

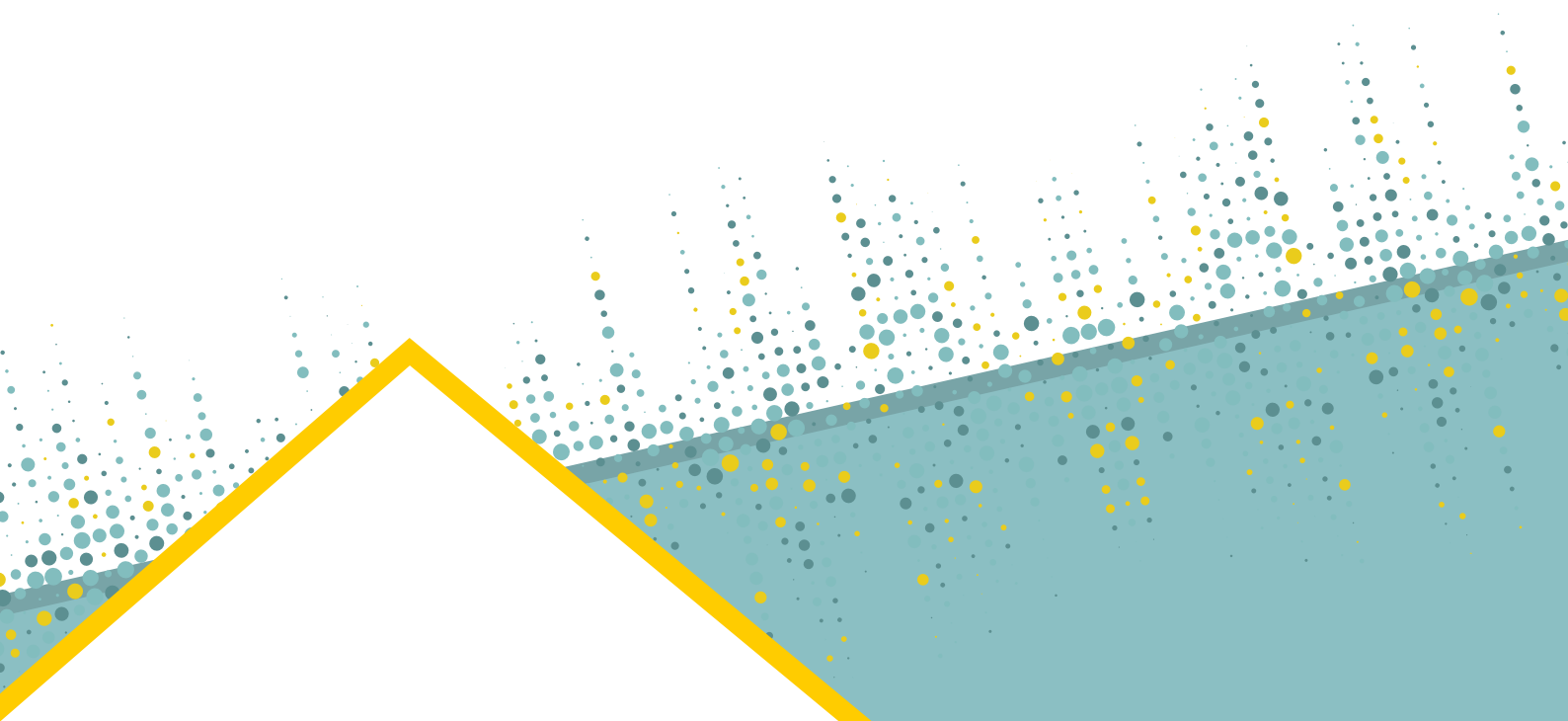
**FRESH PRODUCE**

**JOURNAL**

# **MEDIA KIT**

## **2026**

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



# FRESH PRODUCE JOURNAL

## READERSHIP

### CONTACT

editorial@fpj.co.uk



Published since 1895, *Fresh Produce Journal* delivers fresh ideas and insight that deepen your knowledge of the UK's fruit and vegetable business.

It is the essential source of information and analysis for anyone who wants to understand the UK fresh produce market.

The magazine celebrates innovation in all parts of the industry, from supply chains to retail

merchandising, from technology and packaging to marketing and varietal development.

