

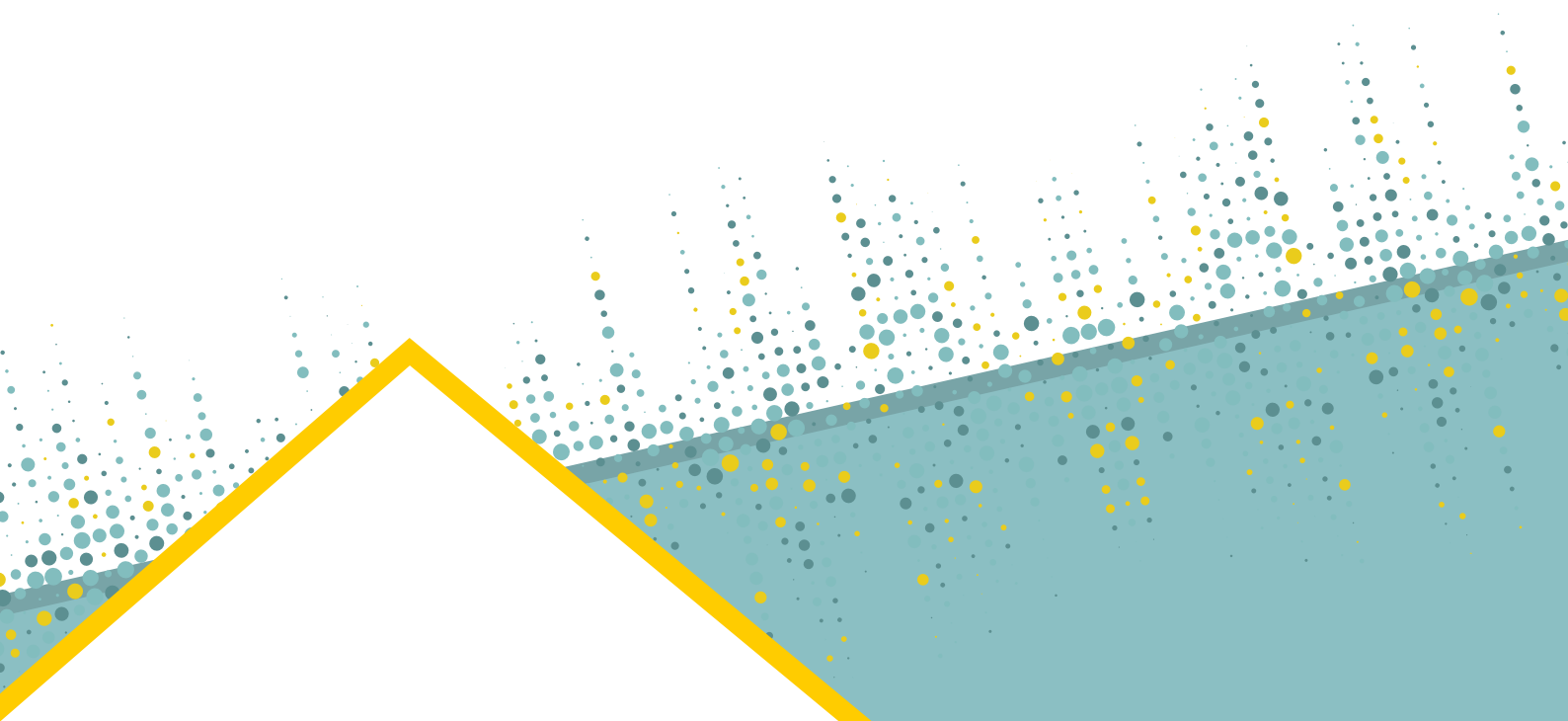
FRESH PRODUCE

JOURNAL

MEDIA KIT

2025

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

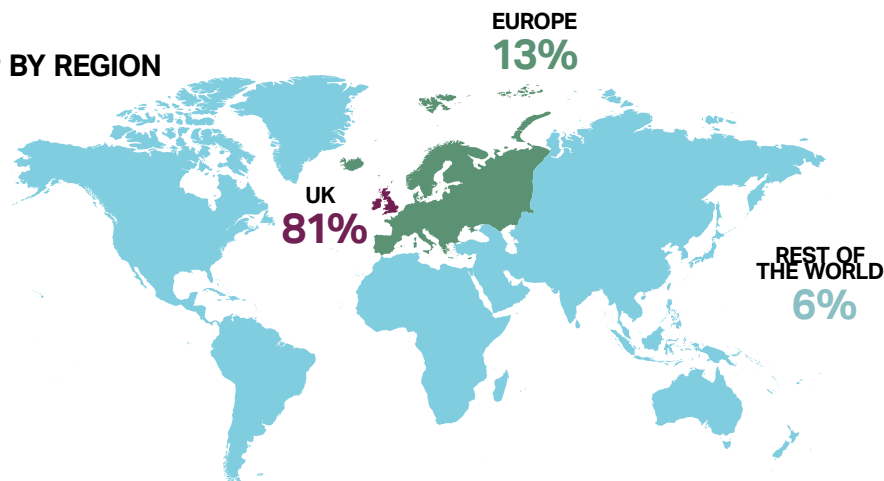
EUROFRUIT
ASIAFRUIT

PRODUCE
PLUS

ASIAFRUIT

FRESH PRODUCE
JOURNAL

PRINT READERSHIP BY REGION



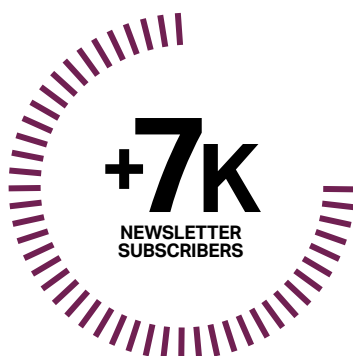
FRESH PRODUCE

