

PRODUCE NEWS MEDIA PACK 2012



CIRCULATION PROFILE

PRODUCE NEWS CURRENTLY HAS A CIRCULATION OF OVER 5,000, MAKING IT ONE OF THE LEADING PUBLICATIONS IN THE INDUSTRY. OVER 92% OF OUR CIRCULATION COMPRISES OF PAYING SUBSCRIBERS FROM A RANGE OF DIFFERENT INDUSTRY SECTORS, AND IN THE LAST FEW YEARS THE MAGAZINE HAS BECOME A GUIDEBOOK OF THE INDUSTRY FOR CATEGORY BUYERS AND PROCUREMENT MANAGERS THROUGHOUT THE EUROPEAN PRODUCE TRADE.

The magazine maintains a strong strategic structure which guarantees a responsive audience and we can provide detailed circulatory figures to help you quantify your feedback from any involvement with the magazine.

The circulation cements Produce News as an industry leader, with an estimated readership of over 75,000 key decision makers the magazine is used regularly by our readers for sourcing potential suppliers. We don't simply have a mailing list, we have readers.

I hope you have all the information you require, if

however I can be of any further assistance please do not hesitate to contact me on +44 (0)1484 321000.

SPECIFICALLY TARGETED

GROUPS	WHOLESALE,
MAJOR MULTIPLES,	GROWERS,
NURSERIES,	HORTICULTURE,
MANUFACTURING,	DISTRIBUTION,
IMPORTING,	CATERING,
FOOD SERVICE,	LOGISTICS,
FARMERS,	COOPERATIVES,
GARDEN CENTRES,	PROCESSING,
COLD STORAGE,	PACKING,
EXPORTING,	RETAIL AND MARKETING.

FORTHCOMING FOCUSES

OUR DETAILED UNDERSTANDING OF THE PRODUCE WORLD ALLOWS US TO CHANGE WITH THE SEASONS AND MIRROR THE INDUSTRY AS IT CHANGES THROUGHOUT THE YEAR.

JANUARY EDITION

Fresh Cut Produce, Leaf Farms, Organics, Seeds & Crop Care

FEBRUARY EDITION

Citrus, Bagged Salads, Flowers & Plants,

MARCH EDITION

Wholesale Markets, Herbs, Food Miles & Logistics, Avocados

APRIL EDITION

Jersey Potatoes, Packaging & Grading, Spring Vegetables & Salad

MAY EDITION

Importers, Carrots, Warehousing, Potatoes

JUNE EDITION

British Summer fruits, Stone fruit, Watercress

JULY EDITION

Mushrooms, Soft Fruit, Tomatoes

AUGUST EDITION

Pineapples, Citrus, Asparagus

SEPTEMBER EDITION

Bananas, Pumpkins & Squash, Apples & Pears, Exotics

OCTOBER EDITION

Persimmon, Prepared Fruit & Vegetables, Chilean Avocados, Onions & Garlic

NOVEMBER EDITION

Machinery, Winter Vegetables & Salads, Stonefruit, Canary Islands Produce

DECEMBER EDITION

Root Crops, Logistics, Grapes, Food on the Go, Kiwi Fruit



FREE CORPORATE LITERATURE

FREE COMPANY BROCHURE

PRODUCE NEWS MAGAZINE IS WRITTEN AND PUBLISHED BY THOSE WHO UNDERSTAND THE WORLD OF PRODUCE. EVERYDAY WE SPEAK DIRECTLY TO THE PEOPLE THAT MATTER. THAT'S WHY WE WANT YOU TO TAKE ADVANTAGE OF THIS VAST RESERVOIR OF KNOWLEDGE BY COMMISSIONING A NEW COMPANY BROCHURE - COMPLETELY FREE OF CHARGE.

WHAT'S THE CATCH?

The only stipulation is that an article around your company or development attracts advertising support from suppliers, thereby providing an adequate amount of space within the magazine to enable us to reprint your article into a stand-alone brochure. The cost of designing and printing a company brochure can cause a severe dent in a company's advertising budget. To take advantage of our offer makes complete financial and marketing sense.

Produce News Magazine is far more than just a monthly publication, though. Providing a wide range of integrated media vehicles, it is well positioned to capitalise on the continual evolution taking place within the produce industry.

IMPROVE YOUR SALES

This means that we can offer you a wide array of services, from web design through to public relations. Large and small companies alike regularly tell us that our focused approach helps them to make more money by improving sales volumes, organisational infrastructure, and market savvy.

