



# 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 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](http://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](http://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

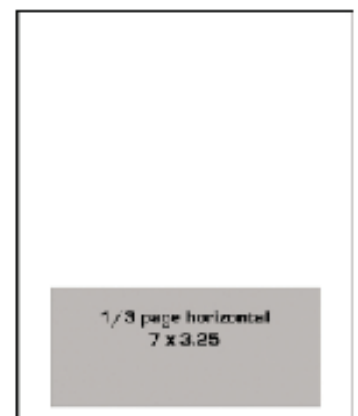
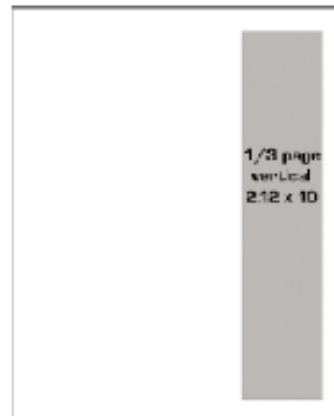
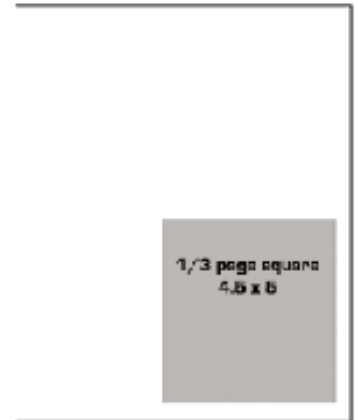
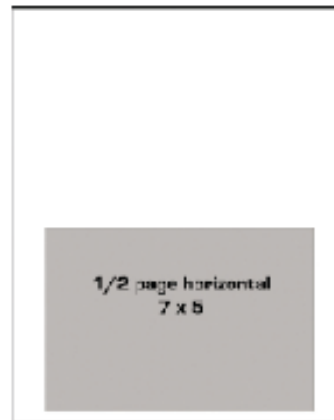
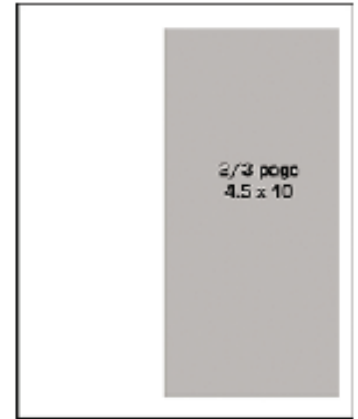
Inside Back: \$2,350

Back Cover: \$2,500

	1x Rate	2x Rate	4x Rate
Full Page	\$2,300	\$2,200	\$2,050
2/3 Page	\$2,050	\$1,950	\$1,800
1/2 Page	\$1,800	\$1,700	\$1,550
1/3 Page	\$1,550	\$1,450	\$1,300

Click Through for Digital Edition: + \$100

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



To advertise, contact Emma McBride-Taylor at Emma@fpfc.org or (714) 739-0177



# 2021 Fresh Digest Editorial/Production Calendar

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

## Spring 2021

- Buyer Profile
- California Avocados
- California Strawberries

**Reservation Deadline: February 22, 2021**

## Fall 2021

- Buyer Profile
- Apples
- Pears
- Dates
- Nuts

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

**Reservation Deadline: August 20, 2021**

## Summer 2021

- Buyer Profile
- Organic Produce
- Complimentary Items (Juice, Toppers, Dips, Dressings)
- Soft Fruits and Melon Season

**Bonus Distribution:**

**Organic Produce Summit, The FPFC & United Fresh Expo,  
PMA Foodservice Conference and Expo\***

**Reservation Deadline: May 21, 2021**

## Winter 2021

- Buyer Profile
- Avocados
- Bagged Salads
- Floral
- Herbs

**Reservation Deadline: December 3, 2021**

\*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 Emma McBride-Taylor at [Emma@fpfc.org](mailto:Emma@fpfc.org) or (714) 739-0177

## 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**. Fresh News is sent out on the first Tuesday of each month.

Monthly distributing: 3,000 emails

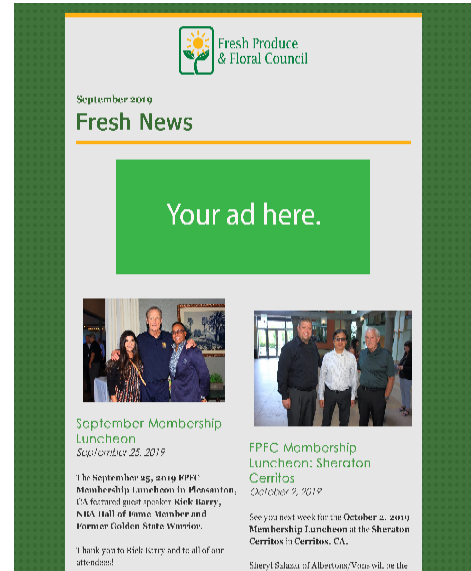
Average open rate: 30%

Image Size: 658 x 270 pixels 72 DPI

Rate: \$500 per month

Click-through included

Artwork Deadline: 2 weeks before the newsletter is to be sent out



## 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.

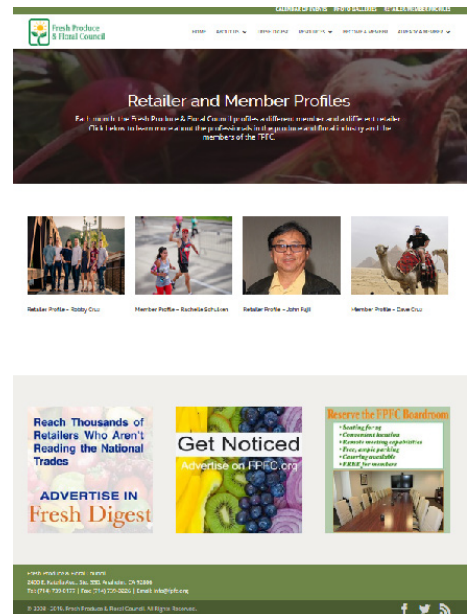
Annual Visitors: Approximately 15,000

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.



To advertise, contact Emma McBride-Taylor at [Emma@fpfc.org](mailto:Emma@fpfc.org) or (714) 739-0177