JOURNAL

IN FIGURES

CONTACT

editorial@fpj.co.uk



FRUITNET

|||||

97,000
MONTHLY USERS

|||||

589,000
MONTHLY VIEWS

|||||

+60,000
SOCIAL MEDIA FOLLOWERS

FRESH PRODUCE JOURNAL

|||||

26,000
MONTHLY USERS

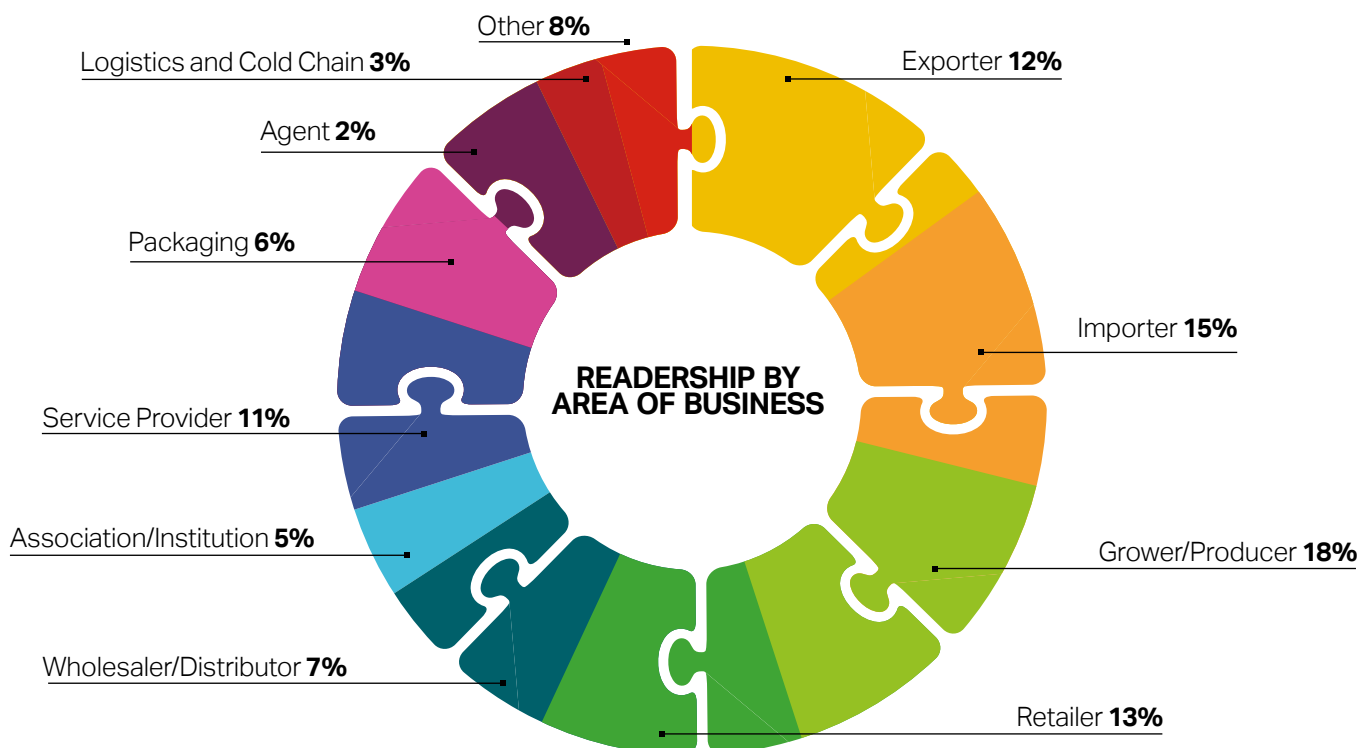
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141,000
MONTHLY VIEWS

