology providers
- Industry analysts and policymakers

### FRESH THINKING, SPONSORED BY YOU

Position your brand at the centre of the fresh produce industry's most important discussions. Whether it's a product launch, a thought leadership campaign, or brand positioning, sponsorship of The Fresh Ideas Show delivers fresh results.

### LET'S TALK

Partner with us and make your brand part of the conversation.

[podcasts@fruitnet.com](mailto:podcasts@fruitnet.com) | [fruitnet.com/freshideas](http://fruitnet.com/freshideas)

**TITLE SPONSORSHIP**

**BENEFITS**

- Logo on podcast cover art
- Logo in opening and closing credits
- Brand mention by presenter at start of episode (max 30 sec)
- Brand mention in show notes and on website episode page
- Brand mention in newsletter and social media posts
- Video content or interview in sponsored or future episode

EPISODES	12	€25,000
	6	€15,000
	3	€9,000
	1	€5,000

**BRAND SPONSORSHIP**

**BENEFITS**

- Brand mention by presenter during episode (max 15 sec)
- Brand mention in show notes and on website episode page

EPISODES	12	€12,000
	6	€7,000
	3	€4,000
	1	€3,000

**VIDEO ADVERTISING**

**BENEFITS**

- Present your brand message your way
- Video content shown during episode (max 30 sec)
- Enhanced brand visibility

EPISODES	12	€10,000
	6	€7,000
	3	€4,500
	1	€1,500

**FOR MORE INFORMATION**

CONTACT: [advertising@fruitnet.com](mailto:advertising@fruitnet.com)