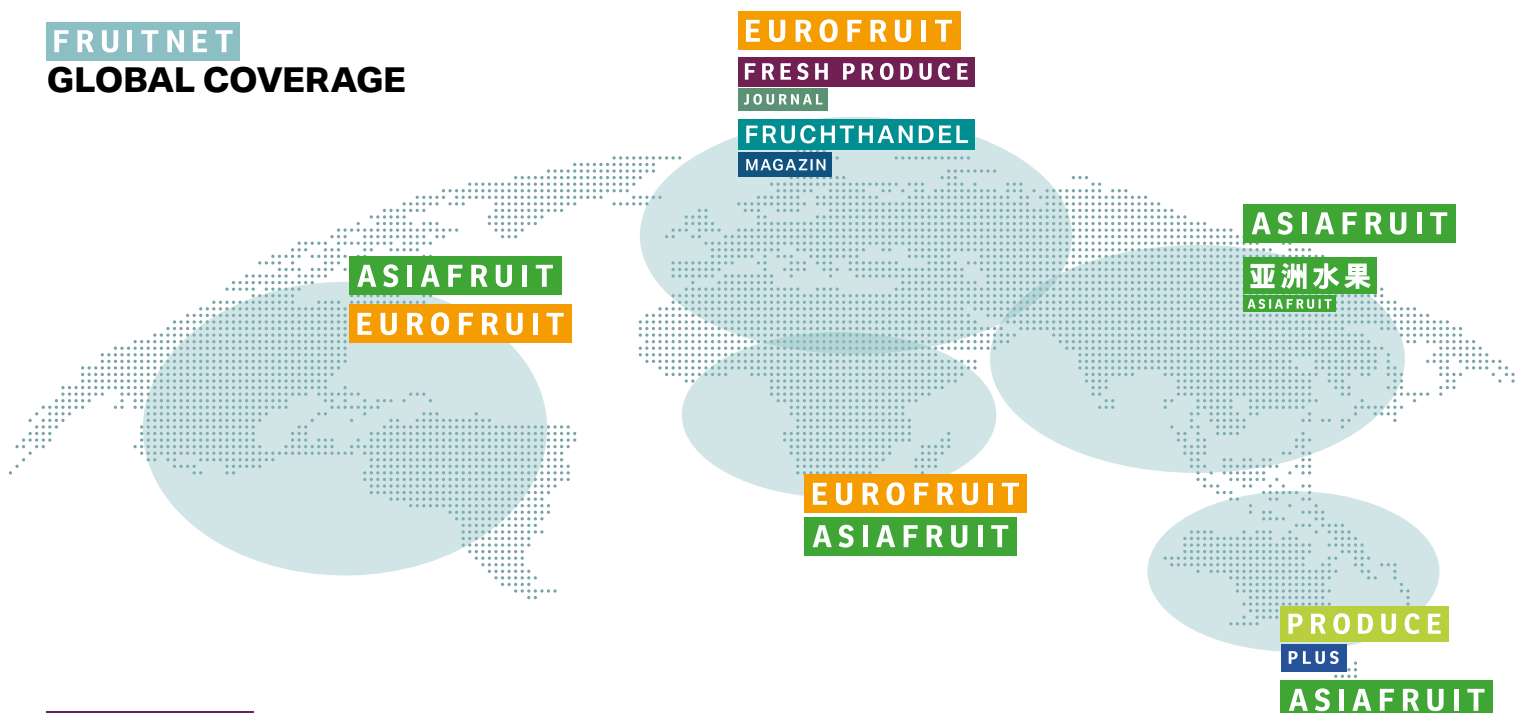
And, with distribution at major industry events, as well as a prominent online presence, FPJ is a unique platform for fresh produce businesses and brands of all kinds to raise their profile in the UK's crowded marketplace.

