

# PRODUCE NEWS



MEDIA PACK **2017**



# MEDIA INFORMATION

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.

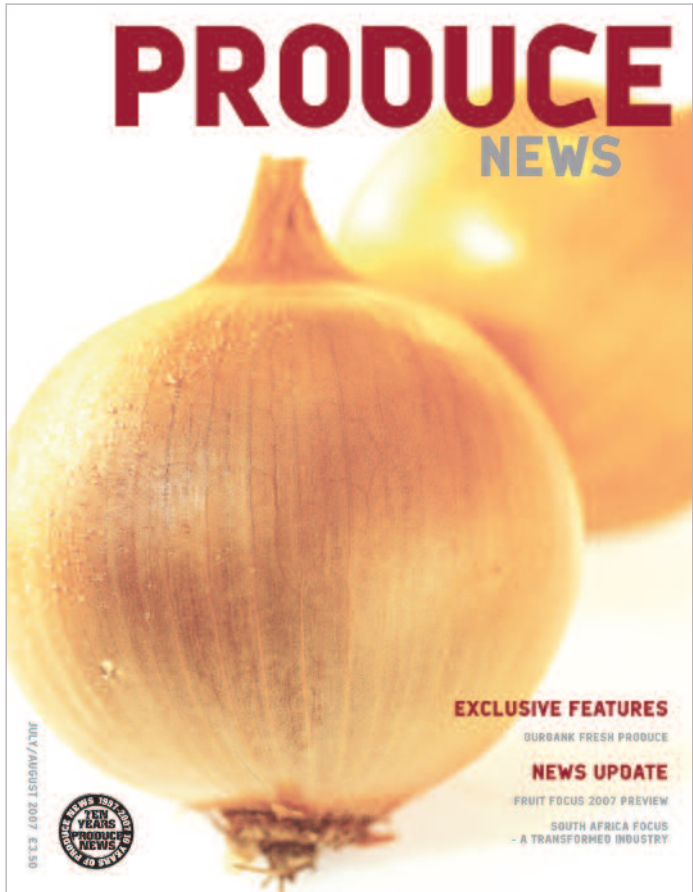
## **SPECIFICALLY TARGETED**

### **GROUPS:-**

MAJOR MULTIPLES,  
NURSERIES,  
MANUFACTURING,  
IMPORTING,  
FOOD SERVICE,  
FARMERS,  
GARDEN CENTRES,  
COLD STORAGE,  
EXPORTING,

WHOLESALE,  
GROWERS,  
HORTICULTURE,  
DISTRIBUTION,  
CATERERING,  
LOGISTICS,  
COOPERATIVES,  
PROCESSING,  
PACKING,  
RETAIL AND MARKETING.





