

FRESH PRODUCE

JOURNAL

BRITAIN'S FAVOURITE FRESH PRODUCE MAGAZINE SINCE 1895

**MEDIA
KIT 2020**

fpj.co.uk

FRUITNET

Part of Fruitnet Media International
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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 both in print, online, and from January 2020 via a new mobile app, built by the same developers as The Economist. The app delivers the pick of the daily news, analysis, opinion and multimedia direct to your smartphone.

The FPJ is also evolving its print edition in 2020. Bigger, better issues are posted to subscribers 10 times a year, as well as being distributed at major industry events. These new special issues feature more in-depth category reports, better market data, big interviews, more special features, in-depth company profiles, 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 the leading 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.

FPJ Live & Awards

FPJ Live is the leading fresh produce congress for the UK market. Promising a fast-paced mix of interviews, debate, multimedia and networking, it attracts over 200 senior industry professionals. The FPJ Live Awards, presented the night before, are voted for entirely by FPJ readers, covering a wide range of categories.



PUBLICATIONS

Fruitnet Specials*

*All FRUITNET specials are distributed and available at: Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA, WOP Dubai and all Fruitnet Media International events.



FRESH FOCUS CHERRY

What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.

Publication date:
January 2020



WOMEN IN PRODUCE

Fruitnet Media International highlights some of the excellent empowerment projects taking place at every level of the sector and interviews women blazing a trail through the industry.

Publication date:
February 2020



FRESH FOCUS SUSTAINABILITY

With sustainability now influencing decisions at every stage of the supply chain, we take a look at some of the ground breaking initiatives in the global produce industry.

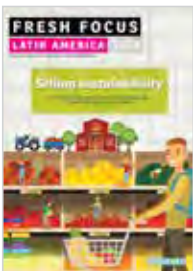
Publication date:
April 2020



FRESH FOCUS ITALY

Discover what the very best of Italy's fruit and vegetable industry are doing to improve and expand their business in annual publication Fresh Focus Italy.

Publication date:
May 2020



FRESH FOCUS LATIN AMERICA

Our flagship annual Fresh Focus Latin America special provides essential analysis of the region's thriving fruit and vegetable export business.

Publication date:
June 2020



FRESH FOCUS AVOCADO

Bringing you in-depth coverage on new and established production regions and markets, plus the latest innovations in breeding, ripening, packing and transportation.

Publication date:
July 2020



FRESH FOCUS TECH

Fruitnet Media International's annual Fresh Focus Tech special keeps track of technological innovation and ideas in the world of fresh produce.

Publication date:
September 2020



FRESH FOCUS SPAIN

Our supplement charts Spain's progress as an exporter and identifies the leaders in the pack when it comes to supplying safe, dependable and high-quality products.

Publication date:
October 2020

READERSHIP

Global coverage

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



1895

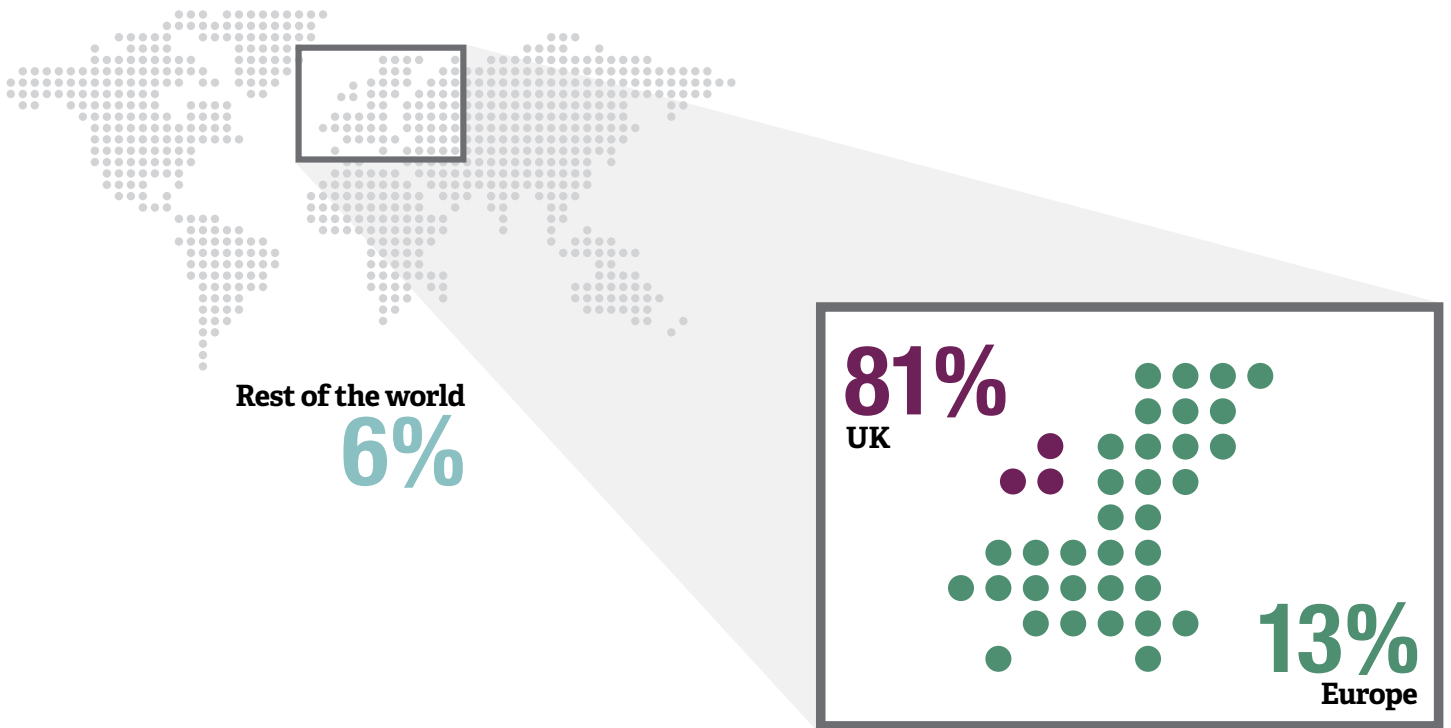
Britain's Favourite Fresh Produce Magazine Since 1895



