

NORTH AMERICA

VISION

MAGAZINE

2026

VISION MAGAZINE NORTH AMERICA



media
kit



About Us

VISION MAGAZINE NORTH AMERICA

A bi-monthly magazine for retail fresh produce buyers in the U.S. and Canada, offering print and digital distribution with industry insights, expert opinions, and leader perspectives.

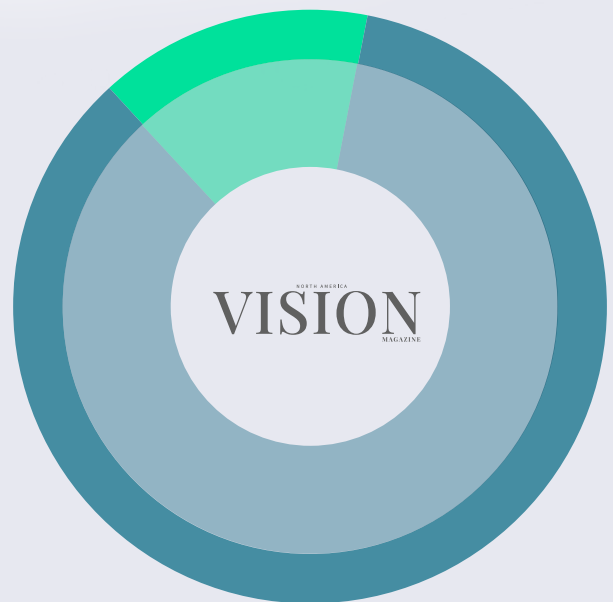
Digital EDITION



Print DISTRIBUTION

**+ DISTRIBUTED
TO MORE THAN
3,500**  
EXECUTIVES

Distributed to executives of retailers, importers, and other agribusinesses in the U.S. and Canada, it provides engaging content that includes industry leaders' perspectives, fascinating stories, and expert opinion and analysis.



 **15%**
CANADA

 **85%**
U.S.

Previous

Covers



Executives

We Have
Featured Include



Robby Cruz

Vice President of
Produce at Target

Alvaro Muñoz

Chief Executive Officer
at AMFRESH Group

Miles Reiter

Executive Chairman and
former CEO of Driscoll's

Alán Aguirre

Director at Grupo Alta

Laura Himes

Vice President of Sourcing –
Fresh for Walmart International

Zak Laffite

President of Wonderful Citrus

Vision

Magazine

IS DISTRIBUTED TO

High-level executives (including purchasing and procurement directors)
at all of the major supermarket chains in the U.S. and Canada, including:



The Brands that trust us

AgroFresh

GESEX
SMART FRUIT
FOR GOOD

NORTH DAP
PRODUCE

BLC M
FRESH

VIVA + FRESH[®]
PRESENTED BY
Texas Horticultural Producers Association

Kronis, Inc.
Winter great harvest!

AGROVISION

AMFRESH[®]
GROUP

SUN
WORLD

naturipe
FARMED FRESH

T&G
A Quality Company

Giumarra

Del Monte
Quality

fruit
attraction
International Fruit Association for Fair and Sustainable Harvest

DIVINE
FLAVOR

SEKOYA

forever
fresh

OCEANIST

GLC
Cerritos
Fresh - Sustainable - Fair Brand

Pro,
arandanos
Asociación de Productores de Arandanos

DOMEX
superfresh
growers

TERRITORIO
AGUACATE

AVOCADO
FROM
COLOMBIA

Aneberries
Our freshest berries are always good

Seal of Sweet

Villita

Sunkist

Camposol

éa
EXPOALIMENTARIA

UNITEC
We work for your harvest

Esti Group LLC

FRUIT
LOGISTICA

Prize

sepc

Mission

United
exports

Oppy

Sanylicar
Take the Sun

INTERNATIONAL
FRESH
PRODUCE
ASSOCIATION

Fresh
FARMERS

Testimonials

Laura Himes

*VP Produce Sourcing,
Walmart*

“ Vision Magazine is a resource I read cover to cover. This is a top tier source to find out what is going on across the industry from trending innovation to expert interviews. Would recommend for those looking to get a pulse on the latest news in produce.

Catherine Gipe-Stewart

*Director of Marketing
Domex SuperFresh Growers*

“ Working with Vision Magazine over the past few years has elevated the quality of our marketing and strengthened our brand portfolio. Their team does a fantastic job listening, understanding our key priorities, and helping us identify the right moments to share our story. Their articles are fresh, engaging, and high quality, taking produce reporting to the next level.

Michael DuPuis

*Quality Assurance and Public relations
Manager / Divine Flavor*

“ Vision Magazine is one of the premier publications in the produce industry, known for its authentic storytelling, insightful reporting, and innovative content. Their ability to highlight key trends and voices in fresh produce makes them a trusted resource for industry professionals. Partnering with a media platform of this caliber aligns perfectly with our goals—to have our brand and story seen, heard, and represented in the right way.

Anja Grueterich

*Marketing Specialist
SEKOYA® Fruit*

“ As part of our global outlook, North America is a key market for SEKOYA® Blueberries. Vision Magazine offers the kind of sharp, forward-looking insight we value—combining executive interviews, thoughtful analysis, and accessible commentary. It inspires us to stay ahead of trends and shape the future together with our partners. We're proud to work with the team at Vision Magazine. SEKOYA® Fruit

David Espinoza

International Sales / Hronis Inc.