|||||

+7,000
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



FRESH PRODUCE JOURNAL

FRUITNET SPECIALS

CONTACT

editorial@fpj.co.uk

FRESH FOCUS SPECIALS ARE DISTRIBUTED AT **FRUIT LOGISTICA, ASIA FRUIT LOGISTICA, FRUIT ATTRACTION AND OTHER FRUITNET EVENTS.**



FEBRUARY

FRESH FOCUS
SOUTH AFRICA

BOOKING
DEADLINE
6 January 2025



MARCH

FRESH FOCUS
BERRY

BOOKING
DEADLINE
7 February 2025

EVENT
DISTRIBUTION
Fruitnet Berry Congress
International Blueberry Conference
IBO Summit



APRIL

FRESH FOCUS
ITALY

BOOKING
DEADLINE
2 April 2025

EVENT
DISTRIBUTION
Macfrut



MAY

FRESH FOCUS
MOROCCO

BOOKING
DEADLINE
4 April 2025

EVENT
DISTRIBUTION
Morocco Tomato Congress



MAY

FRESH FOCUS
SUSTAINABILITY

BOOKING
DEADLINE
25 April 2025

EVENT
DISTRIBUTION
Greentech



JUNE

FRESH FOCUS
PACKAGING & TECHNOLOGY

BOOKING
DEADLINE
2 May 2025

EVENT
DISTRIBUTION
Greentech



JULY

FRESH FOCUS
TROPICALS

BOOKING
DEADLINE
23 May 2025

EVENT
DISTRIBUTION
Fruitnet Tropical Congress



AUGUST

FRESH FOCUS
APPLE & PEAR

BOOKING
DEADLINE
4 July 2025

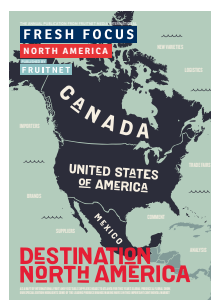
EVENT
DISTRIBUTION
Prognosfruit



AUGUST

FRESH FOCUS
AVOCADO

BOOKING
DEADLINE
25 July 2025



OCTOBER

FRESH FOCUS
NORTH AMERICA

BOOKING
DEADLINE
22 August 2025

EVENT
DISTRIBUTION
Global Produce & Floral Show



NOVEMBER

FRESH FOCUS
TOMATO

BOOKING
DEADLINE
3 October 2025

EVENT
DISTRIBUTION
Fruitnet Tomato Congress



NOVEMBER

FRESH FOCUS
CHERRY

BOOKING
DEADLINE
9 October 2025

FRESH PRODUCE

JOURNAL

EDITORIAL PROGRAMME

CONTACT

editorial@fpj.co.uk

JANUARY - JUNE

ISSUE ONE

FRUIT LOGISTICA SPECIAL

Special Features

Fruit Logistica preview
Citrus
Bananas
Spain
Belgium
Eastern Europe
UK exports
Logistics
Vertical farming
Category Insight: tropical fruit

