



# Fresh Produce & Floral Council

## Fresh Produce & Floral Council Media Guide

REVISED DECEMBER 2022



Please contact Emma McBride-Taylor to  
reserve your ad space at [emma@fpfc.org](mailto:emma@fpfc.org)



## Fresh Digest Artwork Due Dates

Spring Issue - February 20

Summer Issue - May 19

Fall Issue - August 18

Winter Issue - December 8

# 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).

## 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.



Your ad here!

# 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 third Thursday of each month.

Monthly distributing: 2,500 emails  
Average open rate: 30% Click-through included  
Rate: \$500 per month

Image Size: 658 x 270 pixels 72 DPI



Your ad here!

## Fresh News Artwork

### Deadlines

January 19	July 20
February 16	August 17
March 23	September 21
April 20	October 19
May 18	November 16
June 15	December 14

To reserve your ad space, please contact  
Emma McBride-Taylor at [Emma@fpfc.org](mailto:Emma@fpfc.org) or  
(714)739.0177



# 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.



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# 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

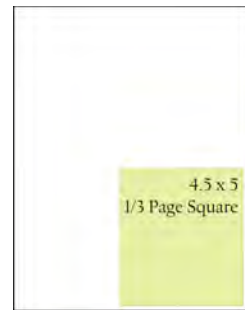
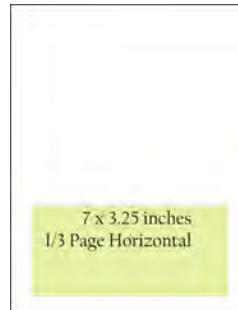
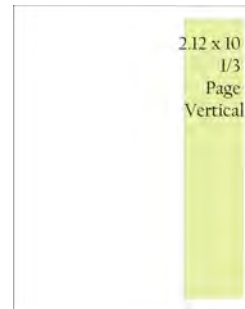
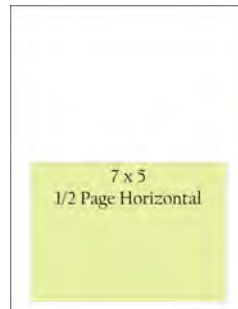
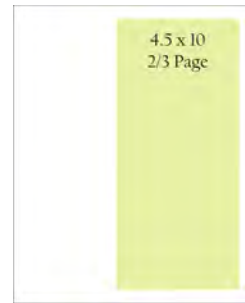
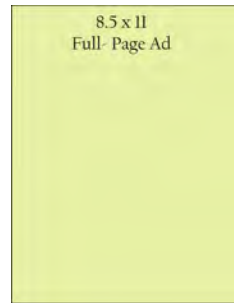
2/3 Page: 4.5 x 10 inches

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		1x Rate	2x Rate	4x Rate
Inside Front: \$2,500	Full Page	\$2,300	\$2,200	\$2,050
Inside Back: \$2,350	2/3 Page	\$2,050	\$1,950	\$1,800
Back Cover: \$2,500	1/2 Page	\$1,800	\$1,700	\$1,500
	1/3 Page	\$1,500	\$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.

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# Editorial/Production Calendar

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## Spring 2023

Buyer Profile

California Avocados

California Strawberries

Reservation deadline  
Monday, February 20, 2023

## Fall 2023

Buyer Profile

Apples and Pears

Dates and Nuts

Reservation deadline  
Friday, August 18, 2023

## Summer 2023

Buyer Profile

Organic Produce

Complimentary Items  
(Juice, Toppers, Dips &  
Dressings)

Soft Fruits and Melons

Reservation deadline  
Friday, May 19, 2023

## Winter 2023

Buyer Profile

Avocados

Value-Added Produce

Floral

Herbs

Reservation deadline  
Friday, December 8, 2023

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# FPFC.org

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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 reserve your ad space, please contact  
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# The Produce News Official Media Sponsor of the FPFC

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The partnership has a goal of increasing awareness of the mission of the FPFC to the trade with expanded coverage in The Produce News. The Produce News has vowed to develop initiatives with the FPFC that benefit its members while also enhancing the status of the publication as the premiere trade media company in the California marketplace.

Fresh Produce & Floral Council members will receive a special ad rate at 20% off the rate card.

**Please note:** this will not be applied to members who have special discounted rates already in place

To reserve your ad space in The Produce News, please contact John Groh at [groh@theproducenews.com](mailto:groh@theproducenews.com)

## THE PRODUCE NEWS

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FOUNDED IN NYC • 1897

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Fresh Produce  
& Floral Council



# Reserve My Spot

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Please select the issue you are reserving.

- Spring 2023
- Summer 2023
- Fall 2023
- Winter 2023/2024

Please select your ad size.

- 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
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Covers		1x Rate	2x Rate	4x Rate
Inside Front: \$2,500	Full Page	\$2,300	\$2,200	\$2,050
Inside Back: \$2,350	2/3 Page	\$2,050	\$1,950	\$1,800
Back Cover: \$2,500	1/2 Page	\$1,800	\$1,700	\$1,500
	1/3 Page	\$1,500	\$1,450	\$1,300

Please select your ad rate:

- Full Page    1x Rate    2x Rate    4x Rate
- 2/3 Page    1x Rate    2x Rate    4x Rate
- 1/2 Page    1x Rate    2x Rate    4x Rate
- 1/3 Page    1x Rate    2x Rate    4x Rate