

**FRUCHTHANDEL**

**MAGAZIN**

# **MEDIA INFORMATION 2024**



**FRUITNET**

We help you grow your business

# FRUCHTHANDEL

## MAGAZIN

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Founded in 1916, **109th year** of publication  
Over **4.000 copies weekly** with an average readership of **4.5 readers per issue**  
**Preferred trade publication** for 94% of readers  
**8.500 registered Fruchthandel Newsmail subscribers**  
**More than 1,000 industry experts** attend **Fruchthandel Live** events every year

Cooperation partner



# FRUITNET

Fruitnet is an international media company with headquarters in Düsseldorf, Germany and offices in London, Madrid, Rome, Melbourne and Shanghai.

The focus of all Fruitnet's different communication platforms is the international trade in fresh fruit and vegetables.

With some 60 permanent employees and a global network of correspondents and representatives, Fruitnet Media is the leading source for information in this sector.

In addition to Fruchthandel Magazin, Fruitnet also publishes international magazines such as Eurofruit, Asiafruit, Asiafruit China, Fresh Produce Journal and Produce Plus, as well as digital newsletters such as Fruchthandel Newsmail and Fruitnet Daily News.

Fruitnet also organises a large number of congresses worldwide, including the German Fruit and Vegetable Congress (DOGK), the European Sustainability Forum, the Global Berry Congress, the Global Tomato Congress, Asiafruit Congress, Fresh Produce India and many more.

[www.fruitnet.com](http://www.fruitnet.com)

# FRUCHTHANDEL

## MAGAZIN

Fruchthandel Magazin has been the companion and mouthpiece of the fresh produce industry in the German-speaking world for 108 years.

With unmatched professional competence in our field and a passionate commitment to what we do, we report on international supply and sales markets, production areas worldwide and the entire supply chain through to the point of sale. We report on the entire fruit and vegetable product range as well as fresh convenience, food safety, quality assurance, packaging, cool chain management, technology, transport and logistics.



Published 45 times a year

- Annual subscription Germany 280 €, other countries 335 €
- Digital subscription 230 €

Prices excl. VAT but including postage costs

[www.fruchthandel.de](http://www.fruchthandel.de)