Event Distribution

Fruit Logistica

Booking Deadline: 10 January

Publication Date: 28 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: 19 March

Publication Date: 4 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: 9 May

Publication Date: 27 May

ISSUE TWO

MARKETING & BRANDING SPECIAL

Special Features

Marketing and branding
Avocados
Netherlands
South Africa
New Zealand & Australia
Ports
Nuts and dried fruit
Crop protection
Category Insight: stonefruit

Event Distribution

City Food & Drink Lecture
International Food & Drink Event

Booking Deadline: 14 February

Publication Date: 4 March

ISSUE FOUR

MEDITERRANEAN SPECIAL

Special Features

Spain
North Africa
France
Italy
Turkey
Greece & Cyprus
British asparagus
Tomatoes
Melons
NPD
Category Insight: greenhouse vegetables

Booking Deadline: 9 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 2025/26 and all Fruitnet events

Booking Deadline: 2 July

Publication Date: 18 July

ISSUE EIGHT

FPJ 130th ANNIVERSARY SPECIAL

Special Features

130 years of FPJ
Fruit Attraction preview
Mushrooms
Machinery
Recruitment and training
Latin America
Belgium
Asia
Grapes
Category Insight: potatoes

Event Distribution

Fruit Attraction

Booking Deadline: 5 September

Publication Date: 23 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: 2 December

Publication Date: 18 December

ISSUE SEVEN

SUSTAINABILITY SPECIAL

Special Features

Sustainability in production
Sustainable packaging
Fairtrade Fortnight
Marketing and branding
Wales, Scotland and Ireland
Careers and succession
Pumpkins & squash
Sweetcorn
Portugal
Category Insight: root vegetables

Booking Deadline: 6 August

Publication Date: 22 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

British Potato Industry Event
National Fruit Show

Booking Deadline: 10 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
CC2025 or earlier:
 - All fonts must be
supplied/outlined
 - Images must be
300 DPI in CMYK
3. Photoshop CC2025 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://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

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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

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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

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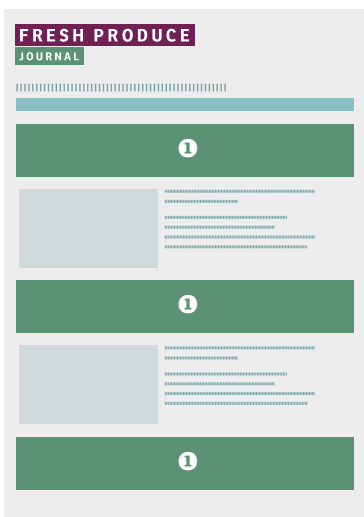
STANDARD DISPLAY **FPJ.CO.UK**

| 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 |
| Advertorial (up to 500 words) | | | | 1,600 |

|||||

141,000

MONTHLY VIEWS



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 |

Advertorial

ONE OFF CHARGE 1600

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

|||||

+7,000

NEWSLETTER SUBSCRIBERS

FRESH PRODUCE

JOURNAL

RATE CARD

CONTACT

advertising@fpj.co.uk

| MAGAZINE DISPLAY | | RATE (£) | FPJ.CO.UK | RATE (£) | WEEK | MONTH |
|-------------------------------------|----------|----------|---------------------------------------|----------|--------------------------|----------|
| Full page | | 1,600 | Super banner | 480 | 1,850 | |
| Full page in first third | | 1,900 | Central banner | 250 | 950 | |
| Front cover strip | | 1,045 | Large side banner | 210 | 750 | |
| Half page | | 1,210 | Small side banner | 160 | 600 | |
| Third page | | 1,040 | News sponsor | 250 | 950 | |
| Quarter page | | 869 | Advertorial | | 1600 | |
| Half page spread | | 2,150 | EMAIL NEWSLETTER | | | |
| Double page spread | | 2,850 | Premium banner | 350 | 1,300 | |
| | | | Standard banner | 250 | 900 | |
| Inside back cover | | 1,980 | PARTNER CONTENT | | | |
| Inside front cover | | 2,200 | Video banner | 350 | 1,300 | |
| Back cover | | 2,300 | Content series sponsor | | POA | |
| | | | Fruitbox episode sponsor | | 2,700 | |
| | | | Fruitbox episode – main partner | | 4,200 | |
| | | | Fruitbox series sponsor | | POA | |
| | | | Video episode sponsor | | 4,300 | |
| | | | Video series sponsor | | POA | |
| | | | Fruitnet Presents video (advertorial) | | 4,500 | |
| | | | Microsite with bespoke content | | 8,600 | |
| PRINT MARKETING | | | DISCOUNTS | % | AGENCY COMMISSION | % |
| Magazine insert | | 1,750 | 3+ | 5 | UK agency | 10 |
| Full page advertorial | | 1,800 | 5+ | 10 | Other agency | 15 |
| DPS advertorial | | 2,950 | 7+ | 15 | | |
| Belly wrap | standard | 4,400 | 10+ | 20 | | |
| | creative | 4,950 | 15+ | 25 | | |
| Bound-in bookmark | from | 4,000 | | | | |
| Bound-in card | from | 4,600 | | | | |
| Fold-out cover | from | 4,500 | | | | |
| DIGITAL EDITION ONLY | | | | | | |
| 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

