

# DIGITAL ADVERTISING OVERVIEW

**fruit&vine**  
magazine

# 2025





# THE FUTURE IS DIGITAL

Fruit & Vine is propelling its digital transformation forward, achieving **59.6%** growth in web users and a **144%** surge in social followers throughout 2024.

**2,000+**  
social media  
followers

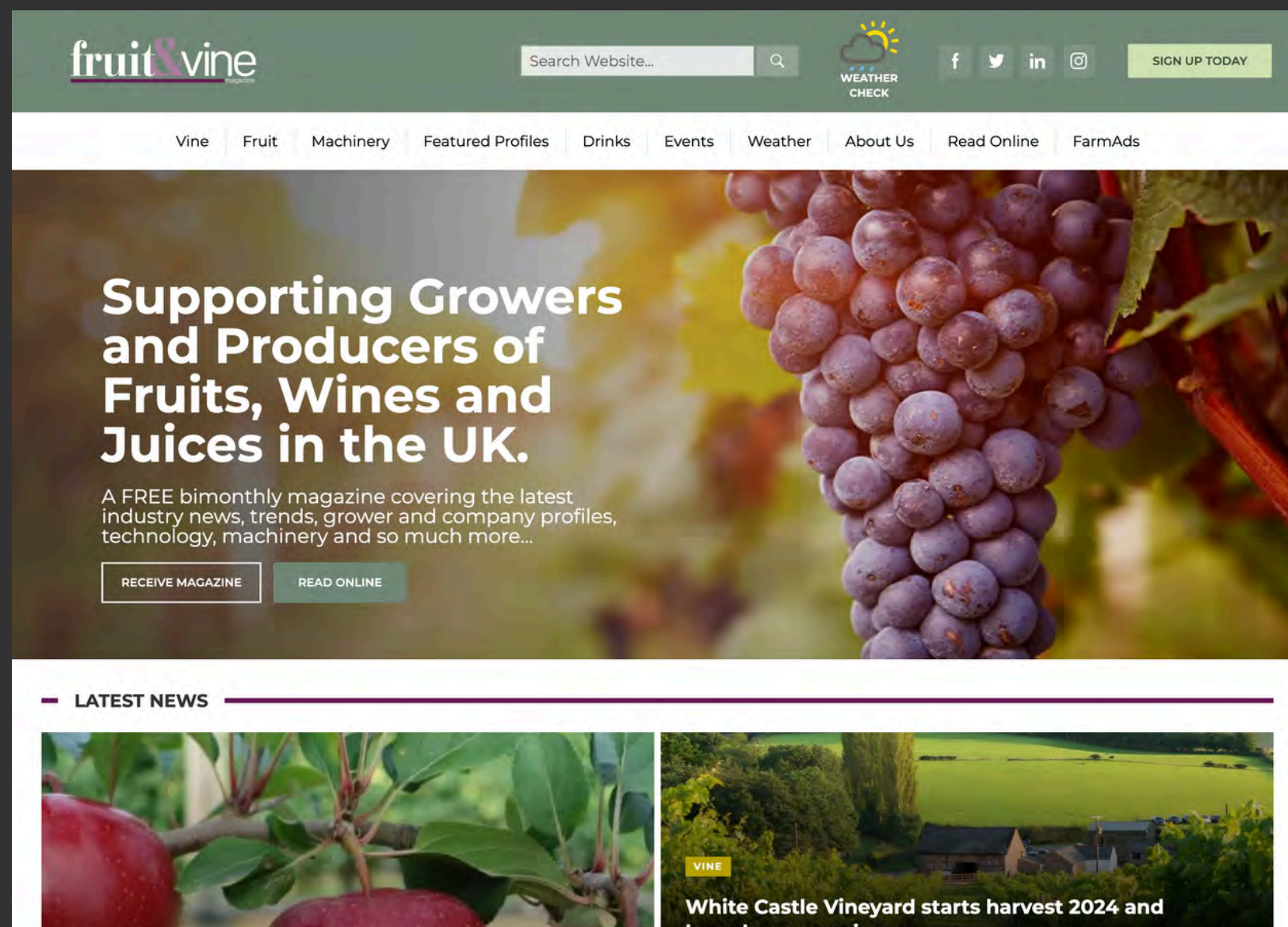
**25,000+**  
monthly social  
media reach

