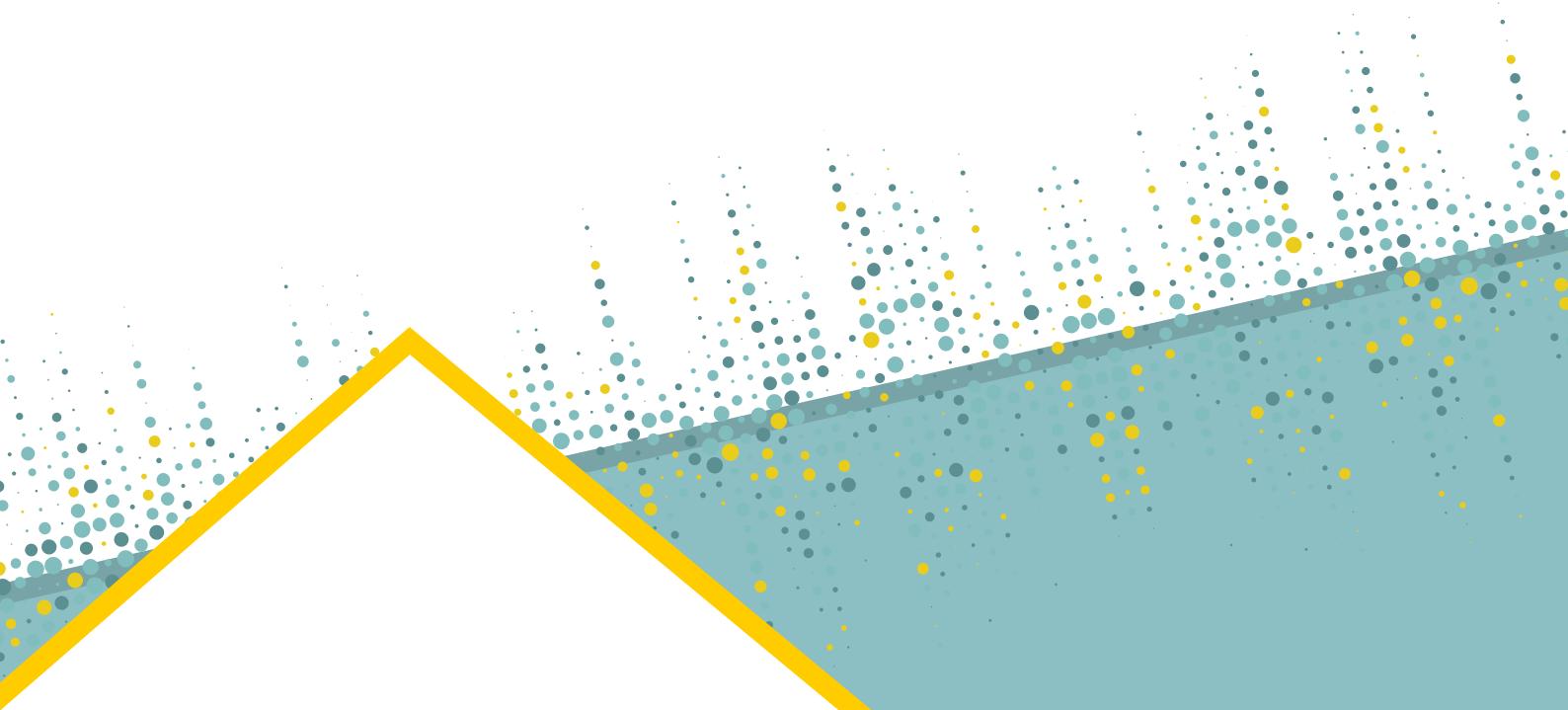


FRESH PRODUCE
JOURNAL

MEDIA KIT

2026

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

ASIAFRUIT
EUROFRUIT

EUROFRUIT
FRESH PRODUCE
JOURNAL
FRUCHTHANDEL
MAGAZIN

ASIAFRUIT
亚洲水果
ASIAFRUIT

EUROFRUIT
ASIAFRUIT

PRODUCE
PLUS
ASIAFRUIT

FRESH PRODUCE JOURNAL PRINT READERSHIP BY REGION

UK
81%

EUROPE
13%

**REST OF
THE WORLD**