Produce News Magazine is dedicated to helping companies of any size and in any sector of the industry. Many of the Produce's leading companies are already taking advantage of our services - shouldn't you?

SOME OF OUR CLIENTS

CHRISTIAN SALVESEN - BRITISH AIRWAYS WORLD CARGO
SIR RICHARD SUTTON'S SETTLED ESTATES
VAN GEEST INTERNATIONAL B.V.
ZESPRI INTERNATIONAL EUROPE
KENT INTERNATIONAL AIRPORT
HAZELDENE FOODS
BARFOOTS OF BOTLEY
F.W.MANSFIELDS
SOUTHERN SALADS
FOODS FROM SPAIN
BURBANK PRODUCE

PRODUCE WORLD

THE GREENERY
CAPESPAN
DEL MONTE
NORBRA DONTRAGANGLE
SEALED AIR CRYAVAS
AND YOU?

SPECIAL POSITIONS AND DISPLAY RATES

ADVERT SIZE	SINGLE INSERTION		2-3 INSERTION		4-6 INSERTIONS		7-9 INSERTIONS		10-12 INSERTIONS	
SPECIFICATION	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO
DOUBLE PAGE	£3080	£2475	£2464	£1980	£2376	£1733	£1848	£1485	£1540	£1125
FULL PAGE	£1925	£1535	£1540	£1228	£1487	£1074	£1155	£921	£963	£696
HALF PAGE	£1188	£852	£950	£682	£862	£569	£713	£512	£594	£387
QUARTER PAGE	£792	£473	£634	£378	£574	£331	£475	£284	£396	£215

SPECIAL POSITION RATE CARD	MECHANICAL DATA	TYPE AREA DEPTH-WIDTH	BLEED AREA DEPTH-WIDTH
FRONT COVER POSITION <small>(+2 PAGE EDITORIAL FEATURE)</small>	QUARTER PAGE PORTRAIT	131 X 91MM	NO BLEED
INSIDE FRONT COVER	HALF PAGE PORTRAIT	272 X 91MM	NO BLEED
IST DPS IN MAG <small>(+1 PAGE EDITORIAL FEATURE)</small>	HALF PAGE LANDSCAPE	131 X 187MM	NO BLEED
GATE FOLD <small>(+25% FOR BINDING)</small>	FULL PAGE	277 X 210MM	303 X 236MM
BOUND INSERTS <small>(+25% FOR BINDING)</small>	DOUBLE PAGE	277 X 440MM	303 X 466MM

ALL PRICES ARE SUBJECT TO VAT



ANOTHER SATISFIED CUSTOMER

IMPORTANT, HIGH QUALITY, DELIGHTED, BEST, VERY IMPRESSED, GREAT, CAPTURES, HIGH STANDARD, INNOVATIVE, UNDERSTANDING, THOUGHT, CARE, NICE, PLEASURE, HAPPY, PROACTIVE, CUSTOMER FOCUSED, GOAL DIRECTED, WHERE PEOPLES OPINIONS SPEAK FOR THEMSELVES.

"Produce News Magazine featured our company in their magazine and also produced a company brochure for us. I was delighted with the article and our customers have all been very impressed with the quality of the brochure."

PAUL FAULKNER
MARKETING DIRECTOR
FRESH LINK MARKETING

"We were delighted with the high standard and presentation of our article. Many thanks to all at Planet for their innovative ideas and kind assistance throughout."

DAVID CURTISS
COMMERCIAL MANAGER
KENT INTERNATIONAL AIRPORT MANSTON

"Produce news captures some of the best entrepreneurial businesses and new developments in our industry today offering coverage that is second to none"

PAUL COLLINS
GENERAL MANAGER
REYNOLDS CATERING

"Their understanding of apparently quite obscure detail is rapid and their approach and methods very professional indeed and their work well researched and of an extremely high quality."

CHRISTOPHER THOMAS DOWSE
ESTATE MANAGER
SIR RICHARD SUTTON'S SETTLED ESTATES

"I have worked with great pleasure with Produce News Magazine on our company brochure. It is nice to know that there are people who are as critical as myself with regard to layout and illustration."

MONIQUE DOORNEGAL
ASSISTANT MARKETING & SALES
GREEFA MACHINEBOUW BV

"Produce News has been an important medium for spreading the message about the Silver Lapwing Award and I have been very impressed over the years with the thought and care with which the story has been presented."

CHRIS BUCKINGHAM
BUCKINGHAM COMMUNICATIONS



**PRODUCE NEWS
CONSTRUCTION MAGAZINE
FOOD & DRINK NEWS**

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