### FRED SEARLE

EDITOR, FRESH PRODUCE JOURNAL

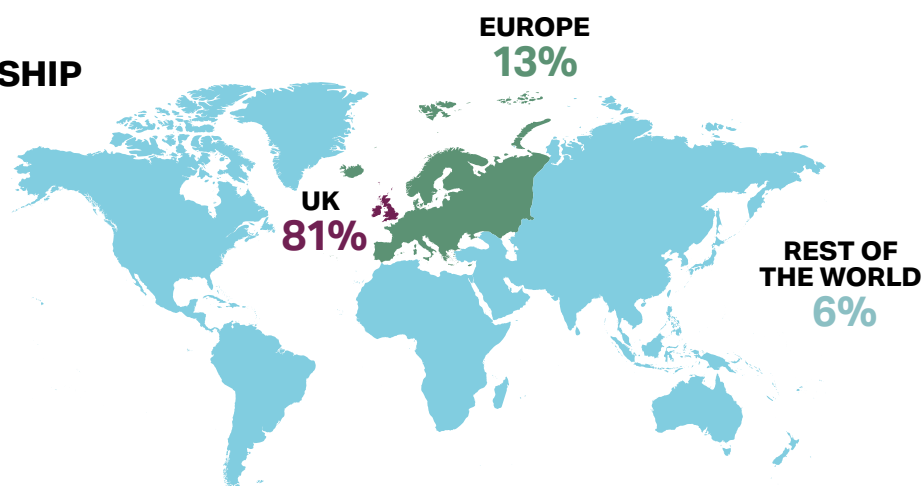
### FRUITNET

#### GLOBAL COVERAGE



### FRESH PRODUCE JOURNAL

#### PRINT READERSHIP BY REGION



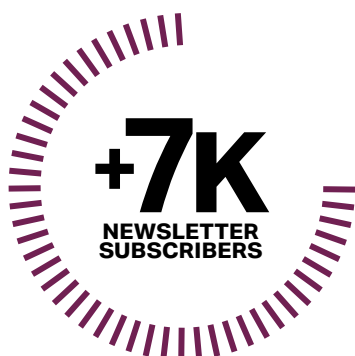
# FRESH PRODUCE

## JOURNAL

### IN FIGURES

#### CONTACT

editorial@fpj.co.uk



#### FRUITNET

**1,182,000**  
MONTHLY USERS

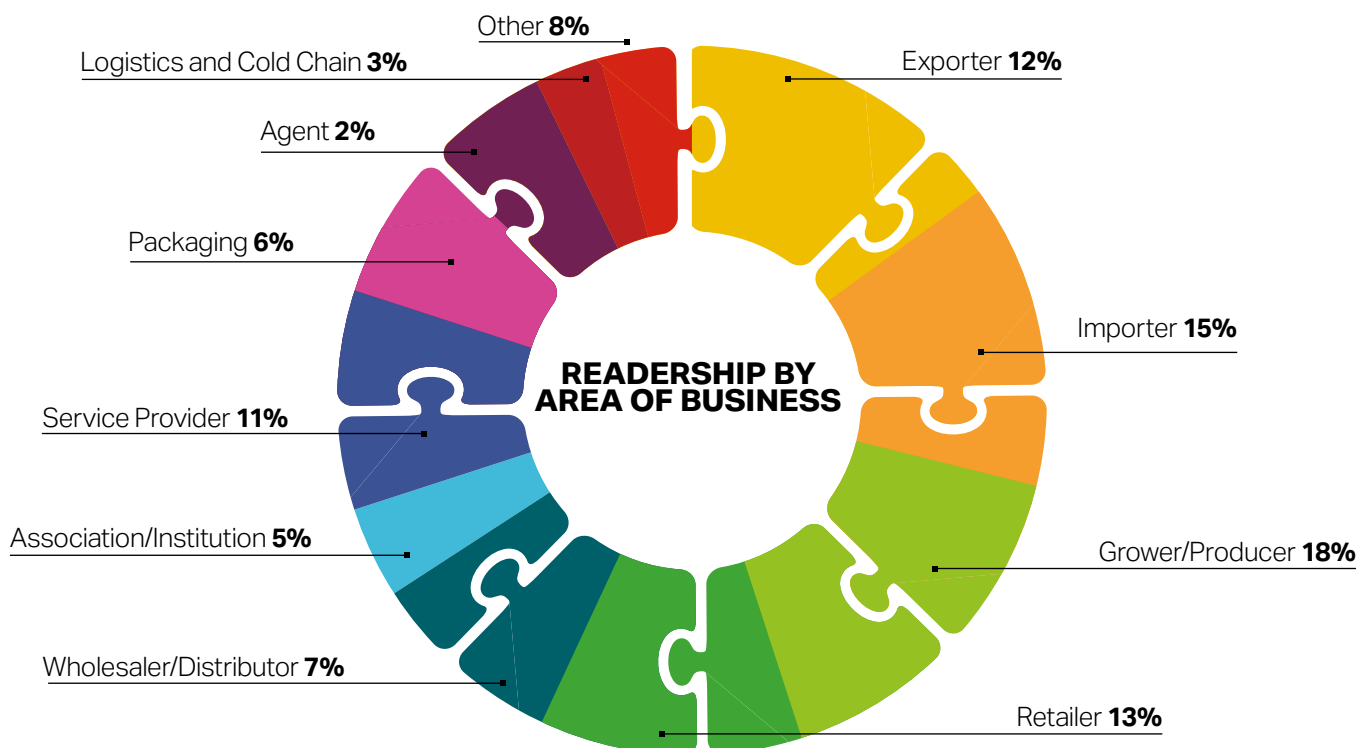
#### FRESH PRODUCE JOURNAL

**289,700**  
ANNUAL VISITORS

**+60,000**  
SOCIAL MEDIA FOLLOWERS

**+70,000**  
SOCIAL MEDIA FOLLOWERS

Online data based on 2025 figures. Statistics based on GA4



# FRESH PRODUCE JOURNAL

## FRUITNET SPECIALS

### CONTACT

editorial@fpj.co.uk

### MARCH



**FRESH FOCUS**  
BERRY

DISTRIBUTED AT  
•Fruitnet Berry  
Congress

BOOKING DEADLINE  
9 February 2026

### APRIL



**FRESH FOCUS**  
ITALY

DISTRIBUTED AT  
•Macfrut

BOOKING DEADLINE  
13 March 2026

### JUNE



**FRESH FOCUS**  
PACKAGING & TECHNOLOGY

DISTRIBUTED AT  
•Greentech

BOOKING DEADLINE  
5 May 2026

### JULY



**FRESH FOCUS**  
AVOCADO

DISTRIBUTED AT  
•Fruitnet Tropicals  
Congress

BOOKING DEADLINE  
11 June 2026

### AUGUST



**FRESH FOCUS**  
APPLE & PEAR

DISTRIBUTED AT  
•Prognosfruit  
•Fruit Attraction  
•Interpoma

BOOKING DEADLINE  
2 July 2026

### OCTOBER



**FRESH FOCUS**  
GRAPE

DISTRIBUTED AT  
•Fruitnet Grape  
Congress

BOOKING DEADLINE  
21 August 2026

### NOVEMBER

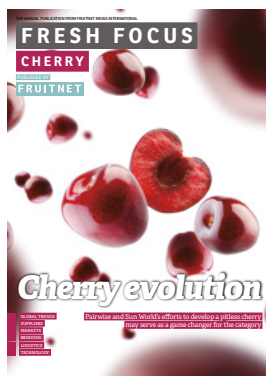


**FRESH FOCUS**  
TOMATO

DISTRIBUTED AT  
•Fruitnet Tomato  
Congress

BOOKING DEADLINE  
2 October 2026

### NOVEMBER



**FRESH FOCUS**  
CHERRY

DISTRIBUTED AT  