**2,000+**  
newsletter  
subscribers

**67.1%**  
average newsletter  
open rate

over  
**2,000+**  
average monthly  
web users

over  
**4,000+**  
average monthly  
web pageviews

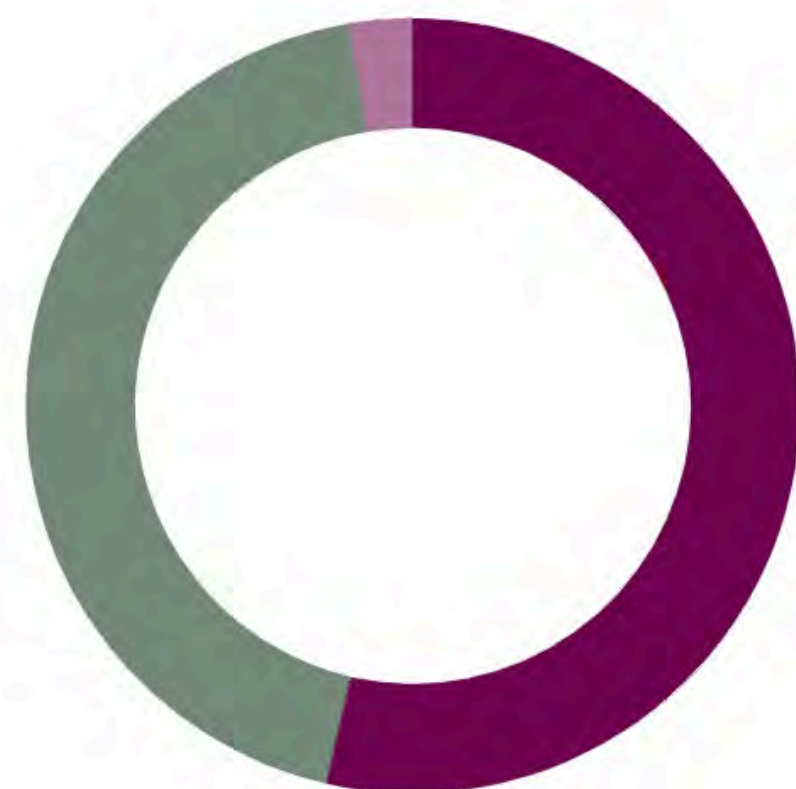




4,000+  
monthly pageviews

2,000+  
monthly web users

Device category



● MOBILE 53.5% ● DESKTOP 43.8% ● TABLET 2.7%