15,000

Fresh Produce Journal
Average readers per issue

In print readership data



Online readership data

fruitnet.com



+110,000*

unique monthly visitors

+250,000*

fruitnet.com
monthly visits



46,500*

fpj.co.uk
unique monthly visits

105,000*

fpj.co.uk
monthly visits

*Online data based on 2018 figures. Statistics based on AWS and Google Analytics

EDITORIAL PROGRAMME

INNOVATION IN RETAIL

Distributed at
Fruit Logistica,
City Food Lecture

Categories

Product innovation
New retail trends
Fruit Logistica preview
FPJ Kitchen
Salad veg category insight
Potatoes
Latin American lemons
Flowers
Seeds and crop research
Processing
Latin America
New Zealand

Booking Deadline: 10/01/2020

TECHNOLOGY SPECIAL

Distributed at
Global Berry Congress

Categories

Farming tech and robotics
Supply chain tech
Fruit Logistica review
Stonefruit category insight
Fairtrade
Jersey Royals
Dutch salads
South African citrus
South African topfruit
Frozen produce
USA
Middle East

Booking Deadline: 19/02/2020

ANNIVERSARY SPECIAL

The industry view on...
Comment and features by
key industry players on hot
topics affecting the sector

Categories

Vegetable category insight
Topfruit
Citrus
Chillies
Avocados
Soft fruit
Cherries
Wholesale
Marketing
Crop protection
North Africa
Spain

Booking Deadline: 31/03/2020

SCIENCE SPECIAL

Categories

Varietal development
Agri-research
FPJ Kitchen
Banana category insight
Tropical fruit
Asparagus
Tomatoes
Prepared salad and veg
Rhubarb
Micro produce
Recruitment and training
Belgium
Netherlands

Booking Deadline: 01/05/2020

BIG 50 PRODUCTS

Distributed at all major events
in 2020/21 and all Fruitnet
events

FPJ's guide to the best-
selling fruit and vegetable
products, ranked by sales
value.

Booking Deadline: 03/06/2020

TRADE IN ASIA

Distributed at
Asiafruit Congress,
Asia Fruit Logistica

Categories

Asian markets
Soft fruit category insight
Stonefruit
Grapes
Mangoes
Brassicas
Sweetcorn
Vegetables
Onions and garlic
Herbs
Organics
Seed potatoes

Booking Deadline: 03/07/2020

TRADE IN EUROPE

Distributed at
FPJ Live, Fruit Attraction,
DOGK, National Fruit Show

Categories

Netherlands
France
Italy
National Fruit Show preview
Topfruit category insight
Apple branding and club
varieties
Leafy salads
Melons and watermelons
Nuts and dried fruit
Pumpkins and squash
Innovation in growing

Booking Deadline: 14/08/2020

FPJ CITIES

Distributed at
Global Tomato Congress,
British Potato Show

Categories

Hong Kong
New York
London
Citrus category insight
Sweet potatoes
Wholesale
Glasshouses
IT
Logistics and ports
Fresh cut
Spain
Eastern Europe

Booking Deadline: 08/10/2020

SUSTAINABILITY SPECIAL

Distributed at
Fruitnet Forum South-East
Europe

Categories

Sustainable production
Sustainable packaging
Food waste
Fruit Attraction review
Potato category insight
Mushrooms
Peppers
Winter veg
Pomegranates
South Africa
UK (Scotland, Wales, NI)

Booking Deadline: 09/11/2020

BIG 50 COMPANIES

Distributed at all major events
in 2021 and all Fruitnet events

FPJ's guide to the largest
UK-based fruit and
vegetable companies,
ranked by turnover.

