



Fresh Digest Media Kit

Who are FPFC Members?

Members of the FPFC are professionals along the entire production chain of the fresh produce and floral industry who do business in California. Our members include growers, shippers, wholesalers, brokers, distributors, foodservice operators and retailers, as well as professionals from allied industries.

Fresh Digest

The magazine of the Fresh Produce & Floral Council (FPFC), Fresh Digest is published four times per year with a print run of 4,000 issues. In addition to the Council's membership, the magazine is distributed to nearly 1,000 independent retailers who are less likely to be reading national trade publications. Two issues each year receive bonus distribution at industry trade shows. A digital edition of the magazine is also available at FPFC.org

Our readership includes:

Retailers

Vice Presidents of Produce and Floral; Produce and Floral Supervisors, Managers, Merchandisers and Directors of virtually every major retail chain in the country receive the Fresh Digest. More than 80 percent of our readers are directly involved in buying and selling fresh fruits, vegetables and floral products.

Foodservice

Our subscriber list includes hundreds of foodservice companies who buy fresh fruits and vegetables for restaurants, hotels, schools and catering companies.

Brokers, Wholesalers, Growers & Shippers

Fresh Digest keeps this vital segment of the produce industry informed about market trends, new products and issues that impact their businesses.

FPFC.org

The FPFC's website is updated regularly and is an important source of information for its membership. In addition to finding information about the association and its members, members register for events, read articles and view photos at FPFC.org.

Fresh News

Fresh News is the FPFC's digital newsletter, distributed the last week of each month to FPFC members and other subscribed industry professionals.

Fresh DIGEST

Mechanical Specs

Trim Size: 8.5 x 11 inches

Bleed Size: 8.75 x 11.25 inches

Full Page: 8.5 x 11 inches with 1/8 in bleed on all sides

2/3 Page: 4.5 x 10 inches

1/2 Page Horizontal: 7 x 5 inches

1/3 Page Vertical: 2.12 x 10 inches

1/3 Page Square: 4.5 x 5 inches

1/3 Page Horizontal: 7 x 3.25 inches

Ad Rates - Net

Covers

Inside Front: \$2,500

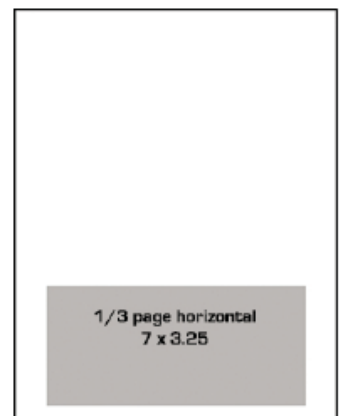
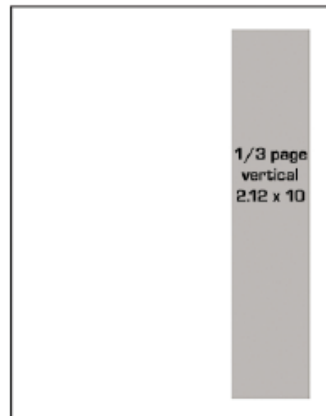
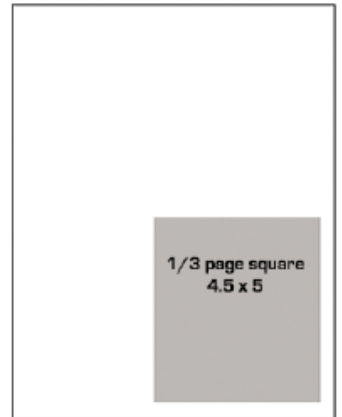
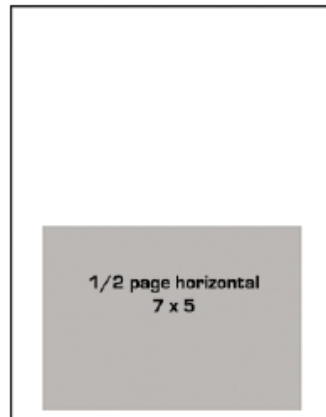
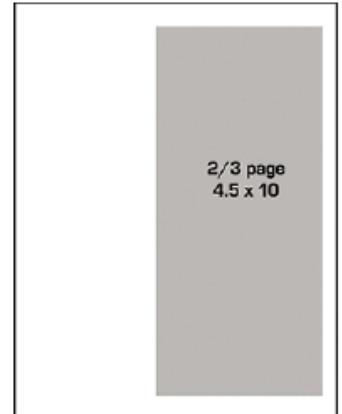
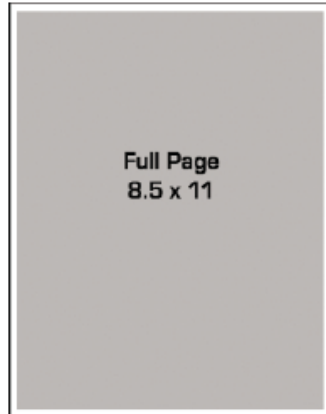
Inside Back: \$2,350