Average dwell time  
per user



1m 14s

Pages per user



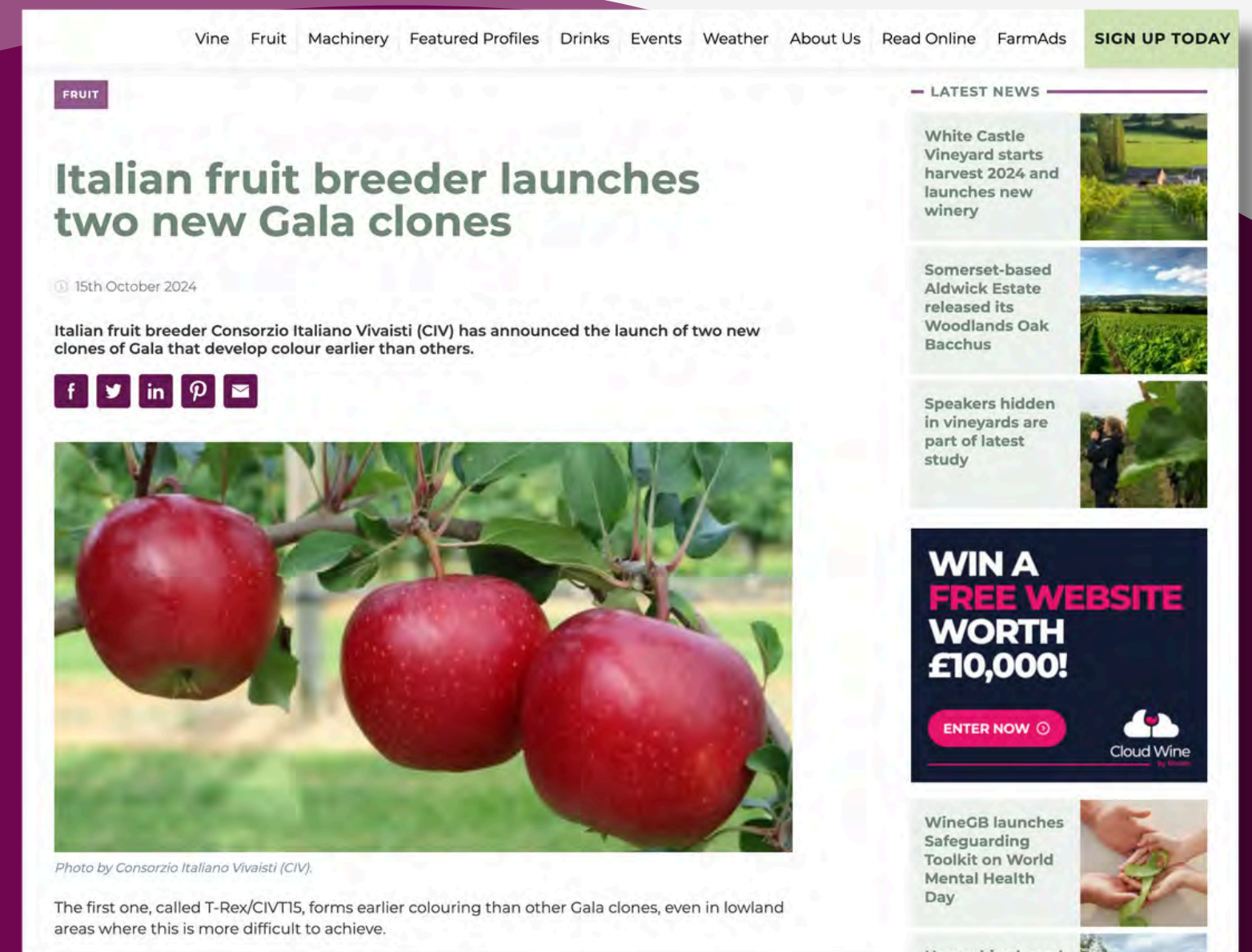
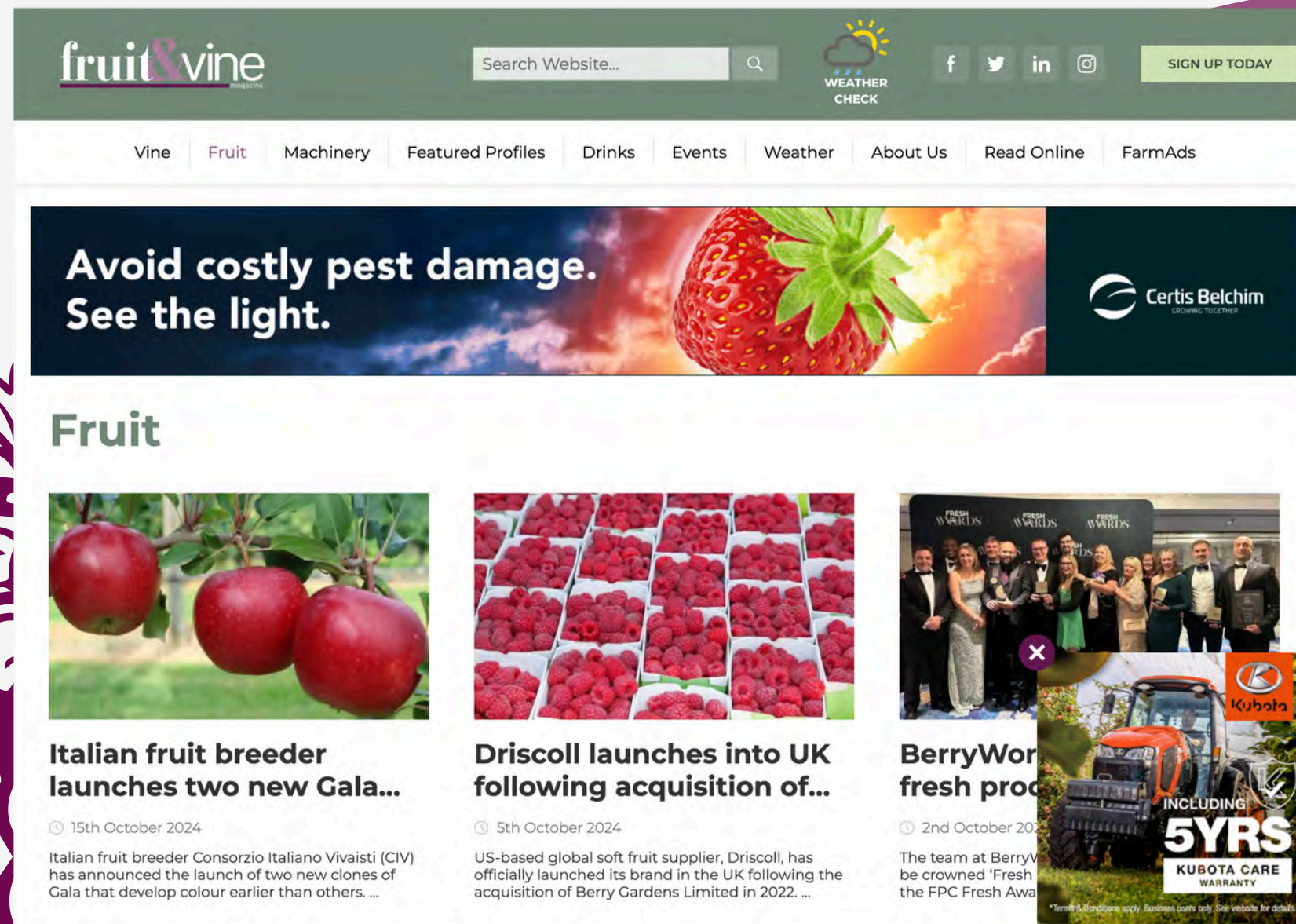
2.08