•Fresh Produce India  
•Asia Fruit Logistica

BOOKING DEADLINE  
9 October 2026

### DECEMBER



**FRESH FOCUS**  
CITRUS

DISTRIBUTED AT  
•Fruitnet Citrus  
Congress

BOOKING DEADLINE  
30 October 2026

### TARGETED DISTRIBUTION

Eurofruit's series of annual *Fresh Focus* specials focuses attention on specific product categories, countries, or themes. These publications offer a valuable opportunity to position your brand as a leader in those specific areas, and to be seen by a targeted audience of industry decision-makers.

Every special edition is available to view on the *Eurofruit* app.

# FRESH PRODUCE

## JOURNAL

# EDITORIAL PROGRAMME

### CONTACT

editorial@fpj.co.uk

## JANUARY - JUNE

### ISSUE ONE

## FRUIT LOGISTICA SPECIAL

#### Special Features

Fruit Logistica preview  
Retail innovation  
Marketing and branding  
Citrus  
Bananas  
Spain  
Eastern Europe  
UK exports  
Nuts and dried fruit  
Category Insight: tropical fruit

#### Event Distribution

Fruit Logistica  
City Food & Drink Lecture

Booking Deadline: 9 January

Publication Date: 27 January

### ISSUE THREE

## PACKAGING & TECH SPECIAL

#### Special Features

Farm technology  
Sorting and grading  
Innovation in packaging  
Robotics and AI  
Agri-research  
Jersey Royals  
Kiwifruit  
Convenience  
Frozen produce  
Category Insight: grapes

Booking Deadline: 13 March

Publication Date: 1 April

### ISSUE FIVE

## FESTIVAL OF FRESH SPECIAL

#### Special Features

Festival of Fresh preview  
Berries  
Salads  
Cherries  
Mangoes  
Varietal development  
Foodservice  
Middle East  
Herbs  
Category Insight: brassicas