“ Our initial decision to advertise in Vision Magazine was driven by a desire to connect with the next generation of professionals in the North American retail industry. Our company has a long-standing history, proudly rooted in the heart of California's table grape industry since 1945. Over the years, we've built strong relationships with major retailers, wholesalers, and food service providers. After receiving the first issue of Vision Magazine, it was clear we had made the right choice. Not only did we find the perfect platform to promote our company, but we also became part of a publication that truly supports and uplifts the produce industry. The magazine features insightful articles, in-depth interviews, and outstanding contributions from skilled journalism and columnists. It offers a broad perspective on market trends and stands out as one of the most engaging publications in the produce sector. We are confident that Vision Magazine will continue to deliver the same level of quality, authenticity, and reliable journalism in the years to come.



Editorial Calendar 2026

EDITION (ADVERTISING DEADLINE)	EDITORIAL THEME	PRODUCT SNAPSHOTS	
DEC / JAN (2025 - 26) AD SPACES CLOSE OCT. 24	Consumer	Avocados	Leafy Greens
FEB / MARCH AD SPACES CLOSE JAN. 14	Organic	Stonefruit	Asparagus
APRIL / MAY AD SPACES CLOSE MARCH 3	Tech Innovation	Berries	Grapes
JUNE / JULY AD SPACES CLOSE MAY 5	Flavor & Variety	Tree Nuts	Apples
AUGUST / SEPT AD SPACES CLOSE JULY 3	Sustainability	Citrus	Tomatoes
OCT / NOV AD SPACES CLOSE AUGUST 29	Retail	Vegetables	Tropical
DEC / JAN (2026 -27) AD SPACES CLOSE OCT. 24	Consumer	Avocados	Leafy Greens

Advertising Rates



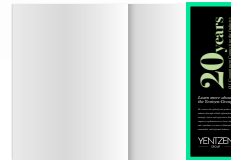
Double Page/
Double Page at



Full Page/
Back Inside Cover



2/3 Page Vertical



1/2 Page Vertical



1/2 Page Horizontal



Back Cover

All advertisements must be sent as a high-resolution PDF file.
The bleed (0.125 inches) must be included on each border of every advertisement.
*Do not place text or logos within 0.5 inches of the borders.
*Advertorials will be published on a double page spread under the name 'Sponsored Content'

SIZE	INCHES	CM	x1 (USD)	x3 (USD)	x6 (USD)
Full page	8.125 in × 10.875 in	20.6 × 27.6	\$4,290	\$3,640	\$3,210
Double page	16.25 in × 10.875 in	41.2 × 27.6	\$5,380	\$4,570	\$4,030
Advertorial			\$5,300	\$4,500	\$3,970
Double page at front	16.25 in × 10.875 in	41.2 × 27.6	\$5,980	\$5,080	\$4,480
Back inside cover	8.125 in × 10.875 in	20.6 × 27.6	\$4,790	\$4,070	\$3,590
Back cover	8.125 in × 10.875 in	20.6 × 27.6	\$5,490	\$4,650	\$4,120
2/3 page vertical	5.125 in × 10.875 in	13 × 27.6	\$3,480	\$2,980	\$2,610
1/2 page horizontal	8.125 in × 5.437 in	20.6 × 13.8	\$2,680	\$2,280	\$2,010
1/2 page vertical	3.937 in × 10.875 in	10 × 27.6	\$2,680	\$2,280	\$2,010
Bleed	0.125 in	0.3 cm			

Highlight your Brand

Special Advertising Formats



Envelope full color



Envelope B/W



Insert



Bookmark

All advertisements must be sent as a high-resolution PDF file.
 The bleed (0.125 inches) must be included on each border of every advertisement.
 *Do not place text or logos within 0.5 inches of the borders.
 *Advertorials will be published on a double page spread under the name ‘Sponsored Content’

SIZE	INCHES	CM	x1 (USD)	x3 (USD)	x6 (USD)
Envelope full color	9 in x 12 in	22.8 x 30.4	\$7,800	\$6,630	\$5,850
Envelope B/W	9 in x 12 in	22.8 x 30.4	\$4,400	\$3,750	\$3,300
Insert	1.97 in × 7.87 in	5 × 20	\$2,900	\$2,470	\$2,180
Bookmark	4 in × 10.5 in (2 pages)	10.2 × 26.7	\$2,900	\$2,470	\$2,180
Bleed	0.125 in	0.3 cm			

Enhance your visibility with
Yentzen Consulting’s brand design.

DESIGN DEVELOPMENT	(USD)
All Designs* (exception double page and advertorial)	540
Double Page	650
Advertorial Design	650

20 years

Of Commitment Connecting the Industry

Learn more about Yentzen Group

*We connect the global fresh produce
industry through reliable information,
strategic vision, and experiences that
empower agribusinesses to learn, thrive,
and contribute to a more collaborative,
sustainable, and informed industry.*

YENTZEN
GROUP

yentzengroup.com

NORTH AMERICA

VISION

MAGAZINE

DON'T JUST ADVERTISE.
INFLUENCE.



Influence the industry's top voices with one powerful placement.
Don't just advertise. Influence.

contact us!