# Website advertising

Various banner positions available

45.4% increase in  
pageviews  
over 2024



- Slider
- Leader banners
- MPUs
- Inline article banners

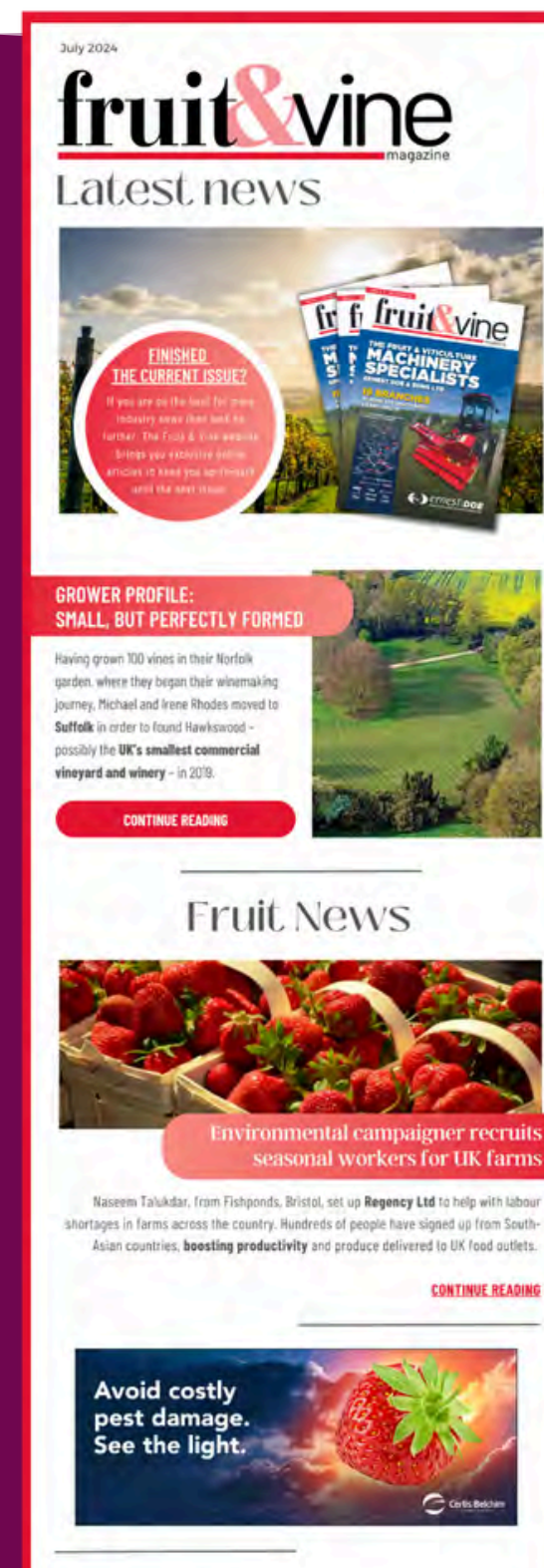
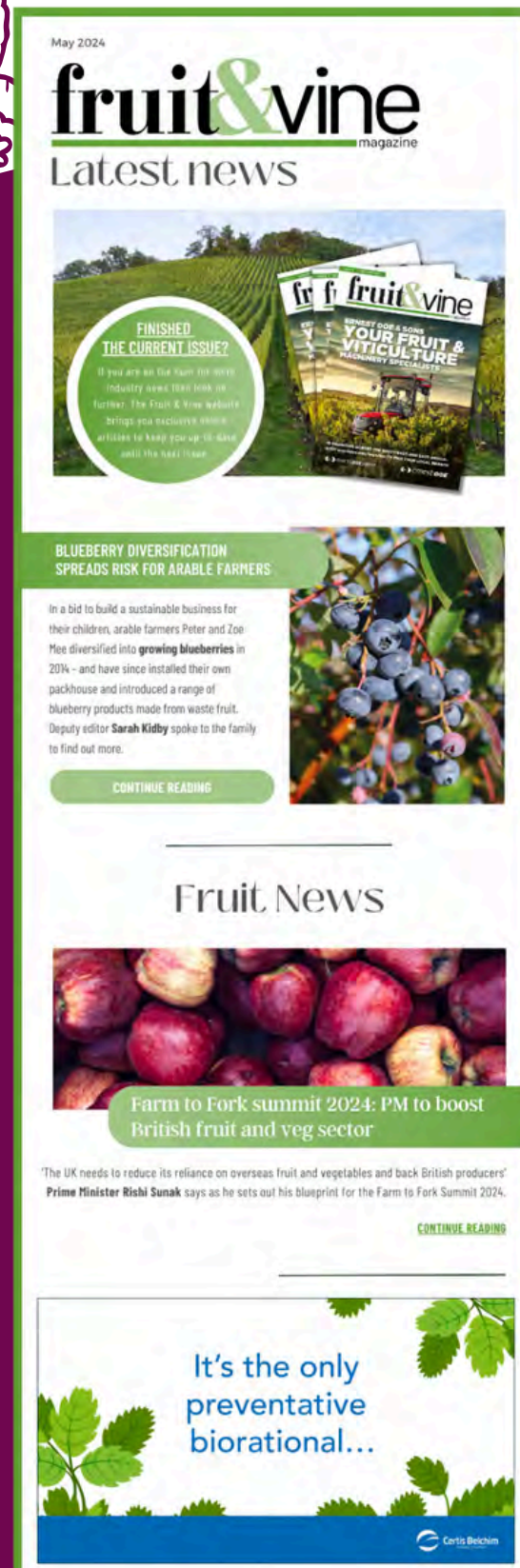
From £200  
(All prices +VAT)