#### Event Distribution

Festival of Fresh

Booking Deadline: 12 May

Publication Date: 29 May

### ISSUE TWO

## GREENHOUSE VEG SPECIAL

#### Special Features

Greenhouse vegetables  
Belgium  
Netherlands  
North Africa  
South Africa  
New Zealand & Australia  
Ports  
Crop protection  
Logistics  
Category Insight: stonefruit

#### Event Distribution

Fruitnet Berry Congress  
International Food & Drink Event

Booking Deadline: 13 February

Publication Date: 4 March

### ISSUE FOUR

## PEOPLE IN PRODUCE

#### Special Features

Interviews with fresh produce titans  
Recruitment and training  
Careers and succession  
Avocados  
Wales, Scotland and Ireland  
British asparagus  
Italy  
Greece & Cyprus  
Melons  
Category Insight: citrus

Booking Deadline: 15 April

Publication Date: 1 May

## 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 2026/27 and all Fruitnet events

Booking Deadline: 24 June

Publication Date: 10 July

### ISSUE EIGHT

## MARKETING & BRANDING SPECIAL

### Special Features

Tomatoes  
Fruit Attraction preview  
Spain  
Portugal  
Latin America  
Belgium  
Asia  
Grapes  
France  
Category Insight: bananas

### Event Distribution

Fruit Attraction

Booking Deadline: 4 September

Publication Date: 22 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 2026/27 and all Fruitnet events

Booking Deadline: 1 December

Publication Date: 17 December

### ISSUE SEVEN

## SUSTAINABILITY SPECIAL

### Special Features

Sustainability in production  
Sustainable packaging  
Fairtrade Fortnight  
Turkey  
Pumpkins & squash  
Sweetcorn  
Machinery  
Mushrooms  
NPD  
Category Insight: root vegetables

Booking Deadline: 17 July

Publication Date: 4 August

### ISSUE NINE

## POTATO SPECIAL

### Special Features

Potatoes  
Sweet potatoes  
Apples and pears  
Berries  
Citrus  
Stonefruit  
Organic produce  
Netherlands  
South Africa  
Category Insight: leafy salads

### Event Distribution

Fruitnet Citrus Congress  
National Fruit Show

Booking Deadline: 9 October

Publication Date: 28 October

## THE BIG 50 SERIES

The FPJ Big 50 series comprises two of the most eagerly anticipated fresh produce publications of the year.

The Big 50 Companies spotlights the biggest and best businesses in UK fresh produce, while the Big 50 Products ranks the best-selling wholehead fruits and vegetables in British supermarkets. Considered industry bibles, both guides are widely read and distributed throughout the year.





# 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  
CC2026 or earlier:
  - All fonts must be  
supplied/outlined
  - Images must be  
**300 DPI in CMYK**
3. Photoshop CC2026 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

### Front cover strip £1,045



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

### FPJ APP



Your advert will also appear on the FPJ app  
and online <https://desktop.fpj.co.uk/>

### Double-page spread £2,850



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

### Half-page spread £2,150



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

### 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

### 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

### 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

# 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

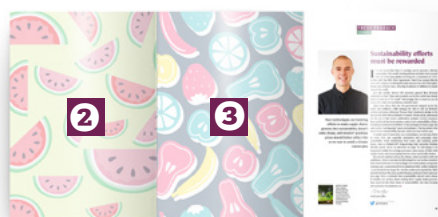


#### Digital Edition

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 £1,800



Maximum 400 words and 2 images plus 1 logo

Double-Page Spread Advertorial £2,950



Maximum 800 words and 4 images plus 1 logo

Magazine insert £1,750



# FRESH PRODUCE

## JOURNAL

# ONLINE ADVERTISING

### CONTACT

advertising@fpj.co.uk



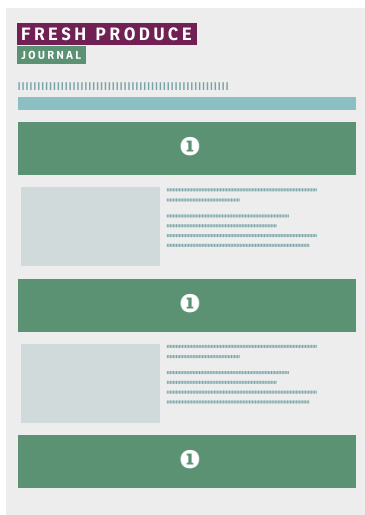
## STANDARD DISPLAY **FPJ.CO.UK**

FORMAT	DESKTOP	MOBILE	WEEK (£)	MONTH (£)
Super banner ❶	1180x130	370x140	480	1,850
Central banner ❷	1180x130	370x140	250	950
Large side banner ❸	375x440	375x440	210	750
Small side banner ❹	375x225	375x225	160	600
Video banner	375x225	375x225	350	1,300
Advertorial (up to 500 words)				1,600

