**PUBLICATIONS**

**Fresh ideas. Fresh insight.**

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*

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**READERSHIP**

**Global coverage**

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

- **8,500**
  - Eurofruit Magazine
  - Average readers per issue

- **+19,000**
  - Fruitnet Daily News
  - Recipients

**In print readership data**

- **Europe** (including UK & Ireland)
  - 49.2%

- **Americas**
  - 20.7%

- **Africa**
  - 4.6%

- **Oceania**
  - 7.9%

- **Middle East & Asia**
  - 15.3%

**Online readership data**

- **fruitnet.com**
  - +110,000*
    - unique monthly visitors
  - +250,000*
    - monthly visits

- **fruitnet.com/eurofruit**
  - 29,500*
    - unique monthly visitors
  - 66,000*
    - monthly visits

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

**FRESH FOCUS CHERRY**

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

**FRESH FOCUS SUSTAINABILITY**

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

**FRESH FOCUS LATIN AMERICA**

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

**FRESH FOCUS AVOCADO**

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

**FRESH FOCUS TECH**

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

**FRESH FOCUS SPAIN**

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

**WOMEN IN PRODUCE**

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

**FRESH FOCUS ITALY**

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

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Publication date: October 2020
## 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, Brazil, Central America
- 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, 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, Medef
- Event Preview: Fresh Produce India
- Features: NZ Apples, SH Kiwifruit, European Asparagus, Mangoes, Orions, 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
- Fruitnet Special: Fresh Focus Tomato
- Booking Deadline: 5/10/2020

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

### July/Aug
- Distributed at: Asiafruit Congress, Asia Fruit Logistica, DOGK Freshmarket Poland
- Event Preview: Asiafruit Congress, AFL, DOGK
- Features: NH Apples & Pears, Blueberries, Mangos & Papayas, Asparagus, Pomegranates, Vegetables, Asia, Portugal, South Eastern Europe, Eastern Africa, Ports
- Fruitnet Special: Fresh Focus Avocado
- Booking Deadline: 22/6/2020

### 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

### November/December
- Distributed at: Macfrut, European Packaging Forum
- Event Preview: Macfrut
- Features: Bananas, SH Citrus, Grapes, Stonefruit, Melons, Microproduce, Netherlands, Israel, Eastern Europe, Wholesale Markets
- Fruitnet Special: Fresh Focus Tomato
- Booking Deadline: 5/10/2020
## MAGAZINE ADVERTISING

For Print and Digital editions of Eurofruit Magazine

### Premium positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>$5,520</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$5,240</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$4,210</td>
</tr>
<tr>
<td>Front section</td>
<td>$4,830</td>
</tr>
</tbody>
</table>

### 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%

(Applying to adverts within 12-month period)

### Agencies

UK agency commission: 10%
Other agency commission: 15%

### Full Page

**4 colour**

- 216mm x 303mm including set up bleeds on all sides (logos and text should be at least 8mm from the edge of page)
- Price: $3,850

### Half Page

**4 colour**

- 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)
- Price: $2,750

### Half Page Spread

**4 colour**

- 420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
  (logos and text should be at least 5mm from the edge of page)
- Price: $4,420

### Third Page

**4 colour**

- 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)
- Price: $2,190

### Quarter Page

**4 colour**

- 171mm x 61mm
- Price: $2,190

### Double Page Spread

**4 colour**

- 420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
  (logos and text should be at least 5mm from the edge of page)
- Price: $6,830

### Full Page

**4 colour**

- 171mm x 127mm
- Price: $3,850

### Quarter Page Spread

**4 colour**

- 46mm 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)
- Price: $2,470

### Artwork

Please supply artwork as one of the following:

1. Print-ready PDF
2. InDesign or Illustrator CC2019 or earlier:
   - All fonts must be supplied/outlined
   - Images must be 300 dpi in CMYK
3. Photoshop CC2019 or earlier:
   - Saved as JPEG, TIFF or EPS (CMYK only)
   - Minimum 300 dpi

### Contact:

For more information, please contact our advertising team:

