

The

FRESH PRODUCE

JOURNAL

PODCAST

The Fresh Produce Journal Podcast is part of the Fruitnet Podcast Network.

#freshideas



CONNECT WITH THE UK FRESH PRODUCE AUDIENCE

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

WHY SPONSOR THE FRESH PRODUCE JOURNAL PODCAST?

- Be the first to sponsor a brand new digital channel for FPJ
- Reach an enhanced digital audience
- Position your brand within an authoritative discussion
- Forge an intimate connection to industry leaders via a popular podcast format, designed to be heard on-the-go

WHO'S LISTENING?

- Retail buyers and category managers
- Packers and post-harvest specialists
- Importers, exporters, wholesalers
- Marketing and branding experts
- Growers and input suppliers
- Logistics operators
- Technology providers
- Industry analysts and policymakers

THE FRESH PRODUCE JOURNAL PODCAST, SPONSORED BY YOU

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, exclusive interviews with high profile guest and on the ground reporting from Fruitnet's team of journalists.

LET'S TALK

Partner with us and make your brand part of the conversation.

podcasts@fruitnet.com | fruitnet.com/FPJ/podcast

FRUITNET

SPONSORSHIP

BENEFITS

- Your advert will be read out by FPJ journalists within the episode and positioned alongside authoritative and topical conversations about the trade.
- Different packages available
- Reaching the existing FPJ digital audience, plus new audiences on Spotify and Apple Podcasts
- Promoted on LinkedIn with short video clips
- Logo placement on social media clips
- Brand mention in podcast show notes

AUDIO ADVERTISING

YOUR BRAND, BROUGHT TO LIFE BY OUR JOURNALISTS.

Platinum/Overall Sponsor

- Within title – (The FPJ Podcast, brought to you by...) – read out at the start
- Company logo on social media clips

| | |
|-------------------|----------------|
| 6 episodes | £11,600 |
| 3 episodes | £5,800 |
| 1 episode | £2,000 |

Gold

- 45 second advert read out and discussion (within an episode)
- Company logo on social media clips

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|-------------------|---------------|
| 6 episodes | £8,600 |
| 3 episodes | £4,300 |
| 1 episode | £1,500 |

Silver

- 30 second advert read out (within an episode)
- Company logo on social media clips

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|-------------------|---------------|
| 6 episodes | £5,600 |
| 3 episodes | £2,800 |
| 1 episode | £1,000 |

Bronze

- 20 second advert read out (at the end of an episode)
- Company logo on social media clips

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|-------------------|---------------|
| 6 episodes | £2,600 |
| 3 episodes | £1,300 |
| 1 episode | £500 |

FOR MORE INFORMATION

CONTACT: advertising@fpj.co.uk