6%

6%

FRESH PRODUCE

JOURNAL

IN FIGURES

CONTACT

editorial@fpj.co.uk



FRUITNET

1,182,000
MONTHLY USERS

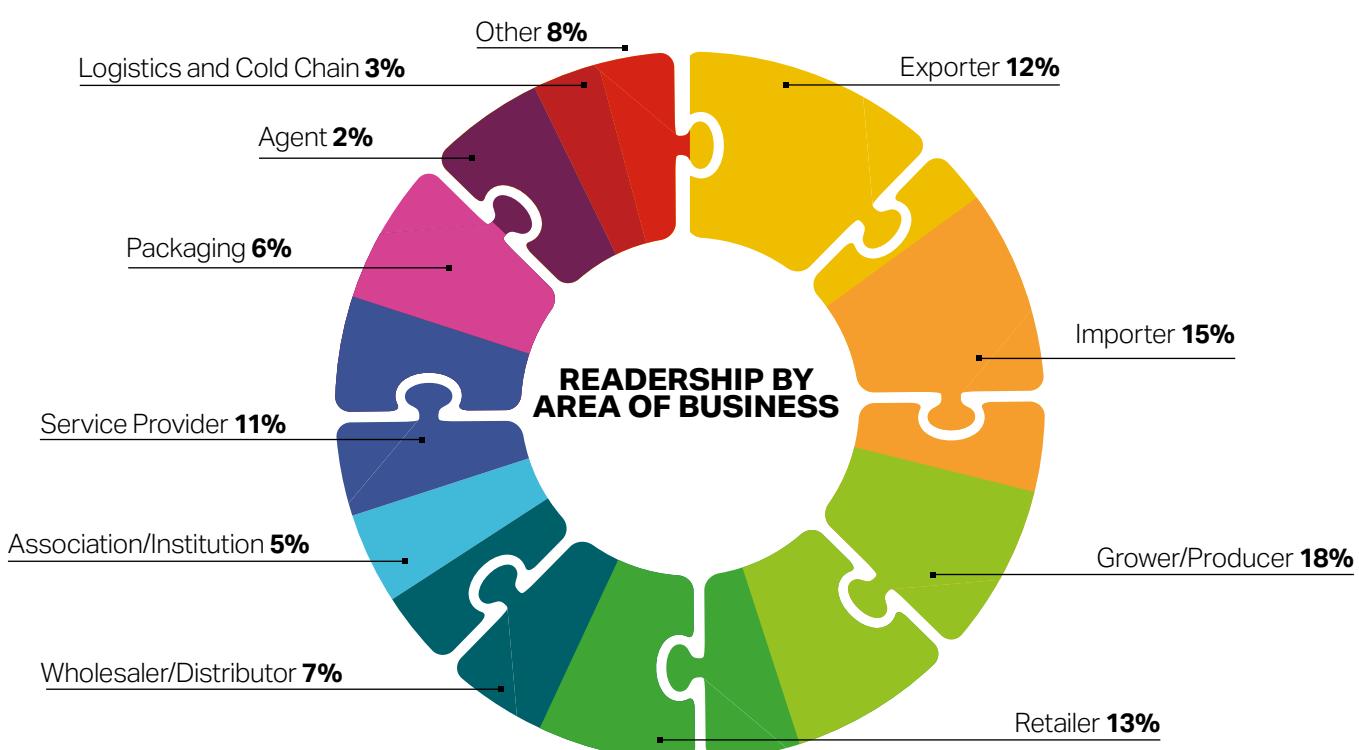
FRESH PRODUCE JOURNAL

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

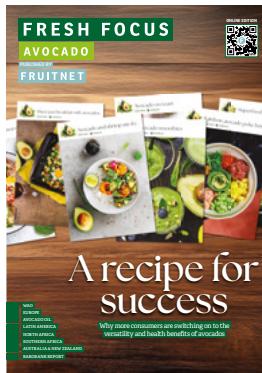


FRESH FOCUS PACKAGING & TECHNOLOGY

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.