ISSUE CALENDAR WEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES	
48/49 SPECIAL 50	12,000 10,000	8.12.23 15.12.23	21.11.23 28.11.23	<b>best in fresh</b>	<ul style="list-style-type: none"> <li>• Brands, concepts, ideas for the fresh produce market</li> <li>• Citrus from the Mediterranean</li> <li>• Fruit and winter vegetables from Italy</li> <li>• Product safety and quality assurance, laboratories</li> <li>• Products at the PoS: Red cabbage</li> <li>• Trend products: Grapefruits</li> <li>• Review of the year 2023</li> </ul>	●
1/2	8,000	12.1.24	3.1.24	<b>Fruit Logistica Preview I</b>	<ul style="list-style-type: none"> <li>• Fresh Convenience</li> <li>• Seeds and varietal development</li> <li>• Crop protection</li> <li>• Products at the PoS: Limes</li> </ul>	
3	8,000	19.1.24	9.1.24	<b>Fruit Logistica Preview II</b>	<ul style="list-style-type: none"> <li>• Sorting and packaging</li> <li>• Smart Horticulture <ul style="list-style-type: none"> <li>• Robotics</li> <li>• Automatisations</li> <li>• Use of artificial intelligence</li> </ul> </li> <li>• Production and harvesting technology <ul style="list-style-type: none"> <li>• Irrigation technology</li> <li>• Greenhouse technology</li> </ul> </li> <li>• Digital technologies/ERP systems</li> <li>• Maturing technology/Maturity monitoring</li> <li>• Transport and logistics</li> </ul>	
3 SPECIAL	9,200	19.1.24	5.1.24	<b>Flanders</b>	<ul style="list-style-type: none"> <li>• Flanders at Fruit Logistica (Bound insert)</li> </ul>	
3 SPECIAL	8,000	19.1.24	8.1.24	<b>France</b>	<ul style="list-style-type: none"> <li>• France at Fruit Logistica (Supplement)</li> </ul>	●
4	8,000	26.1.24	12.1.24	<b>Fruit Logistica Preview III</b>	<ul style="list-style-type: none"> <li>• Global fresh produce trade (Southern Hemisphere/Overseas, North Africa, Portugal, Turkey, Greece, Cyprus, Israel, Eastern Europe, Scandinavia)</li> <li>• Exotics, specialities</li> <li>• Trend products: Ananas</li> <li>• Innovations</li> </ul>	
4 SPECIAL	8,000	26.1.24	11.1.24	<b>Niederlande</b>	<ul style="list-style-type: none"> <li>• Netherlands at Fruit Logistica (Supplement)</li> </ul>	●
4 SPECIAL	8,000	26.1.24	15.1.24	<b>Spanien</b>	<ul style="list-style-type: none"> <li>• Spain at Fruit Logistica (Supplement)</li> </ul>	●
5/6	8,000	2.2.24	19.1.24	<b>Fruit Logistica Preview IV</b>	<ul style="list-style-type: none"> <li>• Germany: Production, fruit trade and wholesale markets</li> <li>• Austria, Switzerland and South Tyrol</li> <li>• Product safety and quality assurance, laboratories</li> <li>• Organic and fair trade, sustainability</li> <li>• Biofach (13.-16.2., Nürnberg)</li> <li>• Fruchtwelt Bodensee (23.-25.2., Friedrichshafen)</li> </ul>	
5/6 SPECIAL	8,000	02.2.24	18.1.24	<b>Italien</b>	<ul style="list-style-type: none"> <li>• Italy at Fruit Logistica (Supplement)</li> </ul>	●
5/6 SPECIAL	40,000	2.2.24	20.12.23	<b>Fruit Logistica Exhibition Guide</b>	<ul style="list-style-type: none"> <li>• The official Fruit Logistica exhibition guide (Supplement in issue 5/6 and distribution at Fruit Logistica)</li> </ul>	
7/8		23.2.24	13.2.24	<b>Fruit Logistica Review I</b>	<ul style="list-style-type: none"> <li>• Germany, Flanders, Netherlands, South Tyrol, Austria, Switzerland</li> <li>• Products at the PoS: Oranges</li> <li>• Fresh Convenience</li> <li>• Internorga (8.-12.3., Hamburg)</li> </ul>	
9		1.3.24	20.2.24	<b>Fruit Logistica Review II</b>	<ul style="list-style-type: none"> <li>• Global fruit trade, Overseas, Mediterranean, Spain, Italy</li> <li>• Seeds and varietal development</li> <li>• Crop protection</li> <li>• Products at the PoS: Blackberries</li> </ul>	
10		8.3.24	27.2.24	<b>Fruit Logistica Review III</b>	<ul style="list-style-type: none"> <li>• Sorting and packaging</li> <li>• Technology and logistics</li> <li>• France</li> <li>• Grapes from the Southern Hemisphere</li> <li>• Anuga Foodtec (19.-22.3., Köln)</li> </ul>	
11		15.3.24	5.3.24		<ul style="list-style-type: none"> <li>• Asparagus</li> <li>• Early potatoes</li> <li>• European greenhouse produce: Cucumbers, paprika, tomatoes, aubergines</li> <li>• Trendproducts: Cucumbers</li> </ul>	
12		22.3.24	12.3.24		<ul style="list-style-type: none"> <li>• Mushrooms</li> <li>• Berries from Spain</li> <li>• Fresh produce from Greece</li> <li>• Freskon (11.-13.4., Thessaloniki)</li> </ul>	