Booking Deadline: 04/12/2020

MAGAZINE ADVERTISING

For Print and Digital editions of FPJ Magazine

Premium positions

Back cover
£2,100

Inside front cover
£1,995

Inside back cover
£1,800

First right hand page
£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%

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2019 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2019 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

Contact:

Would you prefer to speak to one of the FPJ team about our various advertising options?

Please feel free to contact:

Advertising team
+44 20 7501 0315
advertising@fpj.co.uk

Full Page



216mm x 303mm including set up bleeds on all sides
(logos and text should be at least 8mm from the edge of page)

Double Page Spread



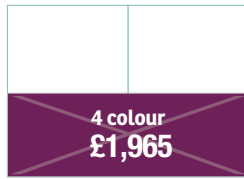
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

Half Page



171mm x 127mm, bleeding ad - 210mm x 143mm
+3mm on all sides (216mm x 149mm)
(logos and text should be at least 5mm from the edge of page)

Half Page Spread



420mm x 144mm +3mm bleed on all sides (426mm x 150mm)
(logos and text should be at least 5mm from the edge of page)



71mm x 256mm, bleeding ad - 88mm x 297mm
+3mm on all sides (94mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

Third Page



171mm x 83mm, bleeding ad - 210mm x 99mm
+3mm on all sides (216mm x 105mm)
(logos and text should be at least 5mm from the edge of page)

Quarter Page



171mm x 61mm

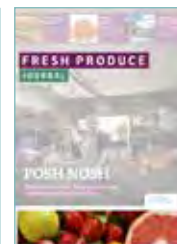
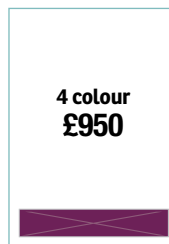


46mm x 256mm, bleeding ad - 63mm x 297mm
+3mm on all sides (69mm x 303mm)
(logos and text should be at least 5mm from the edge of page)



71mm x 127mm

Front Cover Strip



201mm x 43mm

CREATIVE MARKETING

*Notice period required for Creative Marketing: 2 weeks

Insert to found page



£1,550

Belly wrap



FROM £4,000

Further Options

Brochure on page (With a full page ad)*	£2,900
<small>*brochure supplied by a client</small>	
Fold-out pages Double (three pages)	£5,500
Magazine inserts On page	£1,550
Inside front cover	£1,210