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 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 THREE

PACKAGING & TECH SPECIAL

Special Features

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

Booking Deadline: 13 March

Publication Date: 1 April

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

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

REGULAR SECTIONS

The Big Interview

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

Fresh Perspectives

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

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.

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.

The FPJ View

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

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 (max 25MB)
- » Via [WeTransfer.com](https://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

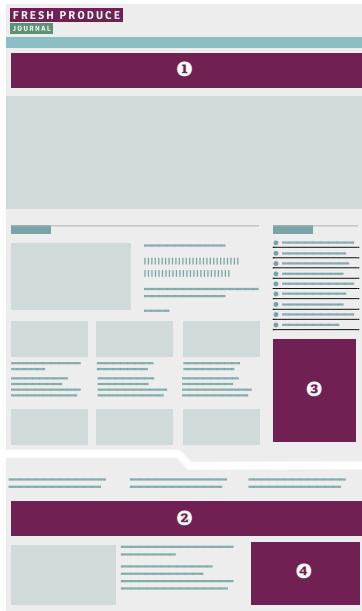
FRESH PRODUCE

JOURNAL

ONLINE ADVERTISING

CONTACT

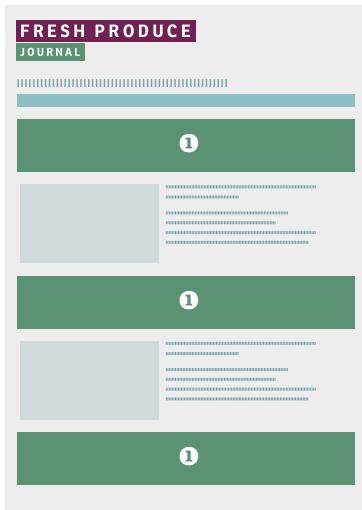
advertising@fpj.co.uk



STANDARD DISPLAY FPJ.CO.UK

FORMAT	DESKTOP	MOBILE	WEEK (£)	MONTH (£)
Super banner ①	1180x130	370x140	480	1,850
Central banner ②	1180x130	370x140	250	950
Large side banner ③	375x440	375x440	210	750
Small side banner ④	375x225	375x225	160	600
Video banner	375x225	375x225	350	1,300
Advertisorial (up to 500 words)				1,600

289,700
ANNUAL VISITORS



STANDARD DISPLAY FPJ NEWS SERVICE

FORMAT	DESKTOP	MOBILE	WEEK (£)	MONTH (£)
Central banner ①	600x200	600x200		

PREMIUM: POSITION OF THE BANNER 1-5 350 1300

STANDARD: POSITION 5-20 250 900

Advertisorial

ONE OFF CHARGE 1600

Published in newsletter and website. Appears once in Newsletter (up to 500 words)

Job of the Week

ONE OFF CHARGE 500



+7,000
NEWSLETTER SUBSCRIBERS



FRUITNET

PODCASTS

CONTACT

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

MAGAZINE	RATE (£)
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

	RATE (£)
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

DIGITAL

THE FPJ PODCAST

	RATE (£)
Platinum sponsor	from 2,000
Gold sponsor	from 1,500
Silver sponsor	from 1,000
Bronze sponsor	from 500

THE FRESH IDEAS SHOW

	RATE (£)
Title sponsor	from 5,000
Brand sponsor	from 3,000
Video advert	from 1,500

FRUITBOX

	RATE (£)	WEEK	MONTH
Title sponsor	POA		
Episode partner	from 4,950		
Episode sponsor	from 3,000		

FPJ.CO.UK

	£	WEEK	MONTH
Super banner	480	1,850	3+
Central banner	250	950	5+
Large side banner	210	750	7+
Small side banner	160	600	10+
News sponsor	250	950	15+
Advertorial		1600	