|||||

# 289,700

ANNUAL VISITORS



## STANDARD DISPLAY **FPJ NEWS SERVICE**

FORMAT	DESKTOP	MOBILE	WEEK (£)	MONTH (£)
Central banner ❶	600x200	600x200		

<b>PREMIUM: POSITION OF THE BANNER 1-5</b>	350	1300
<b>STANDARD: POSITION 5-20</b>	250	900

Advertorial	<b>ONE OFF CHARGE 1600</b>
Published in newsletter and website. Appears once in Newsletter (up to 500 words)	
Job of the Week	<b>ONE OFF CHARGE 500</b>

|||||

# +7,000

NEWSLETTERSUBSCRIBERS



# FRUITNET

## PODCASTS

**CONTACT**

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)

### THE FRESH IDEAS SHOW

**Starting from €1500**

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.

**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.

More info at <https://www.fruitnet.com/freshideas>



### THE FPJ PODCAST

**Starting from £500**

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, expect exclusive interviews with high profile guests and on-the-ground reporting from Fruitnet's team of journalists.

More info at <https://www.fruitnet.com/fresh-produce-journal/podcast>



### FRUITBOX

**Starting from €500**

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.

New episodes are uploaded regularly to Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

More info at <https://www.fruitnet.com/fruitbox>



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**FRESH PRODUCE****JOURNAL**

# RATE CARD

**CONTACT**

advertising@fpj.co.uk

## DISPLAY

<b>MAGAZINE</b>	<b>RATE (£)</b>
Full page	1,600
Full page in first third	1,900
Front cover strip	1,045
Half page	1,210
Third page	1,040
Quarter page	869
Half page spread	2,150
Double page spread	2,850
Inside back cover	1,980
Inside front cover	2,200
Back cover	2,300

**PRINT MARKETING**

Magazine insert	1,750
Full page advertorial	1,800
DPS advertorial	2,950
Belly wrap - standard	4,400
Belly wrap - creative	4,950
Bound-in bookmark	from 4,000
Bound-in card	from 4,600
Fold-out cover	from 4,500

Display advertisements appear in our print and digital editions

## DIGITAL

<b>THE FPJ PODCAST</b>	<b>RATE (£)</b>
Platinum sponsor	from 2,000
Gold sponsor	from 1,500
Silver sponsor	from 1,000
Bronze sponsor	from 500

<b>THE FRESH IDEAS SHOW</b>	<b>RATE (€)</b>
Title sponsor	from 5,000
Brand sponsor	from 3,000
Video advert	from 1,500

**FRUITBOX**

Title sponsor	POA
Episode partner	from 4,950
Episode sponsor	from 3,000

<b>FPJ.CO.UK</b>	<b>(£) WEEK</b>	<b>MONTH</b>
Super banner	480	1,850
Central banner	250	950
Large side banner	210	750
Small side banner	160	600
News sponsor	250	950
Advertorial		1600

<b>EMAIL NEWSLETTER</b>	<b>RATE (£)</b>
Premium banner	350 1,300
Standard banner	250 900