A5 Supplement



£7,000

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

Fold-out cover



£5,500

3 PAGES OF ADVERTISEMENT



Advertorials

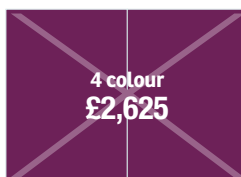
Creative

Full Page



Maximum 350 words, up to 2 pictures, logo & graphics

Double Page Spread



Maximum 700 words, up to 4 pictures, logo & graphics

Standard

Full Page



Maximum 500 words & 1 picture

Double Page Spread



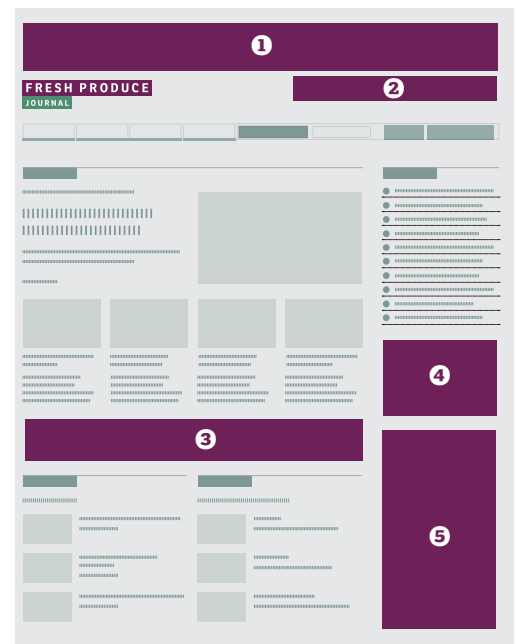
Maximum 1000 words & 2 pictures

ONLINE ADVERTISING

fpj.co.uk – Banner options

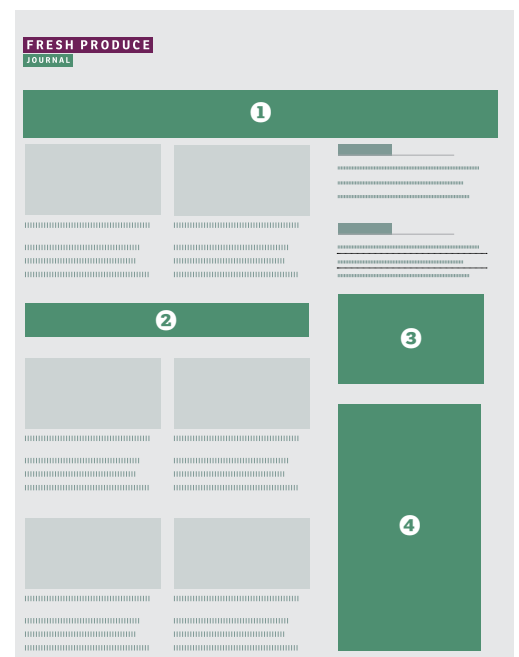
	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner ¹	JPG · PNG · GIF	980 X 100	980 X 100	£480	£1,850
2 Top Banner ¹	JPG · PNG · GIF	468 X 60	980 X 100	£120	£400
3 Central Banner ¹	JPG · PNG · GIF	700 X 90	-	£150	£500
4 Small Side Banner ¹	JPG · PNG · GIF	240 X 160	-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

 **105,000***
fpj.co.uk
monthly visits



FPJ News Service – Free email service

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



Artwork

Please don't forget to send...

- A mobile version (*website only)
- The banner URL location (flash files only)
- A web link for banner click
- A contact email address and name

Where to send your artwork:

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

Discounts

Agencies

UK agency commission	10%
Other agency commission	15%

Other rates

Animated banner production	£100
Static banner production	£75
VAT (UK companies only)	20%

Notes

1—Appears on all FRESH PRODUCE JOURNAL online pages except Central banners are with are only available on the FPJ homepage.

2—Email banner advertisements are positioned in the order that the bookings were made.

3—YouTube or Vimeo link to be provided by company. Video expands to a bigger size lightbox on FPJ website.

*Online data based on 2018 figures.
Statistics based on AWS and Google Analytics

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



We've got all the major markets covered

THE NUMBER ONE SOURCE OF FRESH PRODUCE INDUSTRY NEWS IN PRINT AND ONLINE

PRINTED MAGAZINE: The best marketing information for fresh produce buyers

DIGITAL EDITION: Online access included with your subscription

Fully searchable digital archive, including every magazine issue since 2006

FPJ NEWS: Regular fresh news updates direct to your inbox

FRUITNET.COM: Full access to all Fresh Produce Journal online news

SUBSCRIBE NOW!

CORPORATE*

Bespoke packages available for your team or company

PRINT & DIGITAL

£125 per year (UK & Europe) **£148** per year (Rest of the World)

For information please contact our subscriptions team:

subscriptions@fruitnet.com | TEL +44 20 7501 0311

*All postage & delivery costs are included in your subscription. Prices are subject to VAT.



SCAN TO READ A SAMPLE ISSUE OF
FRESH PRODUCE JOURNAL FOR FREE

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EVENTS

Official Cooperation Partner



Fruitnet Media International 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.

FPI



22-24 April 2020
Mumbai
freshproduceindia.com

ECF

EUROPEAN
CONVENIENCE
FORUM

03-04 June 2020
Düsseldorf
fruchthandel.de/convenience-forum

FFAC



亚洲水果牛油果论坛
FRUITNET
FORUM
AVOCADO CHINA

Shanghai 2020
fruitnetforumavocado.com



DEUTSCHER
OBST & GEMÜSE
KONGRESS

14-15 September 2020
Düsseldorf
dogkongress.de

DOGK

ASIAFRUIT
CONGRESS
亚洲水果国际果蔬大会

22 September 2020
Hong Kong
asiafruitcongress.com

AFC

GTC



November 2020
Rotterdam
fruitnet.com/globaltomato

GLOBAL TOMATO
CONGRESS

GBC



30 March-01 April 2020
Rotterdam
berrycongress.com

EPF

EUROPEAN
PACKAGING FORUM

14 May 2020
Düsseldorf
fruchthandel.de/packagingforum



FPJLIVE 05-06 October 2020
United Kingdom
fpjlive.com

FRUITNET
FORUM
SOUTH-EAST EUROPE

FFSEE

November 2020
Belgrade
fruitnetforumsee.com



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