SPONSORED COVER



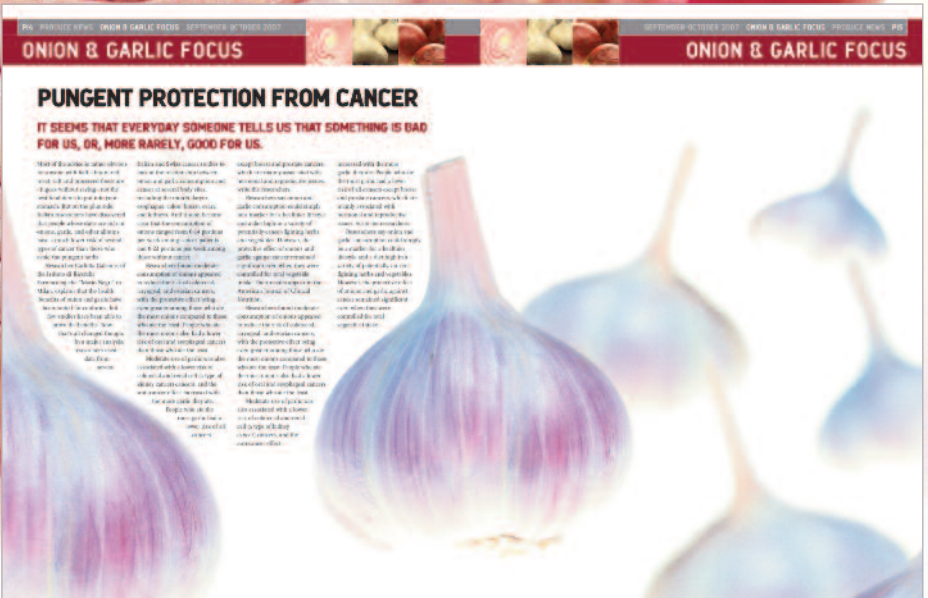
EDITORIAL FEATURE & NEWS UPDATES



COMPANY PROFILE



TRADE ADVERTISING



EDITORIAL FEATURE



## 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 2017**

FRESH CUT PRODUCE  
LEAF FARMS  
ORGANICS  
SEEDS & CROP CARE

### **FEBRUARY 2017**

CITRUS  
BAGGED SALADS  
FLOWERS & PLANTS

### **MARCH 2017**

WHOLESALE MARKETS  
HERBS  
FOOD MILES & LOGISTICS  
AVOCADOS

### **APRIL 2017**

JERSEY POTATOES  
PACKAGING & GRADING  
SPRING VEGETABLES & SALAD

### **MAY 2017**

IMPORTERS  
CARROTS  
WAREHOUSING  
POTATOES

### **JUNE 2017**

BRITISH SUMMER FRUITS  
STONE FRUIT  
WATERCRESS

### **JULY 2017**

MUSHROOMS  
SOFT FRUIT  
TOMATOES

### **AUGUST 2017**

PINEAPPLES  
CITRUS  
ASPARAGUS

### **SEPTEMBER 2017**

BANANAS  
PUMPKINS & SQUASH  
APPLES & PEARS  
EXOTICS

### **OCTOBER 2017**

PERSIMMON  
PREPARED FRUIT & VEGETABLES  
CHILEAN AVOCADOS  
ONIONS & GARLIC

### **NOVEMBER 2017**

MACHINERY  
WINTER VEGETABLES & SALADS  
STONEFRUIT

### **DECEMBER 2017**

ROOT CROPS  
LOGISTICS  
GRAPES  
KIWI FRUIT

IF YOU WOULD LIKE TO CONTRIBUTE TO ANY OF THE FORTHCOMING FEATURES OR WOULD LIKE ADVERTISING COSTS, PLEASE EMAIL US AT [PRODUCE@PLANET-MEDIA.CO.UK](mailto:PRODUCE@PLANET-MEDIA.CO.UK) OR TELEPHONE +44 (0)1484 321000

# PRODUCE NEWS



FREE CORPORATE **BROCHURE**



## FREE COMPANY BROCHURE

PRODUCE NEWS MAGAZINE IS WRITTEN AND PUBLISHED BY THOSE WHO UNDERSTAND THE FOOD AND DRINK INDUSTRIES. 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 food and drink 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 industry's leading companies are already taking advantage of our services - shouldn't you?

### SOME OF OUR CLIENTS

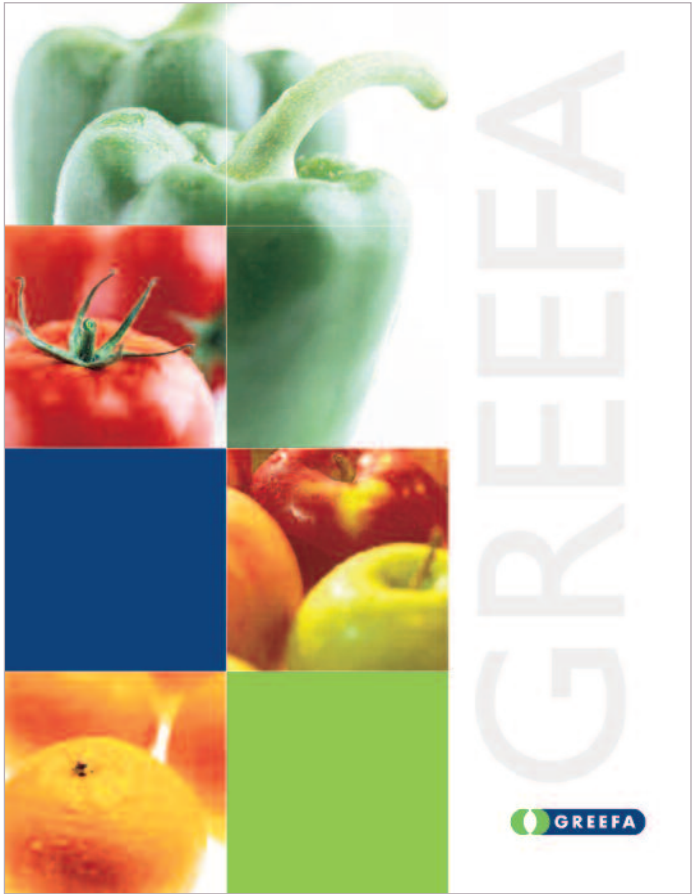
JJ'S FAST FOOD  
VIRGIN ATLANTIC AIRLINES  
HOLDSWORTH FOODSERVICE  
TOTAL FOODSERVICE  
TYNESIDE FOODSERVICE  
AF BLAKEMORE FOODSERVICE  
HN NUTTALL FOODSERVICE  
NORTHERN FOODS  
BAKKAVOR GROUP  
UNIQUE PREPARED FOODS  
WAITROSE  
TESCO  
MAKRO  
SCOTTISH MIDLAND COOP  
MCDONALDS