**VIDEO CONTENT**

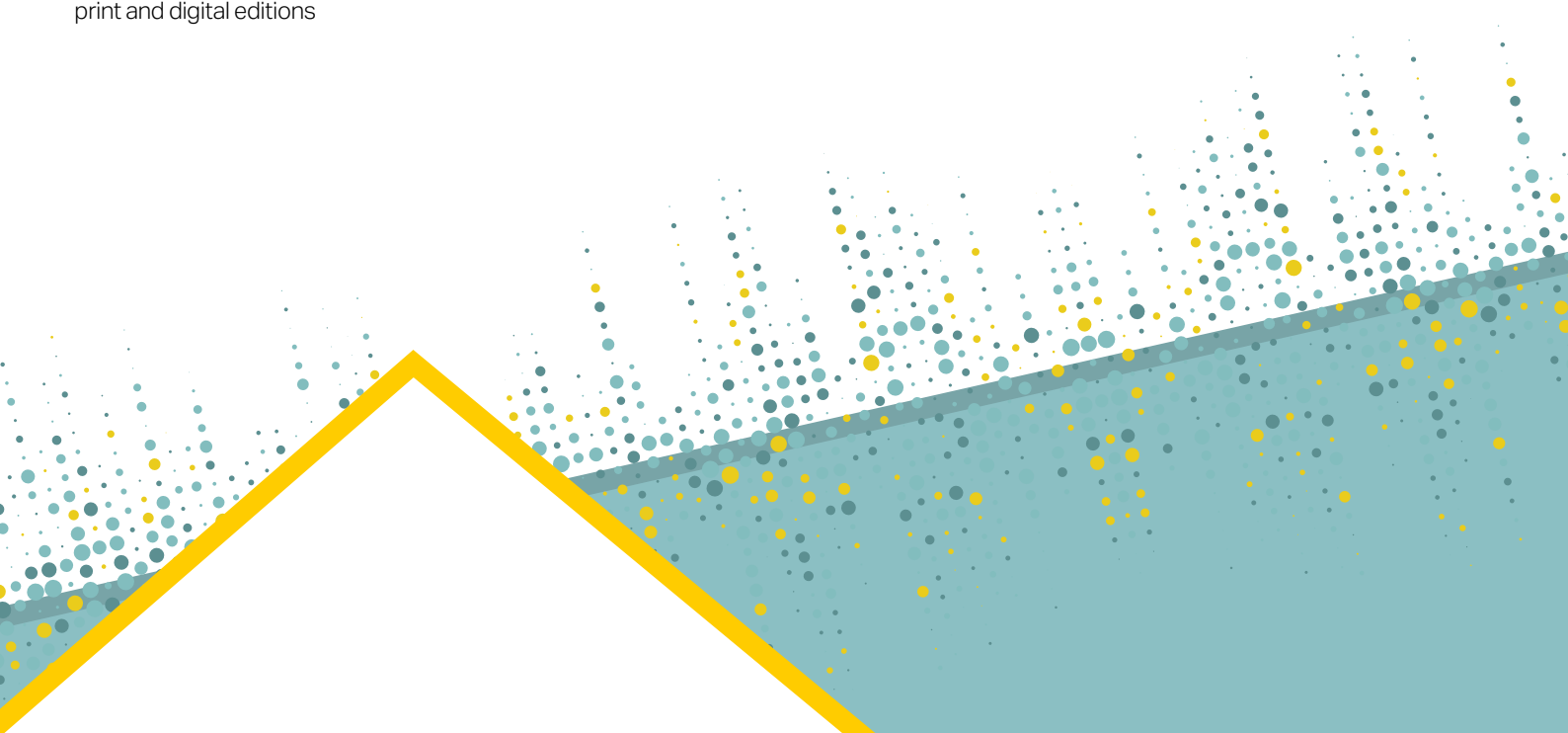
Video banner	350 1,300
Content series sponsor	POA
Video episode sponsor	4,300
Video series sponsor	POA
Microsite with bespoke content	8,600

