



# Fresh Produce & Floral Council Media Guide

REVISED JANUARY 2024



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

# Fresh Digest

A Publication of the Fresh Produce & Floral Council

Summer 2023



## Fresh Digest Artwork Due Dates

Spring Issue - February 19

Summer Issue - May 20

Fall Issue - September 16

Winter Issue - December 16

# 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 newly rebranded with updates occurring regularly. [FPFC.org](http://FPFC.org) is an important source of information for 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 fourth Thursday of each month to FPFC members and other subscribed industry professionals.



June 2023  
Fresh News



**WESTLAKE HAS IT  
IN THE BAG!**

**213 - 624 - 8676** Import Citrus Season is Here.



**31st Annual Golf Tournament**  
Tuesday, July 18, 2023  
Tustin Ranch Golf Club  
Tustin, CA  
*Sold Out!* The 31st Annual SoCal Golf Tournament at Tustin Ranch Golf Club on July 18th is now sold out, join the waiting list [HERE](#).



**August Membership Luncheon with City of Hope**  
Wednesday, August 9, 2023  
Sheraton Cerritos, Cerritos, CA  
12725 Center Ct Dr S, Cerritos, CA 90703  
**Register Now** for the August Membership Luncheon with City of Hope. This luncheon will



Your ad here!

# Fresh News

Monthly Newsletter

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 two ads each month. Fresh News is sent out on the fourth 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!

**Mosaic Floral Event Design**  
Richard Galachyan

**NMEF Inc.**  
Cesar Garcia

**Plant Grow Harvest (PGH)**  
Matt Middleton

**South Mill/Champs**  
Johnny Geges

**Sweet Seasons**  
Ignacio Gonzalez

**Treto's Inc.**  
Rafael Treto

**West Coast Refrigerated Trucking**  
Albert Cabral



**ADVERTISE ONLINE WITH US!**

**REACH MORE FLORAL AND PRODUCE BUYERS!**

[Learn More](#)

## Fresh News Artwork Deadlines

January 22	July 22
February 19	August 19
March 25	September 23
April 22	October 21
May 20	November 25
June 24	December 20

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.



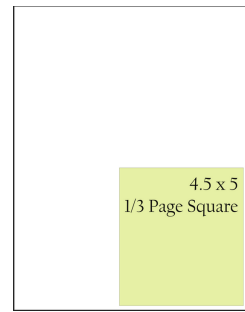
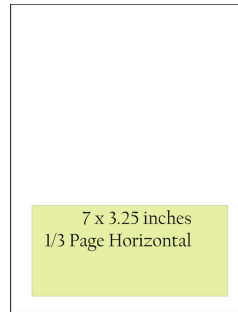
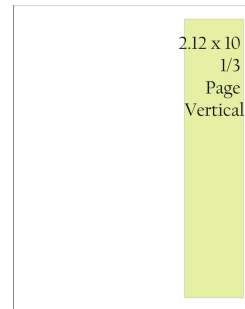
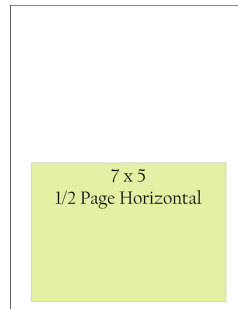
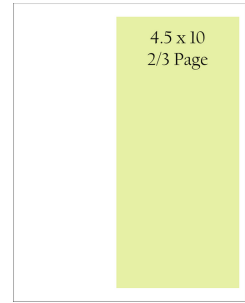
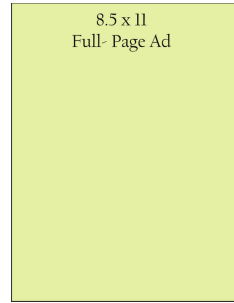
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# Mechanical Specs

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.

To reserve your ad space, please contact  
Emma McBride-Taylor at Emma@fpfc.org or 714.739.0177



# 2024 Editorial/Production Calendar

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## Spring

Buyer Profile

California Avocados

California Strawberries

Reservation deadline  
Friday, March 8, 2024

## Fall

Buyer Profile

Apples and Pears

Dates and Nuts

Reservation deadline  
Monday, September 16, 2024

## Summer

Buyer Profile

Organic Produce

Complimentary Items  
(Juice, Toppers, Dips &  
Dressings)

Soft Fruits and Melons

Reservation deadline  
Monday, May 20, 2024

## Winter

Buyer Profile

Avocados

Value-Added Produce

Floral

Herbs

Reservation deadline  
Monday, December 9, 2024

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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.



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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**  
FOUNDED IN NYC • 1897

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# Reserve My Spot

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

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

Please select the issue you are reserving.

Spring 2024

Summer 2024

Fall 2024

Winter 2024/2025

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

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Covers	1x Rate	2x Rate	4x Rate
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	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

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