EUROFRUIT is Europe’s leading supplier of news, information and analysis for the international fresh fruit and vegetable business. Available as a printed magazine or online edition, EUROFRUIT is the reference point for business leaders working in the European fresh produce supply chain, providing decision-makers – anywhere from seed to supermarket shelf – with quality news and timely information that gives them a competitive edge.

EUROFRUIT provides the fruit and vegetable trade with fresh ideas and fresh insight – in print, on screen and in person.

EUROFRUIT is published 10 times a year at the start of each month, with double issues for July/August and November/December.

More information at fruitnet.com/eurofruit

Global coverage

Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERIFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL. MAGAZINE.

In print readership data

Europe (including UK & Ireland) 49.2%

Americas 20.7%

Africa 4.6%

Middle East & Asia 15.3%

Oceania 7.9%

Online readership data

fruitnet.com

+110,000*

unique monthly visitors

fruitnet.com/eurofruit

29,500*

unique monthly visitors

+250,000*

monthly visits

*Online data based on 2018 figures. Statistics based on AWS and Google Analytics
Fruitnet Media International’s annual Fresh Focus Tech special keeps track of technological innovation and ideas in the world of fresh produce.

Publication date: September 2020

Fruitnet Media International highlights some of the excellent empowerment projects taking place at every level of the sector and interviews women blazing a trail through the industry.

Publication date: February 2020

Our flagship annual Fresh Focus Latin America special provides essential analysis of the region’s thriving fruit and vegetable export business.

Publication date: June 2020

What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International’s brand new category focus.

Publication date: January 2020

With sustainability now influencing decisions at every stage of the supply chain, we take a look at some of the ground breaking initiatives in the global produce industry.

Publication date: April 2020

Discover what the very best of Italy’s fruit and vegetable industry are doing to improve and expand their business in annual publication Fresh Focus Italy.

Publication date: May 2020

Bringing you in-depth coverage on new and established production regions and markets, plus the latest innovations in breeding, ripening, packing and transportation.

Publication date: July 2020

Our supplement charts Spain’s progress as an exporter and identifies the leaders in the pack when it comes to supplying safe, dependable and high-quality products.

Publication date: October 2020

**Fruitnet Specials**

“All Fruitnet specials are distributed and available at: Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA, WOP Dubai and all Fruitnet Media International events.”
## EDITORIAL PROGRAMME

### JANUARY
- Distributed at: Fruit Logistica, International Soft Fruit Congress
  - Event Preview: Fruit Logistica
  - Features:
    - Blueberries
    - SH Grapes
    - Mangoes & Papayas
    - Melons
    - Chile
    - Nordic Markets
    - Central America
    - Packaging
  - Fruitnet Special: Fresh Focus Cherry
  - Booking Deadline: 18/11/2019

### FEBRUARY
- Distributed at: Fruit Logistica, BioFach, Gulfood
  - Event Preview: Fruit Logistica, Biofach
  - Features:
    - Organics
    - SH Apples & Pears
    - Exotics
    - Pineapples
    - Brazil
    - Colombia
    - South Africa
    - Retail Trends
    - Farming & Supply Chain Technology
  - Fruitnet Special: Women in Produce
  - Booking Deadline: 6/1/2020

### MARCH
- Distributed at: Global Berry Congress, Freskon
  - Event Preview: Global Berry Congress
  - Features:
    - Berries
    - Tomatoes
    - Herbs
    - Glasshouse Vegetables
    - Convenience
    - Persimmons
    - Belgium
    - Canada
    - Central America
    - Sorting & Grading
  - Fruitnet Special: Fresh Focus Sustainability
  - Booking Deadline: 12/2/2020

### APRIL
- Distributed at: Fresh Produce India, Medfel
  - Event Preview: Fresh Produce India
  - Features:
    - NZ Apples
    - SH Kiwifruit
    - European Asparagus
    - Mangoes
    - Onions
    - France
    - India
    - Northern Africa
    - Reefer Shipping
  - Fruitnet Special: Fresh Focus Italy
  - Booking Deadline: 7/4/2020

### MAY
- Distributed at: Macfrut, European Packaging Forum
  - Event Preview: Macfrut
  - Features:
    - Bananas
    - SH Citrus
    - Grapes
    - Stonefruit
    - Melons
    - Microproduce
    - Netherlands
    - Israel
    - Eastern Europe
    - Wholesale Markets

### JUNE
- Distributed at: European Convenience Forum, Greentech
  - Features:
    - Avocados
    - NH Cherries
    - Exotics
    - Dried Fruit & Nuts
    - Fairtrade
    - Convenience
    - Portugal
    - Germany
    - Foodservice
  - Fruitnet Special: Fresh Focus Latin America
  - Booking Deadline: 4/5/2020