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, to discover new trade opportunities, and to shape the future of your business.



FRUITNET BERRY CONGRESS
13-14 MARCH 2025 · ROTTERDAM
berrycongress.com



FRUITNET TROPICALS CONGRESS
24-25 JUNE 2025 · ANTWERP
tropicalscongress.com



FRUITNET CITRUS CONGRESS
25-26 MARCH · VALENCIA
citruscongress.com



ASIAFRUIT KNOWLEDGE CENTRE
3-5 SEPTEMBER 2025 · HONG KONG
asiafruitknowledgecentre.com



FRESH PRODUCE INDIA
3-4 APRIL 2025 · MUMBAI
freshproduceindia.com



DEUTSCHE OBST & GEMÜSE KONGRESS
22-23 SEPTEMBER 2025 · DÜSSELDORF
dogkongress.de



FRESH PRODUCE VIETNAM
13-14 MAY 2025 · HO CHI MINH CITY
freshproducevietnam.com



FRUITNET TOMATO CONGRESS
11-12 NOVEMBER 2025 · MALAGA
fruitnet.com/tomatocongress



FESTIVAL OF FRESH
5 JUNE 2025 · SPALDING
fruitnet.com/festivaloffresh

ORGANISING EVENTS SINCE 1970

✦ BRUSSELS
✦ AMSTERDAM
✦ PARIS
✦ LONDON
✦ BERLIN
✦ VALENCIA
✦ BARCELONA
✦ VENICE
✦ SANTIAGO
✦ LIMA
✦ MONTEVIDEO
✦ BOGOTÁ

✦ BUENOS AIRES
✦ ST PETERSBURG
✦ MELBOURNE
✦ HO CHI MINH CITY
✦ CAIRO
✦ CAPE TOWN
✦ DUBAI
✦ MUMBAI
✦ DELHI
✦ HYDERABAD
✦ PUNE
✦ BANGALORE

✦ BUDAPEST
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✦ BIRMINGHAM
AND MORE...

OFFICIAL COOPERATION PARTNER



FRUIT LOGISTICA
5-7 FEBRUARY 2025 · BERLIN



ASIA FRUIT LOGISTICA
3-5 SEPTEMBER 2025 · HONG KONG



FRESH PRODUCE

JOURNAL

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com

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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

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FRESH PRODUCE

JOURNAL

CONTACT US

EDITORIAL



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



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



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



TOM JOYCE
FEATURES EDITOR
tom@fruitnet.com
+44 20 7501 3704
[in](#) tomfruitnet



CARL COLLEN
STAFF WRITER
carl@fruitnet.com
+44 20 7501 3703



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

ADVERTISING



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



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

AGENTS

GIORDANO GIARDI
ITALY
giordano@fruitnet.com
+39 059 786 3839

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

BELÉN BARBINI
SPAIN, LATIN AMERICA & MIDDLE EAST
belen@fruitnet.com
Tel. +34 615 051 357

MARÍA DEL MAR VALENZUELA
SPAIN, LATIN AMERICA & MIDDLE EAST
maria@fruitnet.com
Tel. +34 671 378 856

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

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Raquel Herce
Managing Director
raquel@somosmint.com



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