ISSUE CALENDAR WEEK	SPECIAL PRINT	PUBLICATION RUNDATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
13/14		5.4.24	26.3.24		<ul style="list-style-type: none"> <li>• Start of the season in New Zealand</li> <li>• Crop protection</li> </ul>
15		12.4.24	2.4.24		<ul style="list-style-type: none"> <li>• Products at the PoS: Bunching onions</li> <li>• Flanders</li> <li>• Asparagus</li> </ul>
16		19.4.24	9.4.24		<ul style="list-style-type: none"> <li>• Trendproducts: Radish</li> <li>• Macfrut Preview (8.-10.5., Rimini)</li> <li>• Grapes from Italy</li> <li>• Fresh Convenience</li> </ul>
17/18 SPECIAL 19	12,000	3.5.24 10.5.24	16.4.24 30.4.24	<b>Product Guide</b>	<ul style="list-style-type: none"> <li>• With 24 products</li> <li>• Produce from Germany</li> <li>• Tomatoes (Global Tomato Congress)</li> <li>• Pipfruit and kiwifruit from New Zealand</li> <li>• Southern Hemisphere</li> <li>• Products at the PoS: Spinache</li> <li>• Garlic, onions and ginger</li> <li>• Cherries from Europe</li> <li>• Melons from Almería</li> <li>• Berry fruit</li> <li>• Trendproducts: Blueberries</li> <li>• Bananas</li> <li>• Summer season in France</li> <li>• Digital technologies, ERP systems, blockchain, CRM systems, cybersecurity</li> <li>• Methods for extending the shelf life of perishable products</li> <li>• Smart Horticulture</li> <li>• Green Tech (11.-13.6., Amsterdam)</li> </ul>
20		17.5.24	7.5.24		<ul style="list-style-type: none"> <li>• European Sustainability Forum (26.-27.6., Bonn)</li> <li>• Avocados</li> <li>• Stone fruit from Spain</li> <li>• Pineapples</li> <li>• Fresh Convenience</li> <li>• Products at the PoS: Limes</li> <li>• Netherlands</li> <li>• Summer fruit from Italy</li> <li>• Melons from Murcia</li> <li>• Product safety and quality assurance, laboratories</li> <li>• Products at the PoS: Nektarines</li> <li>• Flanders</li> <li>• Stone fruit from Europe</li> <li>• Summer fruit from Spain</li> <li>• Products at the PoS: Cocktail tomatoes</li> <li>• Produce from Gemany</li> <li>• Salad, fresh herbs, garlic and spices</li> <li>• Modern refrigeration logistics/monitoring cold chain</li> <li>• Products at the PoS: Basil</li> <li>• Grapes and summer fruit from Southern Europe</li> <li>• Plums from France</li> <li>• Trendproducts: Cherries</li> <li>• Seeds and varietal development</li> <li>• Plant protection</li> <li>• Mushrooms</li> <li>• Onions and potatoes</li> <li>• Pipfruit from Europe</li> <li>• Organic products, fair trade, sustainability</li> <li>• Netherlands</li> <li>• Trendproducts: Beans</li> </ul>
22/23 SPECIAL 24	8,000	7.6.24 14.6.24	21.5.24 4.6.24	<b>Sustainability</b>	
25		21.6.24	11.6.24		
26/27		5.7.24	25.6.24		
28/29		19.7.24	9.7.24		
30/31		2.8.24	23.7.24		
32/33		16.8.24	6.8.24		
34/35		30.8.24	20.8.24		
36 SPECIAL 37	5,000	6.9.24 13.9.24	27.8.24 3.9.24	<b>DOGK</b>	<ul style="list-style-type: none"> <li>• German Fruit &amp; Vegetable Congress (23.-24.9., Düsseldorf)</li> <li>• Berry fruit</li> <li>• Sorting and packaging</li> <li>• Fachpack (24.-26.9., Nürnberg)</li> <li>• Nuts and dried fruit</li> <li>• Products at the PoS: Carrots</li> </ul>