EMAIL NEWSLETTER

	RATE (£)
Premium banner	350
Standard banner	250

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

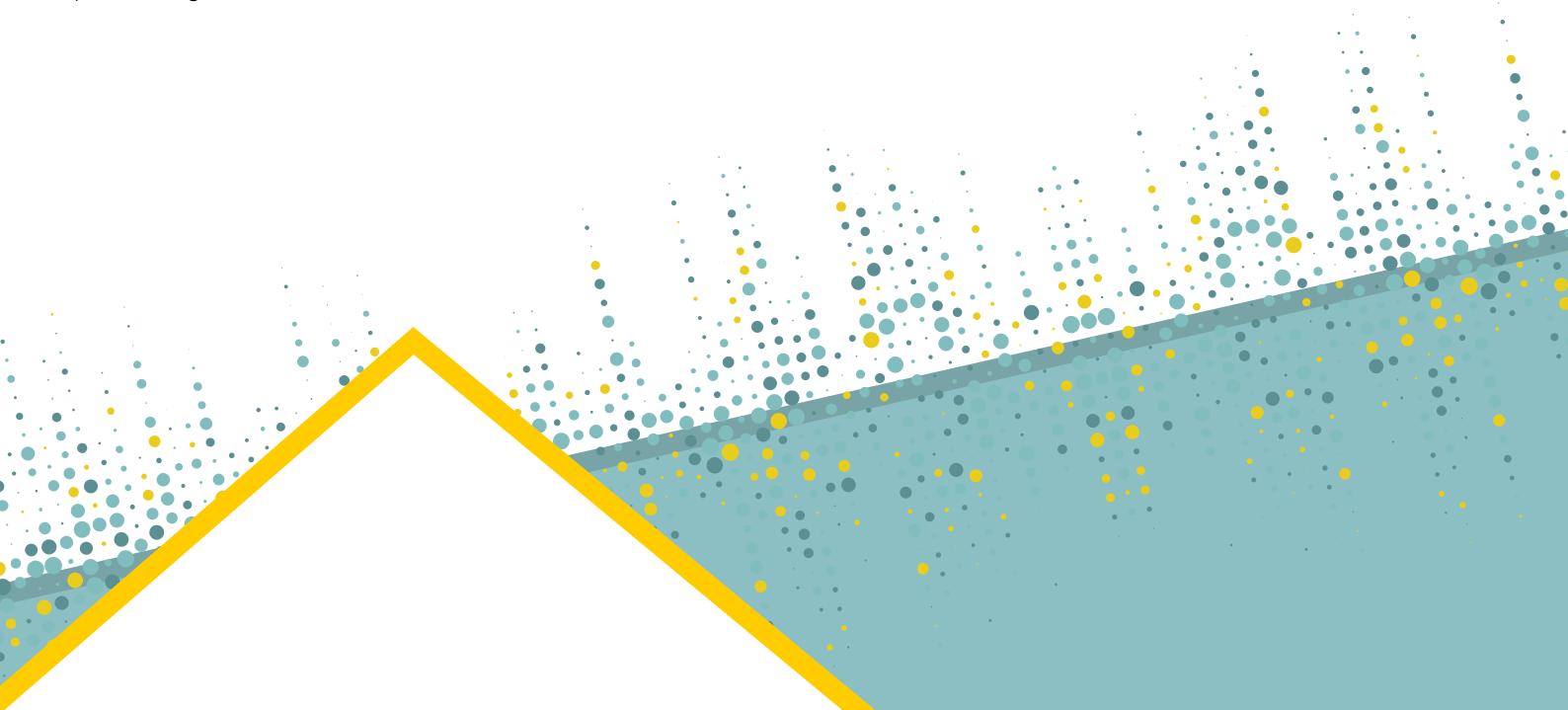
AGENCY COMMISSION %

UK agency	10
Other agency	15

DISCOUNTS %

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

Display advertisements appear in our print and digital editions



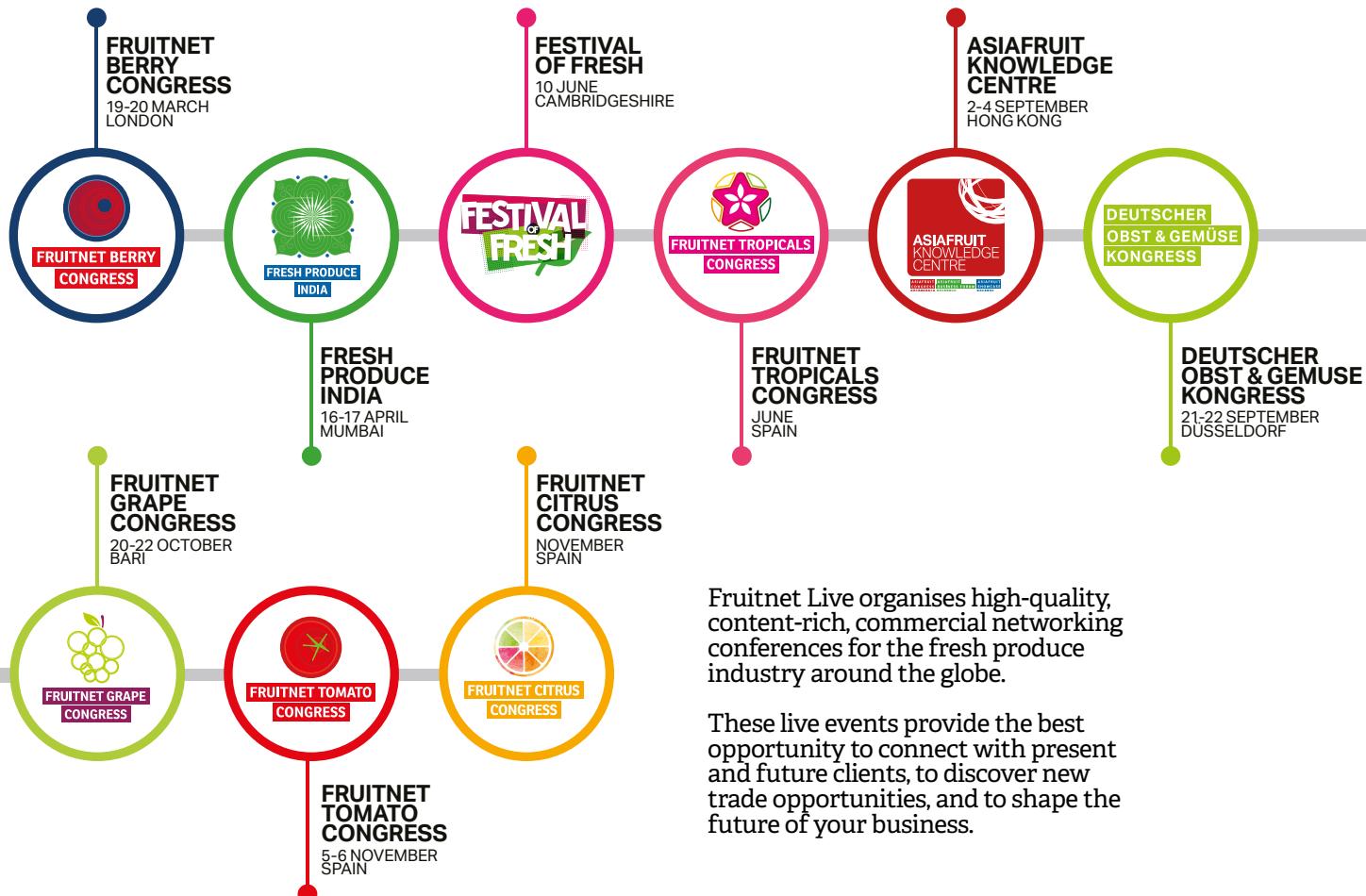


FRUIT NET

EVENTS

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

FRUIT
LOGISTICA

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FRESH PRODUCE

JOURNAL

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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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FRESH PRODUCE JOURNAL

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And more!

Mint

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



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