### JUL/AUG
- Distributed at: Asiafruit Congress, Asia Fruit Logistica, DOGK Freshmarket Poland
  - Event Preview: Asiafruit Congress, AFL, DOGK
  - Features:
    - NH Apples & Pears
    - Blueberries
    - Mangoes & Papayas
    - Asparagus
    - Pomegranates
    - Vegetables
    - Asia
    - Portugal
    - South Eastern Europe
    - Eastern Africa
    - Ports
  - Fruitnet Special: Fresh Focus Tech
  - Booking Deadline: 3/8/2020

### SEPTEMBER
- Distributed at: Fruit Attraction, PMA Fresh Summit, FPJ Live
  - Event Preview: Fruit Attraction, FPJ Live
  - Features:
    - Bananas
    - SH Berries
    - Soft Citrus
    - Brassicas
    - Peppers
    - Peru
    - Argentina
    - North America
    - UK
    - Seed Companies
  - Fruitnet Special: Fresh Focus Spain
  - Booking Deadline: 7/9/2020

### OCTOBER
- Distributed at: Global Tomato Congress, World of Perishables, FFSEE, Interpoma
  - Event Preview: Global Tomato Congress, WOP, FFSEE
  - Features:
    - Tomatoes
    - SH Grapes
    - Cherries
    - Persimmons
    - Kiwifruit
    - Oranges
    - SH Stonefruit
    - Blackberries
    - Serbia
    - Southern Africa
    - China
    - Airfreight
  - Fruitnet Special: Fresh Focus Tomato
  - Booking Deadline: 5/10/2020

### NOV/DEC
- Distributed at: Macfrut, European Packaging Forum
  - Event Preview: Macfrut
  - Features:
    - Bananas
    - SH Citrus
    - Grapes
    - Stonefruit
    - Melons
    - Microproduce
    - Netherlands
    - Israel
    - Eastern Europe
    - Wholesale Markets
MAGAZINE ADVERTISING
For Print and Digital editions of Eurofruit Magazine

Premium positions
Back cover €4,000
Inside front cover €3,800
Inside back cover €3,100
Front section €3,500

Discounts
Two or more adverts 5%
Four or more adverts 10%
Six or more adverts 15%
Eight or more adverts 20%
Ten or more adverts 25%
(Applicable to adverts within 12-month period)

Agencies
UK agency 10% commission
Other agency 15% commission

Full Page

216mm x 303mm including set up bleeds on all sides
(logos and text should be at least 8mm from the edge of page)

4 colour €2,790

Double Page Spread

420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

4 colour €4,950

Half Page

171mm x 127mm, bleeding ad - 210mm x 143mm
+3mm on all sides (216mm x 149mm)
(logos and text should be at least 5mm from the edge of page)

4 colour €1,990

Half Page Spread

420mm x 144mm +3mm bleed on all sides (426mm x 150mm)
(logos and text should be at least 5mm from the edge of page)

4 colour €3,200

Third Page

171mm x 83mm, bleeding ad - 210mm x 99mm
+3mm on all sides (216mm x 105mm)
(logos and text should be at least 5mm from the edge of page)

4 colour €1,790

Quarter Page

171mm x 61mm

4 colour €1,590

71mm x 127mm

4 colour €1,590

71mm x 256mm, bleeding ad - 63mm x 297mm
+3mm on all sides (69mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

4 colour €1,790

Artwork

Please supply artwork as one of following:
1. Print-ready PDF
2. InDesign or Illustrator CC2020 or earlier:
   - All fonts must be supplied/outlined
   - Images must be 300 DPI in CMYK
3. Photoshop CC2020 or earlier:
   - Saved as JPG, TIFF or EPS (CMYK only)
   - Minimum 300 DPI

How to send your artwork
- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files

Contact:

For more information please contact our advertising team:
advertising@fruitnet.com
+44 20 7901 9309
CREATIVE MARKETING