ISSUE CALENDAR WEEK	SPECIAL PRINT	PUBLICATION RUNDATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
38/39 SPECIAL	5,000	27.9.24	17.9.24	<b>Fruit Attraction</b>	<ul style="list-style-type: none"> <li>• Fruit Attraction Preview (8.-10.10., Madrid)</li> <li>• Mangoes from Spain</li> <li>• Kaki</li> <li>• Apples from France</li> <li>• Tropical melons</li> <li>• Latin America</li> <li>• France at Fruit Attraction</li> <li>• Italy at Fruit Attraction</li> <li>• Club pears</li> </ul>
40		4.10.24	24.9.24		<ul style="list-style-type: none"> <li>• German Fruit &amp; Vegetable Congress - Review</li> <li>• Produce from Germany</li> <li>• Flanders</li> <li>• Fresh Convenience</li> <li>• Trendproducts: Cauliflower</li> </ul>
41/42		18.10.24	8.10.24		<ul style="list-style-type: none"> <li>• Bananas</li> <li>• Autumn produce from France</li> <li>• Pumpkins</li> <li>• Products at the PoS: Sweetpotatoes</li> <li>• Digital technologies, ERP systems</li> </ul>
43		25.10.24	15.10.24		<ul style="list-style-type: none"> <li>• Fruit Attraction - Review</li> <li>• Avocadoes</li> <li>• Italy - Autumn season</li> <li>• Grapes from Overseas</li> <li>• Mangoes and papayas</li> <li>• Netherlands</li> </ul>
44		1.11.24	22.10.24		<ul style="list-style-type: none"> <li>• Berry fruit (Global Berry Congress, November)</li> <li>• Production, irrigation and harvesting technology, greenhouses</li> <li>• Trendproducts: Kaki</li> </ul>
45		8.11.24	29.10.24		<ul style="list-style-type: none"> <li>• Interpoma (21.-23.11., Bozen)</li> <li>• Pipfruit from South Tyrol</li> <li>• expoSE &amp; expoDirekt (22.-23.11., Karlsruhe)</li> <li>• Kiwifruit from Europe</li> <li>• Citrus from Spain</li> </ul>
46		15.11.24	5.11.24		<ul style="list-style-type: none"> <li>• Pears</li> <li>• Citrus and vegetables from Morocco</li> <li>• Products at the PoS: Chinese cabbage</li> <li>• Maturing technology/Maturity monitoring</li> <li>• Logistics: Harbours, sea freight, container, air freight, software in logistics</li> </ul>
47		22.11.24	12.11.24		<ul style="list-style-type: none"> <li>• Exotics, melons and specialities</li> <li>• Produce from Germany</li> <li>• Nuts and dried fruit</li> <li>• Pipfruit from Germany</li> <li>• Trendproducts: Onions</li> </ul>
48		29.11.24	19.11.24		<ul style="list-style-type: none"> <li>• Citrus from the Mediterranean</li> <li>• Fruit and winter vegetables from Italy</li> <li>• Products at the PoS: Beetroot</li> <li>• Product safety and quality assurance, laboratories</li> </ul>
49/50 SPECIAL	12.000	13.12.24	26.11.24	<b>best in fresh</b>	<ul style="list-style-type: none"> <li>• Brands, concepts, ideas for the fresh produce market</li> </ul>
51/52		20.12.24	10.12.24		<ul style="list-style-type: none"> <li>• Review of the year 2024</li> <li>• Trendproducts: Oranges</li> </ul>

FORMAT	FULL COLOUR
1/1 page	3,350 €
2/3 page	2.770 €
1/2 page	1,900 €
1/3 page	1,590 €
1/4 page	1,375 €
1/6 page	970 €
1/8 page	740 €
1/12 page	565 €
Back cover	3,650 €
Inside front/	3,500 €

Inside back cover

All prices excl. VAT



DISCOUNTS	FREQUENCY	VOLUME
	2 pages 5%	3 adverts 3%
	4 pages 10%	5 adverts 5%
	6 pages 15%	8 adverts 8%
	10 pages 20%	10 adverts 10%
	20 pages 25%	20 adverts 20%

Discounts apply to orders placed within 12 months starting from the first advertisement. Advertisements in Fruchthandel Branchen-Guide and in Fruchthandel Specials are included in the discounting.

Agency commission 15% (proof of agency status required)

### ADVERTORIALS

Advertorials are editorially designed advertisements. Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout. Template layout on request.

- 2 x 2 pages 4,600 €
- 2 pages 3,430 €
- 1 page 2,290 €
- 1/2 page 1,590 €
- 1/4 page 1,020 €

### SPECIAL CONDITIONS FOR JOB ADS

- All prices are based on the b/w rates, even for colour advertisements
- Additional online publication included: 1 week in Fruchthandel Newsmail, 1 week on fruchthandel.de and a further 8 weeks in the online job market
- Box numbers for anonymous advertisements if required
- Online-only publication:  
Corporate job ads 420 €  
Private job ads 25 €

### TECHNICAL DATA

- Magazine format: DIN A4. For advertisement formats please see the next page.
- Printing: Offset, colours according to Euroskala DIN 16539, colour profile ISO Coated v2 (ECI)
- Artwork: High-resolution 300dpi data (PDF/X-3:2002 or higher) with embedded fonts. Images in CMYK mode (no RGB).
- For bleed advertisements, please also provide a minimum margin of 4 mm to the edge. No important information such as text or logos should be placed in this area.
- Data transfer to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)

### CORPORATE JOB ADS

FORMAT	FULL COLOUR
1/1 page	2,050 €
2/3 page	1,415 €
1/2 page	1,080 €
1/3 page	790 €
1/4 page	590 €
1/6 page	430 €
1/8 page	315 €
1/12 page	265 €
Online only	420 €

### PRIVATE JOB ADS

FORMAT	FULL COLOUR
1/4 page	125 €
1/6 page	100 €
1/8 page	75 €
1/12 page	50 €
Online only	25 €

All prices excl. VAT

### FRUCHTHANDEL-APP



## PRINT + DIGITAL - one booking, two channels



The Fruchthandel app presents all magazine content on mobile, tablet or desktop.