# Newsletters

Sent directly to our subscribers

Each of our newsletters directly reaches  
2,000+ industry-related professionals.  
Monthly advertising options available.



67.1% average open rate

27.0% average total click-through rate

Choose from:  
*Just Landed newsletter*  
*or Latest news e-shot*

£295  
Large banner (900x900px)

£250  
Medium banner (900x500px)

£125  
Event/company notice  
or video



# Bespoke newsletters

Your creation from head to toe

Reach our 2,000+ subscribers  
with your **full, detailed,  
tailored message.**



**FREE**  
design service  
included  
**£495**

Various dates  
available to book

Update brought to you by Fruit & Vine magazine



**Don't risk product rejection.  
Use formulated Karma against  
powdery mildew.**

Your fruit production is starting to build. So, unfortunately, is pressure from powdery mildew.

I'd like to remind you why it makes sense to use Karma – [as you'll see here](#) than taking a chance with unformulated products.

**Better for such a high-value crop.**

You already do everything to reduce disease pressure, so don't get penalised by customers for a sub-standard crop.

Karma has no reported negative effects, so that you can keep plants and fruit in prime condition.

By contrast, Phillippa Dodds, formerly of Angus Growers, a key producer in Arbroath, Scotland, says "...potassium bicarbonate can be quite harsh to strawberry leaves and can cause berries to have dryer skins and be seedy".

**Designed to be more effective.**

You can treat your strawberries with confidence, not least because Karma is a registered crop-protection product, with a proven formulation system.

It's carefully devised with adjuvants including wetters and stickers to improve and enhance the effects of the active substance. It lasts longer: the potassium bicarbonate adheres to the leaf and when dried reactivates after rewetting. And Karma has no MRLs.

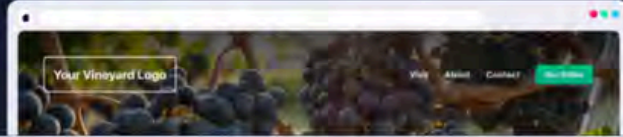
**Ask for Karma.**

[Learn how Karma can help maintain quality](#) throughout the season by squeezing life out of powdery mildew and other surface pathogens. Contact your distributor or call us on 0845 373 0305. It's just one of our solutions to help you thrive in challenging times.

"...Karma is an ideal solution and fits in with IPM programmes. In addition, there are no residue concerns."  
Angus Growers

Brought to you by Fruit & Vine magazine

**WIN A FREE WEBSITE  
WORTH £10,000!**



**Would you like a new and improved website  
for your vineyard, for FREE?**

Cloud Wine is excited to announce an incredible opportunity for one lucky vineyard to win a professionally designed, bespoke new website, worth £10,000!

**ENTER NOW!**

**What their customers say...**

"This is what I've dreamed of, having a website like this. It's brilliant and everything we wanted it to be. The navigation is superb, our customers are going to love us"

- Suzy Hobbs

Not only does the Hobbs website look fantastic, it is delivering incredible results, generating **£41,000 in ticket sales** in just the first 4 months!

**So, what are you waiting for?**


Do you want to sell more of your wine online?

Do you want to sell more tickets for your tours and tastings?

Or do you simply want more people visiting your vineyard?


Make sure to enter the competition today, it'll take you seconds, but it could make you thousands!