**AGENCY COMMISSION %**

UK agency	10
Other agency	15

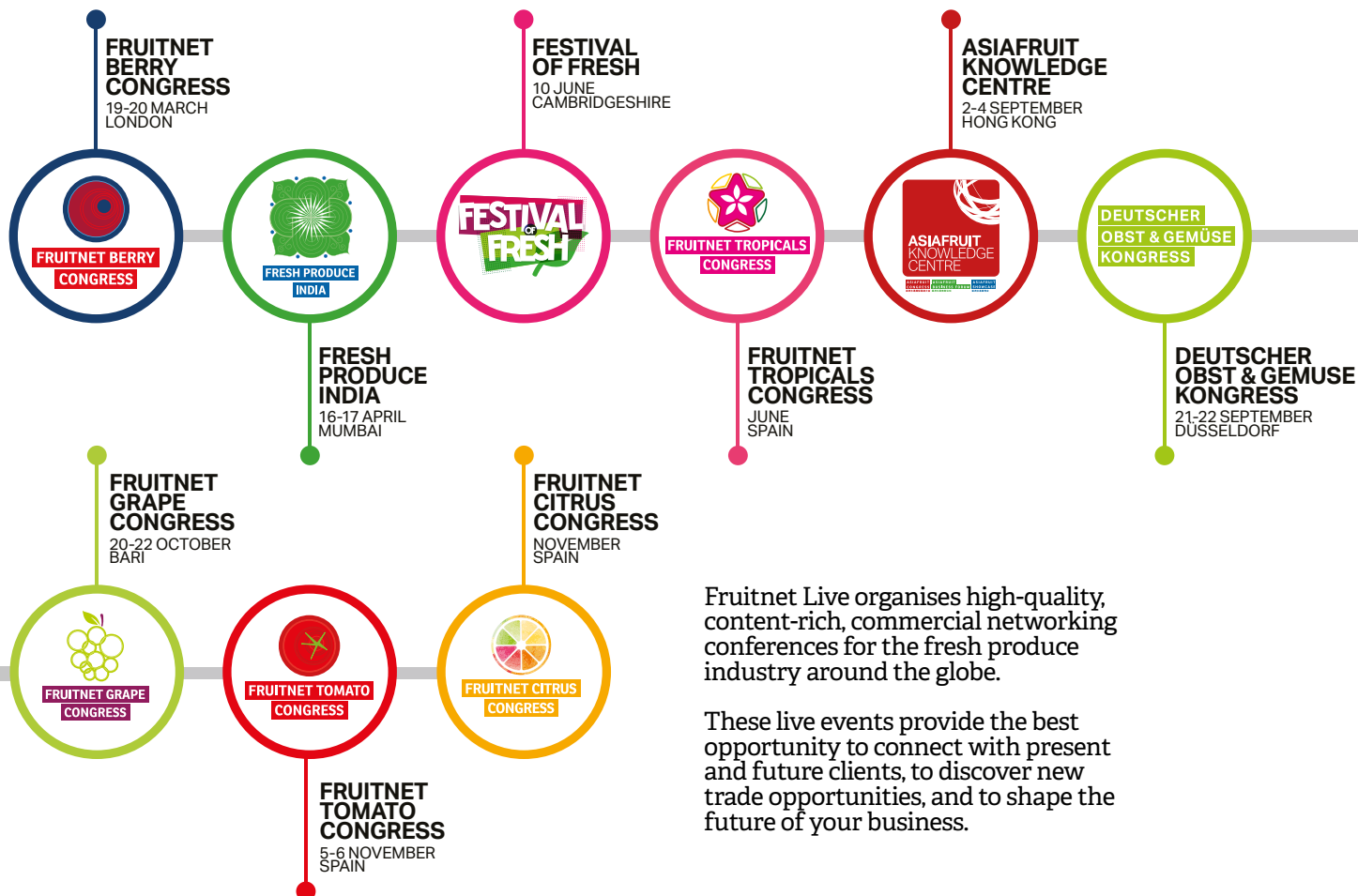
**DISCOUNTS %**

3+	5
5+	10
7+	15
10+	20
15+	25





**CONTACT**  
events@fruitnet.com



Fruitnet Live organises high-quality, content-rich, commercial networking conferences for the fresh produce industry around the globe.

These live events provide the best opportunity to connect with present and future clients, to discover new trade opportunities, and to shape the future of your business.

## ORGANISING EVENTS SINCE 1970

- AMSTERDAM
- BANGKOK
- BANGALORE
- BARCELONA
- BEIJING
- BERLIN
- BIRMINGHAM
- BOGOTÁ
- BUENOS AIRES
- BUDAPEST
- BRUSSELS
- CAIRO
- CAPE TOWN
- CHENGDU
- DELHI
- DUBAI
- DÜSSELDORF
- HAMBURG
- HANGZHOU
- HO CHI MINH CITY
- HYDERABAD
- LIMA
- LONDON
- MALAGA
- MELBOURNE
- MONTEVIDEO
- MUMBAI
- MUNICH
- PARIS
- PUNE
- QINGDAO
- SANTIAGO
- ST PETERSBURG
- VALENCIA
- VENICE
- AND MORE...



**FRUIT LOGISTICA**  
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER



**ASIA FRUIT LOGISTICA**  
2-4 SEPTEMBER 2026 · HONG KONG

# FRESH PRODUCE JOURNAL

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# FRESH PRODUCE

## JOURNAL

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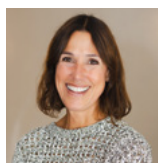
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# **Mint**

**The marketing services agency  
for the fresh produce world**



Raquel Herce  
Managing Director  
[raquel@somosmint.com](mailto:raquel@somosmint.com)



[www.wearemint.com](http://www.wearemint.com)