All advertisements of the print edition are published in the digital versions without extra charge.

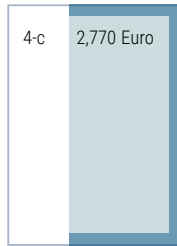
Download



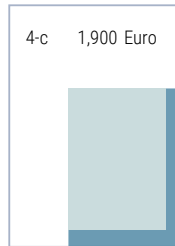
FORMATS



**1/1 PAGE**  
Type area 180 x 262 mm  
Bleed 210 x 297 mm  
+4 mm trim on all sides



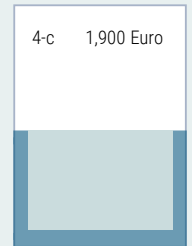
**2/3 VERTICAL**  
Type area 127 x 262 mm  
Bleed 142 x 297 mm  
+4 mm trim on all sides



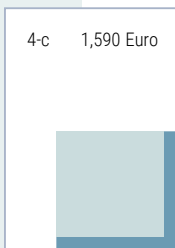
**1/2 CORNER**  
Type area 127 x 176 mm  
Bleed 142 x 196 mm  
+4 mm trim on all sides



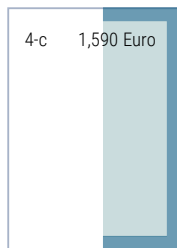
**1/2 VERTICAL**  
Type area 100 x 262 mm  
Bleed 115 x 297 mm  
+4 mm trim on all sides



**1/2 HORIZ.**  
Type area 180 x 126 mm  
Bleed 210 x 146 mm  
+4 mm trim on all sides



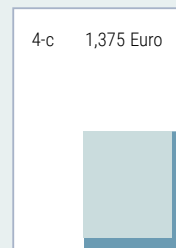
**1/3 CORNER**  
Type area 127 x 126 mm  
Bleed 142 x 146 mm  
+4 mm trim on all sides



**1/3 VERTICAL**  
Type area 74 x 262 mm  
Bleed 89 x 297 mm  
+4 mm trim on all sides



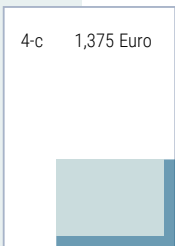
**1/3 HORIZ.**  
Type area 180 x 89 mm  
Bleed 210 x 109 mm  
+4 mm trim on all sides



**1/4 CORNER VERT.**  
Type area 100 x 126 mm  
Bleed 115 x 146 mm  
+4 mm trim on all sides



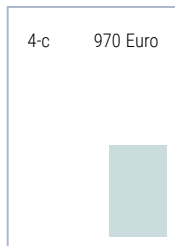
**1/4 HORIZ.**  
Type area 180 x 66 mm  
Bleed 210 x 86 mm  
+4 mm trim on all sides



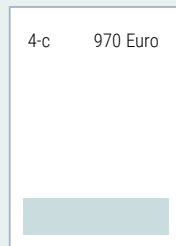
**1/4 CORNER HORIZ.**  
Type area 127 x 89 mm  
Bleed 142 x 109 mm  
+4 mm trim on all sides



**1/4 VERTICAL**  
Type area 48 x 262 mm  
Bleed 63 x 297 mm  
+4 mm trim on all sides



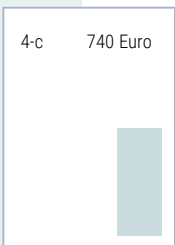
**1/6 CORNER VERT.**  
Type area 74 x 126 mm



**1/6 HORIZ.**  
Type area 180 x 43 mm



**1/6 CORNER HORIZ.**  
Type area 127 x 66 mm



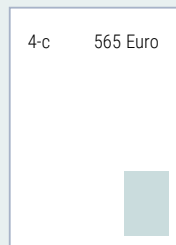
**1/8 CORNER VERT.**  
Type area 48 x 126 mm



**1/8 HORIZ.**  
Type area 180 x 31 mm



**1/8 CORNER HORIZ.**  
Type area 127 x 43 mm









**1/12 VERTICAL**  
Type area 48 x 89 mm

**BACK COVER**




Type area 180 x 262 mm  
Bleed 210 x 297 mm +  
4 mm trim on all sides  
**4-c 3,650 €**

**INSIDE FRONT / INSIDE BACK COVER**

Type area 180 x 262 mm  
Bleed 210 x 297 mm +  
4 mm trim on all sides  
**4-c 3,500 €**