Bound-in bookmark

€4,200

Belly wrap

€3,600

Further Options

Brochure on page (With a full page ad)* €4,600

*Brochure supplied by a client

Fold-out pages

Double (three pages) €4,200

Triple (five pages) €5,600

Magazine inserts

On page €2,790

Inside front cover €2,500

Bound-in Card

€5,500

2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER

Fold-out cover

€6,500

3 PAGES OF ADVERTISEMENT

Advertorials

Standard

Full Page

4 colour €1,990

Maximum 500 words & 1 picture

Double Page Spread

4 colour €3,980

Maximum 1000 words & 2 pictures

Creative

Full Page

4 colour €2,790

Maximum 350 words, up to 2 pictures, logo & graphics

Double Page Spread

4 colour €4,950

Maximum 700 words, up to 4 pictures, logo & graphics
## Online Advertising

**fruitnet.com/eurofruit – Banner Options**

<table>
<thead>
<tr>
<th>FILE TYPES</th>
<th>(SIZE - PIXELS) DESKTOP</th>
<th>(PRICE) WEEKLY</th>
<th>(PRICE) MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Super Banner</td>
<td>jpg · png · gif 980 x 100</td>
<td>€500</td>
<td>€2,000</td>
</tr>
<tr>
<td>2 Top Banner</td>
<td>jpg · png · gif 468 x 60</td>
<td>€200</td>
<td>€800</td>
</tr>
<tr>
<td>3 Central Banner</td>
<td>jpg · png · gif 700 x 90</td>
<td>-</td>
<td>€150</td>
</tr>
<tr>
<td>4 Small Side Banner</td>
<td>jpg · png · gif 240 x 160</td>
<td>-</td>
<td>€100</td>
</tr>
<tr>
<td>5 Large Side Banner</td>
<td>jpg · png · gif 240 x 400</td>
<td>-</td>
<td>€150</td>
</tr>
<tr>
<td>6 Video Banner</td>
<td>link 240 x 160</td>
<td>-</td>
<td>€350</td>
</tr>
</tbody>
</table>

- ○ Online data based on 2018 figures.
- ○ Statistics based on AWS and Google Analytics.

### Notes
1. Appears on all EUROFRUIT online pages, except Central banner, which is only available on the EUROFRUIT homepage.
2. Email banner advertisements are positioned in the order that the bookings were made.
3. YouTube or Vimeo link to be provided by company. Video expands to a bigger size lightbox on EUROFRUIT website.

### Artwork
- Please don’t forget to send...
  - A mobile version (*website only*)
  - The banner url location (flash files only)
  - A web link for banner click
  - A contact email address and name

Where to send your artwork:
- design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files

### Advertorial
- Appears once in Newsletter (up to 500 words)
- One off charge
- €1,100

### Fruitnet Daily News – Free Email Service

<table>
<thead>
<tr>
<th>FILE TYPES</th>
<th>SIZE (PIXELS)</th>
<th>(PRICE) WEEKLY</th>
<th>(PRICE) MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Super Banner</td>
<td>jpg · png 752 x 100</td>
<td>€650</td>
<td>€2,600</td>
</tr>
<tr>
<td>2 Central Banner</td>
<td>jpg · png 468 x 100</td>
<td>€300</td>
<td>€1,200</td>
</tr>
<tr>
<td>3 Large Central Banner</td>
<td>jpg · png 468 x 200</td>
<td>€450</td>
<td>€1,800</td>
</tr>
<tr>
<td>4 Small Side Banner</td>
<td>jpg · png 240 x 160</td>
<td>€175</td>
<td>€700</td>
</tr>
<tr>
<td>5 Large Side Banner</td>
<td>jpg · png 240 x 400</td>
<td>€250</td>
<td>€1,000</td>
</tr>
</tbody>
</table>

### Artwork
- Please don’t forget to send...
  - A mobile version (*website only*)
  - The banner url location (flash files only)
  - A web link for banner click
  - A contact email address and name

Where to send your artwork:
- design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files

### Agencies
- UK agency commission 10%
- Other agency commission 15%

### For Online Advertising
- Four weeks 5%
- Eight weeks 10%
- 12 weeks 15%
- 26 weeks 25%
- 52 weeks 35%

### Other Rates
- Animated banner production €100
- Static banner production €75
- VAT (UK companies only) 20%

### Discounts

### 66,000*
fruitnet.com/eurofruit monthly visits

### 19,000*
Fruitnet Daily News Recipients

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*Online data based on 2018 figures.
Statistics based on AWS and Google Analytics.

We use banner software which has the advantage that the publication and appearance of banners cannot be turned off by the recipient. The disadvantage however is that we are not able to provide automatic click statistics. We recommend banner advertisers to use tags in their banners so that they are able to monitor clicks themselves using Google Analytics.
GET INFORMED

We’ve got all the major markets covered
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**FRUITNET.COM:** Read the latest online news

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For information please contact our subscriptions team:
subscriptions@fruitnet.com | TEL +44 20 7501 0311

*All postage & delivery costs are included in your subscription. Prices are subject to VAT.
Fruitnet Media International specialises in creating high quality, content rich, commercial networking conferences for the fresh produce industry held around the globe. These live events provide the best arena to connect with present and future clients, discover new trade opportunities and to shape the future of your business.

For more information contact events team: +44 20 7501 3708 | events@fruitnet.com

EUROFRUIT MAGAZINE  |  2020