

fruit & vine

magazine



**Media
Information**

www.fruitandvine.co.uk

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magazine



WHY FRUIT & VINE?

Britain is seeing a steep upwards trend of growers producing excellent quality wine and fruit on our own soil. The area of planted vines has risen by 173% over the past 10 years, while the number of commercial vineyards has more than doubled in the same time.

Fruit & Vine growers hold a unique position within agriculture, requiring their very own dedicated content. This is not something that could be simply tacked onto the pages of **Farmers Guide**, but instead warrants its own specialist magazine and website; and so, from autumn 2022, the new **Fruit & Vine** magazine will be produced. Free to receive, it will feature news, grower and company profiles, Q&As, machinery, agronomy, technical news including packaging, processing and logistics, professional services, and regular contributor columns.

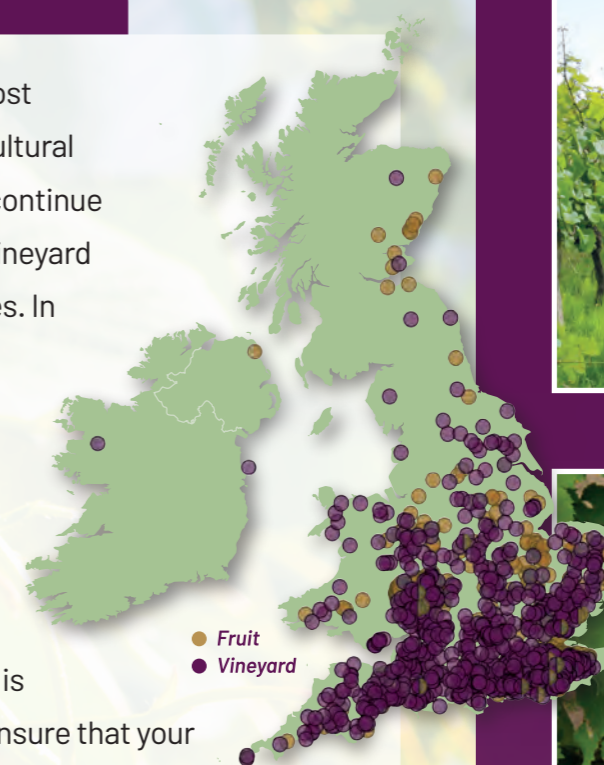
Fruit & Vine will be the perfect way for businesses to offer their products and services directly to their target audience.

Reaching over 900 vineyards, 350 specific fruit growers, 2,000 industry professionals and 20,000 of our most relevant UK farmers



OUR DATA

We already have one of the most detailed and up-to-date agricultural databases in the UK, and will continue to develop it within the fruit, vineyard and drink production industries. In order to receive **Fruit & Vine** for free, growers tell us their data in terms of what is grown and area covered, as well as their position within the business. This allows us to know exactly who is receiving the magazine, and ensure that your advertising is seen by those who make the buying decisions.



	TOTAL AREA	AVERAGE
Vineyard	3,500ha (8,648ac)	3.9ha (9.64ac)
Fruit	28,500ha (70,425ac)	79.5ha (196.45ac)



First issue circulation **25,000**

80% of UK farmers have or are intending to diversify from standard farming practices*

9% of UK farmers have or are intending to diversify into vine crops*

free & direct
mailed to named decision makers!

*according to Farmers Guide survey at Cereals event 2022 based on 224 responses.

CLASSIFIED

– the place to buy and sell

THE CLASSIFIED PAGES

If you've ever seen **Farmers Guide**, you'll know that we are the market leaders with our classifieds, and the **Fruit & Vine** classified section is no different. Free to use for all farmers, growers and contractors, it's packed full of used machinery that attracts other farmers, growers and contractors from across the UK to its pages.

In addition, dealers can set up their own selling account, allowing them to have great success with advertising new, used and ex-demo stock in the classified pages of **Fruit & Vine**. 🍇



THE TEAM



Editor – Rachel Hicks

Rachel Hicks heads up both the **Farmers Guide** and **Fruit & Vine** editorial teams. Rachel has over 20 years' journalism and publishing experience, working across a diverse range of magazines and platforms – but says agriculture has by far been the most interesting topic.

She specialises in arable and agronomy content, and particularly enjoys talking to growers about their experiences.



Machinery Editor – David Williams

Our highly respected, award-winning machinery expert travels the world testing machinery from £1m combines to battery-powered chainsaws, and even the latest phase of autonomous tractors. David is also known for attending dealer open days, product launches and industry events, both abroad and in the UK.



The FG Team

Based in the Suffolk office, our friendly team are always happy to help. With years of experience, all our team are experts on publishing and on hand to help with any questions you may have. Plus, all advertisers can benefit from the use of our free in-house design studio.