**ENTER NOW!**

  
Cloud Wine  
by Riweb

View this email in your browser

UPDATE BROUGHT TO YOU BY **Fruit & Vine**





**G.J. WISDOM & CO**  
*Auctioneers & Valuers*

**ONLINE AUCTION**

CONTENTS OF MODULAR BUILDING COMPANY



**AUCTION ENDS 2PM WEDS 31ST JAN**  
Viewing: 8am-3pm Thursday 25th & Friday 26th January  
Pollingfold Farm, Ellens Green, Horsham, West Sussex

[VIEW FULL CATALOGUE](#)



**SALE INCLUDES**

- Set of four Totalkare T8DC, cable-free, 7500kg mobile column lifters (2022)
- 33 x assorted galvanised steel modular buildings
- 20 x galvanised steel 7m x 3m mobile frames on six twin-wheel castors
- Approx. 120 pre-finished Seville Oak fire doors
- Pallets of gyproc fireline & moisture-resistant plasterboard
- 40ft steel shipping container
- Safety speed MFG vertical panel saw with Milwaukee 210mm saw
- Large quantity of assorted hardware, plumbing fittings, lighting and fixings
- 13 x QMP illuminated workshop benches and stool with Dell OptiPlex 5720 AIO
- Office chairs & cabinets
- Other assorted building materials



[VIEW FULL CATALOGUE](#)



**Slider – £450**

**Appearing:** ROS – follows users up and down every page. If crossed off, it will reappear after 12 hours.

**Size:** 300x300px

**Inline articles (2 per month) – £200**

**Appearing:** Appears within the body of Fruit & Vine articles – on rotation.

**Size:** 950x130px desktop, 500x200px mobile

**MPU (4 per month) – £250**

**Appearing:** Appears to the right of every article within latest news feed on desktop and bottom of mobile articles – on rotation.

**Size:** 350x300px

**Leader banner (3 per month) – £250**

**Appearing:** Homepage on rotation and a selection of premium positions in different web categories.

**Size:** Extra large – 1500x200px desktop, 500x200px mobile

**Just Landed newsletter**

Large banner £295 (900x900px)

Medium banner £250 (900x500px)

Event/company notice or video – £125 (900x300px)

**Appearing:** Within the body of a chosen Just Landed newsletter, which highlights stories from the latest issue with online article links. Large and medium banners near the top of the e-shot, small banners are further down.

**Latest news e-shot**

Large banner £295 (900x900px)

Medium banner £250 (900x500px)

Event/company notice or video – £125 (900x300px)

**Appearing:** Within the body of a chosen latest news e-shot, which highlights the latest stories online with article links. Large and medium banners near the top of the e-shot, small banners are further down.

**Bespoke newsletter – £495**

**Appearing:** A totally customised e-shot sent to our 2,000+ strong subscriber database.



# MEET THE FRUIT & VINE MARKETING TEAM

Our committed team implements, monitors, and analyses your digital initiatives to optimise engagement and ensure the highest return on investment.

Individual client reports available on every digital booking, including **FREE** design and editorial services.



**K.M Sharp**

Marketing Manager

A farmer's daughter with over 10 years' experience in digital and print marketing



**Patrick Over**

Marketing Executive

A proven digital whizz with a 6-year background in B2B marketing and SEO practices



**Kat Morton**

Publishing Assistant

A passionate designer and animator with a professional skillset in marketing & writing



# ***BOOK YOUR ADVERTISING***

Based at our Suffolk office, the Fruit & Vine team are friendly and always happy to help. With years of experience, our publishing experts are on-hand to take you through any questions you may have.

Plus, all advertisers can benefit from the use of our **FREE** in-house design studio, as well as editorial support from award-winning journalists.

- 📞 **01473 691888**
- ✉ **sales@fruitandvine.co.uk**
- 🏠 **Farmers Guide, Unit 3-4 Boudicca Road,  
Suffolk Central Business Park,  
Stowmarket, IP14 1WF**

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**www.fruitandvine.co.uk**