Back Cover: \$2,500

	1x Rate	2x Rate	4x Rate
Full Page	\$2,300	\$2,200	\$2,050
2/3 Page	\$2,050	\$1,975	\$1,800
1/2 Page	\$1,800	\$1,700	\$1,600
1/3 Page	\$1,450	\$1,350	\$1,200

Click Through for Digital Edition: + \$100

All Artwork is Due as High-Resolution (300 dpi) PDF
RGB by the Reservation Deadline.





2020 Fresh Digest Editorial/Production Calendar

Editorial focus each issue is subject to change, and dependent on advertising support.

March/April 2020

- Buyer Profile: 99 Cents Only Stores
- California Avocados
- California Strawberries

Reservation Deadline: February 7, 2020

September/October 2020

- Buyer Profile
- Apples
- Pears
- Dates
- Nuts

**Bonus Distribution: PMA Fresh Summit
Convention & Expo***

Reservation Deadline: August 14, 2020

June/July 2020

- Buyer Profile: Stater Bros. Markets
- Organic Produce
- Complimentary Items (Juice, Toppers, Dips, Dressings)
- Floral

**Bonus Distribution: United Fresh Convention & Expo,
Organic Produce Summit, The FPFC Expo,
PMA Foodservice Conference and Expo***

Reservation Deadline: May 15, 2020

December 2020/January 2021

- Buyer Profile
- Avocados
- Bagged Salads
- Herbs

Reservation Deadline: December 4, 2020

*The Produce Marketing Association (PMA) has decided, based on their focus on sustainability and in response to their attendee feedback, that the PMA Foodservice Conference and the PMA Fresh Summit events will no longer include the distribution of printed material from Publication Bins. They are replacing their Publication Bins with a "Trade Publication Wall" which will include the FPFC *Fresh Digest's* logo and cover artwork as well as a QR code with a link to the online edition of *Fresh Digest*.

To advertise, contact Dana Davis at (302) 750-4662 or Dana@fpfc.org

Fresh News

Fresh News is the Fresh Produce & Floral Council's monthly newsletter, delivered to FPFC members and other subscribers, the last week of each month.

Fresh News offers an **exclusive advertising opportunity**, limited to just **one ad each month**.

Monthly distributing: 1,700 emails

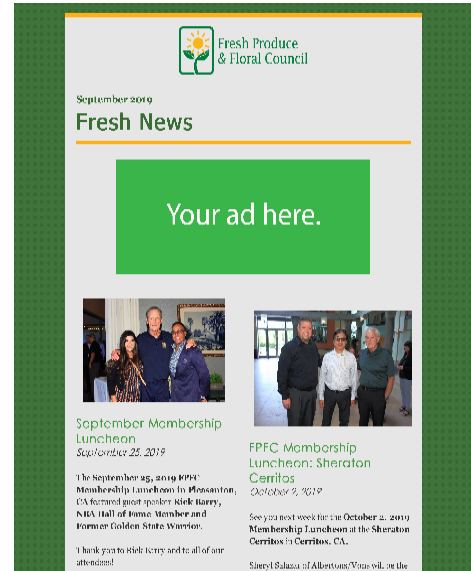
Average open rate: 30%

Image Size: 658 x 270 pixels 72 DPI

Rate: \$500 per month

Click-through included

Artwork Deadline: 15th of the month in which ad is to appear



FPFC.org

The Fresh Produce & Floral Council's website is a resource for the entire fresh produce and floral industry, providing information about the Council, its membership, and Council events.

Annual Visitors: Approximately 15,000

Average Pages Per Visit: 6

Ad Sizes:

There are three FPFC web ads available each month. They appear in a row on the bottom of the home page, the photo galleries page, the calendar page and the retailer/member profiles page.

Our digital ads are priced at \$500/month each. All ads are 350 pixels by 350 pixels at 72 dpi.

