

**Fruit & Vine** magazine was launched in 2022 by the team behind the UK's biggest farming magazine, **Farmers Guide**.

Due to the huge growth in the UK's viticulture market, there was a clear need for a specialist publication that could reach the decision makers in the industry, bringing together growers, specialists and businesses.

Mailed direct and free five times per year, **Fruit & Vine** magazine has gone from strength to strength, with our team being invited to dealer open days, events and machinery launches. The leading specialist magazine in the industry, it's the perfect way for businesses to offer products and services to the targeted audience.

MORE THAN

# 2,800 SUBSCRIBERS

plus 4,000 targeted **Farmers Guide** readers\*

\*targeted **Farmers Guide** audience are validated and qualified farmers that are in key geological areas for diversifying into growing fruit or vines

## Circulation

**Fruit & Vine** is sent direct to 2,800 named decision makers within the industry, plus a further 4,000 named decision makers in the relevant geographical area that have the potential to diversify into viticulture or fruit growing. Every day we are adding new readers as well as validating our current database, building what will be the most advanced database within the viticulture and fruit industry.

With many loyal advertisers, including some of the most recognisable names in the industry, feedback and research have told us that our clients get a valuable response from our magazine.

**4K** monthly page views on **fruitandvine.co.uk**

## Classified

The only specialist classified section with **FREE** advertising for readers in the industry, focusing on selling used machinery and equipment.

**144%**  
Growth in social followers in 1 year

Email database of **2,100**

## A leading industry

There's no sign of slowing down for the UK viticulture industry, with more vineyards, wineries and related businesses booming. In 2023 more than £0.5Bn of UK wine was exported around the world, making us the 12th largest wine exporter in the world. Many of the most famous French producers are investing in our shores, with Taittinger's Kent-based Domaine Evremond being launched in 2025.

## What is Fruit & Vine?

Since the launch in 2022, we at **Fruit & Vine** magazine ensure it caters for all levels within the industry, from grower to supplier to processor and everyone in-between. Part of the success of **Farmers Guide** is that it focuses not just on the machines, technology and news within the industry, but also on the people involved. This ethos has continued in the pages of **Fruit & Vine** and readers will notice the personal touch, featuring the people who make a difference in the industry, as well as the products.

Our expert editorial features on-farm tests and updates on the latest machinery, agronomy advice, technical changes and breakthroughs, grower profiles, show reviews and dealer open days.

As a commercially-minded publication, advertisers are featured alongside relevant editorial and report an excellent response from our readers.

For anyone starting a new vineyard, owners of long-established vineyards, those who have been growing fruit for generations, or specialists working in the industry, **Fruit & Vine** will be a valuable read.



AVAILABLE TO PICK UP FROM DEALERS OF **FRUIT AND VINEYARD EQUIPMENT**

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