BRITISH AIRWAYS  
SUBWAY  
BURGER KING  
NHS  
WELCOME BREAK  
ROAD CHEF  
FAIRFAX MEADOW  
ARAMARK  
SODEXHO  
BUNZL VENDING SERVICES  
COSTCUTTER  
DIAGEO  
PALMER & HARVEY  
WHITBREAD  
THE CO-OPERATIVE

PILGRIM FOODSERVICE  
FIRST GREAT WESTERN  
SHELL UK  
THE TODAY'S GROUP  
GLEESON GROUP  
TIMOTHY TAYLORS  
MARSTONS  
MAXOL

### AND YOU?

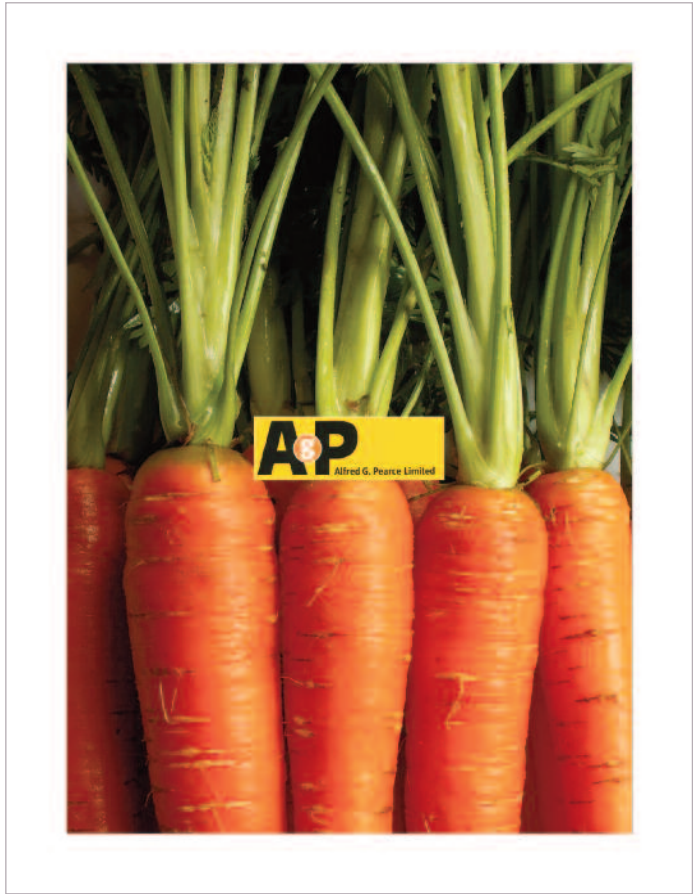




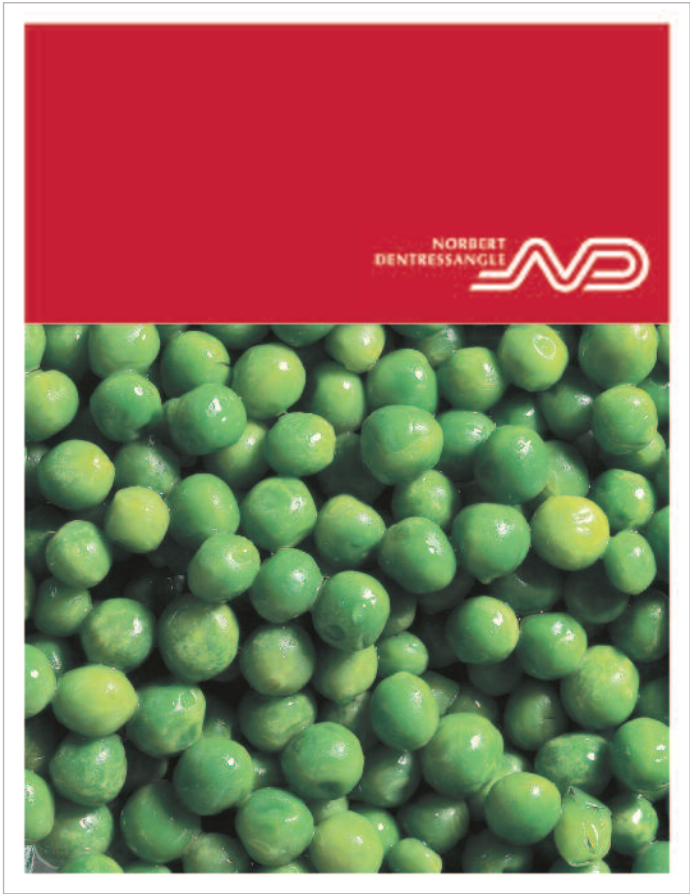
GREEFA