**advertising@fruitnet.com**

**+44 207 901 0309**

**How to send your artwork**

- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files
Bound-in bookmark

$5,700

Belly wrap

$5,000

Further Options

<table>
<thead>
<tr>
<th>Brochure on page (With a full page ad)*</th>
<th>$4,950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fold-out pages</td>
<td>$4,950</td>
</tr>
<tr>
<td>Double (three pages)</td>
<td>$4,950</td>
</tr>
<tr>
<td>Triple (five pages)</td>
<td>$5,700</td>
</tr>
<tr>
<td>Magazine inserts</td>
<td>$3,850</td>
</tr>
<tr>
<td>On page</td>
<td>$3,850</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$3,700</td>
</tr>
</tbody>
</table>

Bound-in Card

$6,700
2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER

Fold-out cover

$8,000
3 PAGES OF ADVERTISEMENT

Advertorials

Standard

Full Page

4 colour
$2,750
Maximum 500 words & 1 picture

Double Page Spread

4 colour
$5,500
Maximum 1000 words & 2 pictures

Creative

Full Page

4 colour
$3,850
Maximum 350 words, up to 2 pictures, logo & graphics

Double Page Spread

4 colour
$6,830
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)</th>
<th>(PRICE)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>DESKTOP</td>
<td>MOBILE</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>Super Banner</td>
<td>JPG · PNG · GIF</td>
<td>980 x 100</td>
<td>980 x 100</td>
<td>$685</td>
</tr>
<tr>
<td>Top Banner</td>
<td>JPG · PNG · GIF</td>
<td>468 x 60</td>
<td>980 x 100</td>
<td>$135</td>
</tr>
<tr>
<td>Central Banner</td>
<td>JPG · PNG · GIF</td>
<td>700 x 90</td>
<td>-</td>
<td>$205</td>
</tr>
<tr>
<td>Small Side Banner</td>
<td>JPG · PNG · GIF</td>
<td>240 x 160</td>
<td>-</td>
<td>$135</td>
</tr>
<tr>
<td>Large Side Banner</td>
<td>JPG · PNG · GIF</td>
<td>240 x 400</td>
<td>-</td>
<td>$205</td>
</tr>
<tr>
<td>Video Banner</td>
<td>LINK</td>
<td>240 x 160</td>
<td>-</td>
<td>$450</td>
</tr>
<tr>
<td>Website Take Over</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

66,000*

fruitnet.com/eurofruit monthly visits

Fruitnet Daily News – Free email service

<table>
<thead>
<tr>
<th>FILE TYPES</th>
<th>SIZE (PIXELS)</th>
<th>(PRICE)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>DESKTOP</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>Super Banner</td>
<td>JPG · PNG</td>
<td>752 x 100</td>
<td>$650</td>
</tr>
<tr>
<td>Central Banner</td>
<td>JPG · PNG</td>
<td>468 x 100</td>
<td>$410</td>
</tr>
<tr>
<td>Large Central Banner</td>
<td>JPG · PNG</td>
<td>468 x 200</td>
<td>$600</td>
</tr>
<tr>
<td>Small Side Banner</td>
<td>JPG · PNG</td>
<td>240 x 160</td>
<td>$345</td>
</tr>
<tr>
<td>Large Side Banner</td>
<td>JPG · PNG</td>
<td>240 x 400</td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td></td>
<td></td>
<td></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

Discounts

<table>
<thead>
<tr>
<th>Agencies</th>
<th></th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK agency commission</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other agency commission</td>
<td></td>
<td>15%</td>
</tr>
</tbody>
</table>

For online advertising

| Four weeks               | 5%     |
| Eight weeks              | 10%    |
| 12 weeks                 | 15%    |
| 26 weeks                 | 25%    |
| 52 weeks                 | 35%    |

Other rates

| Animated banner production| $135  |
| Static banner production  | $100  |
| VAT (UK companies only)   | 20%   |

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.
4—If client require to change an art work on a weekly basis 25% fee will apply

*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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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.
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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.