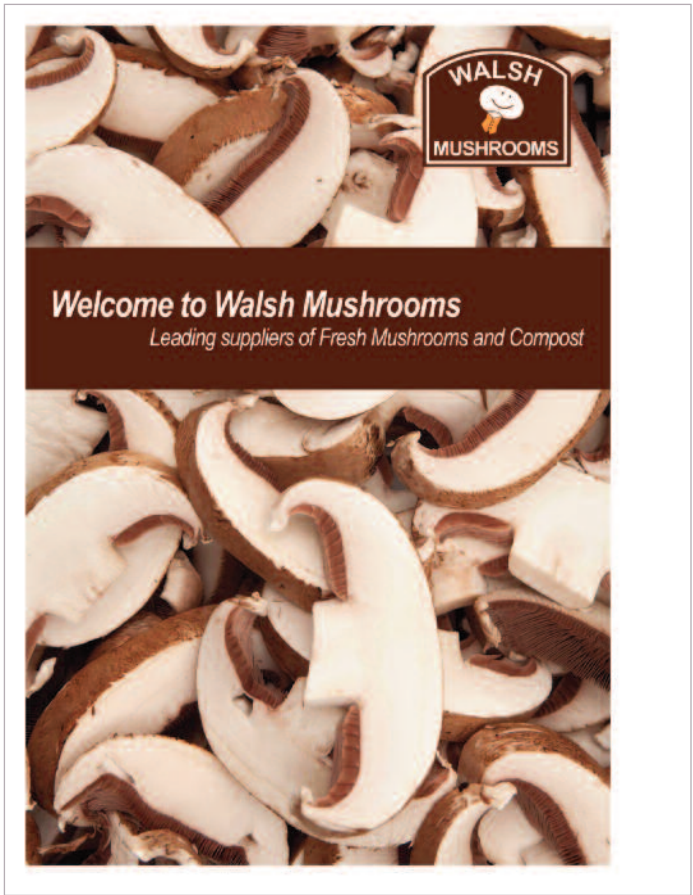
TASCO



ALFRED G. PEARCE LIMITED



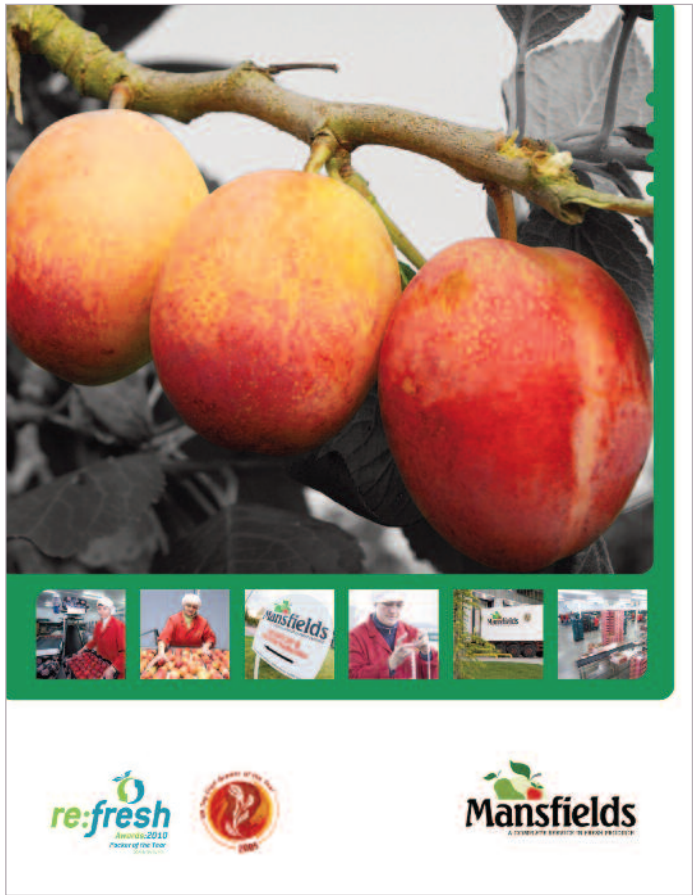
NORBERT DENTRESSANGLE



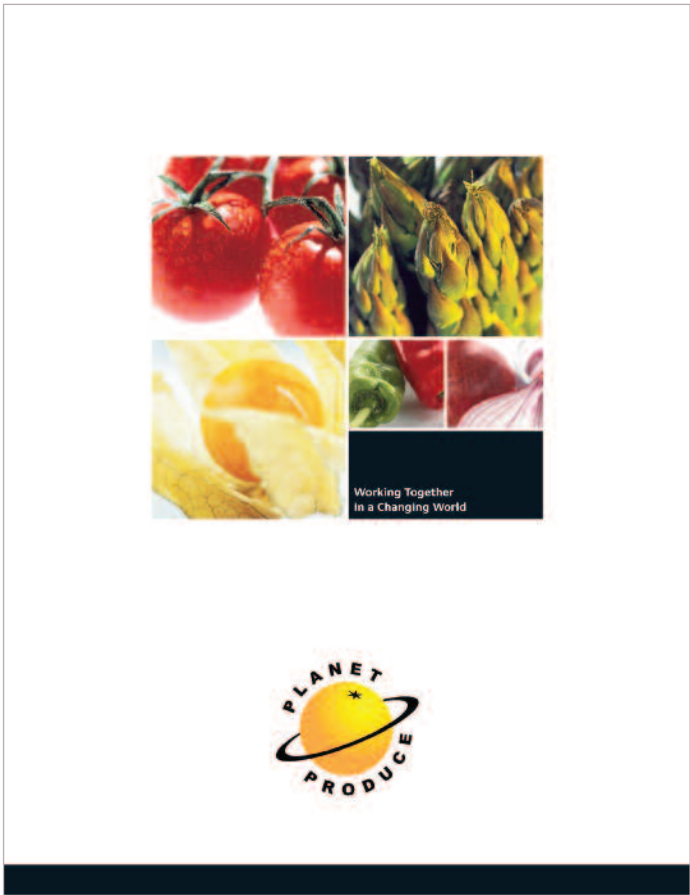
WALSH MUSHROOMS



DEL MONTE



MANSFIELDS



PLANET PRODUCE

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>	£3295	QUARTER PAGE PORTRAIT	131 X 91MM	NO BLEED
INSIDE FRONT COVER	£2695	HALF PAGE PORTRAIT	272 X 91MM	NO BLEED
1ST DPS IN MAG <small>(+1 PAGE EDITORIAL FEATURE)</small>	£3190	HALF PAGE LANDSCAPE	131 X 187MM	NO BLEED
GATE FOLD <small>(+25% FOR BINDING)</small>	£2195	FULL PAGE	287 X 200MM	303 X 216MM
BOUND INSERTS <small>(+25% FOR BINDING)</small>	£1683	DOUBLE PAGE	287 X 410MM	303 X 426MM

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 DOORNEBAL**  
**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**



## KEY CONTACTS

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