<b>GATEFOLDER</b>		Extra advertising page, folded from front cover to inside of magazine. Total of 3 pages for advertising – inside front cover plus front and back of fold-out page. Format of fold-out page: 203 x 297 (pages 1 and 2) each. Inside cover page 208 x 297 mm (page 3). Please add 4 mm bleed on all sides. The cover (paper weight 170 g) must be produced in advance. Please provide print materials/data 3 days before the official advertising deadline. Price 5,890 € (total for the 3 pages) plus 980 € technical costs. Total price 6,870 € (basis for agency commission is 5,890 €).
<b>TITLE FRENCH-COVER</b>		Altar foldout on front cover. Side advertising elements can be folded out from the middle to the right and left disclosing full-page advertisement behind. Total advertising space 2 pages (1/2 + 1/1 + 1/2). Format 1/2 pages: 105 x 297 mm each. Format 1/1 page 208 x 297 mm. Add 4 mm bleed on all sides. Price 4,800 € (total for the 2 pages) plus 1,530 € technical costs. Total price 6,330 € (basis for agency commission is 4,800 €)
<b>FRONT COVER (FULL SURFACE)</b>		Full-surface picture plus Logo (22 x 22 mm) and additional 2 lines of text with max 22 characters per line Format 218 x 205 mm + 4 mm bleed left and right Price 3,950 €
<b>FRONT COVER STRIP ADVERTISEMENT</b>		Advertisement in horizontal format placed at the bottom of the title page Format 210 x 50 mm plus 4 mm bleed at the bottom, left and right Price 2,700 €
<b>PAGE CORNER FRONT COVER</b>		Triangular advertisement placed in the right-hand corner of the front cover Format 80 x 80 mm plus 4 mm bleed at bottom and right Price 1,820 €
<b>HANDLE CORNER INSIDE</b>		Triangular advertisement on a right hand page in the inner part Format 115 x 115 mm + 4 mm bleed at the bottom and right Price 1,340 €
<b>IMPORTANT NOTE</b>	Advertising on the cover is a special eye-catcher. Due to the exposed placement, close coordination of the motif with the editorial team is required. The booking of front cover photos in several issues is only possible if different motifs are used. A design sample for all 3 front cover ads is available on request (anzeigen@fruchthandel.de).	

## CREATIVE MARKETING

<b>LOOSE INSERTS</b>		Maximum format 205 x 294 mm, maximum weight 50 g. Higher weight: prices on request. Price per 1,000 copies 500 €. Total price for 4,200 copies 2,100 €. Limited insertion possible.
<b>BOUND INSERTS</b>		Please deliver as folded 4-page document in DIN A4 format with 5 mm extra bleed, plus 8 mm pfold. Placement in centre of magazine or between other pages so that 2 pages are placed in front half of magazine and 2 pages in back half. More than 4 pages: prices on request. Price per 1,000 copies 750 € for a 4-page bound insert.
<b>* BELLY WRAP</b>		Printed strip of paper which can either enclose the entire magazine or have the two ends fixed with 2 adhesive dots on a specific double page inside the magazine. Format for a complete wrapper 46 cm wide x 8–12 cm high. Format when fixed inside the magazine: 56 cm wide x 8–12 cm high. The wrapper must be pre-produced with data delivery or pre-printed delivery 5 days before the normal advertising deadline. Price 2,185 € plus 1,530 € technical costs, plus optional printing costs (4/0-colour 1,950 €) plus optional cutting die for special formats such as an arrow etc. (prices for cutting die on request). Total price including printing 5,665 €, excluding printing 3,715 € (basis for agency commission in both cases is 2,185 €).

<b>IMPORTANT NOTES</b>	<p>Prices for special advertising formats marked * are calculated on the basis of normal circulation of 4,200 copies. Larger print runs (see Editorial Programme): price on request.</p> <ul style="list-style-type: none"> <li>• Please send copies of intended print materials/data before production for technical checks. We will be happy to provide you with a printing quotation on request.</li> <li>• Special advertising formats are not subject to discounts.</li> </ul>
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Shipping address: D+L Druck + Logistik | Schlavenhorst 10 | 46395 Bocholt | Germany (with note „for Fruchthandel Magazin issue XY“)



The Fruchthandel Branchenguide has been the standard reference work for the fresh produce industry for the last 69 years. This key reference work of business addresses and other useful information is carefully revised and updated each year. German trading companies and trade organisations are comprehensively represented. There are also selected entries for leading companies and organisations from Austria, Belgium, Switzerland and the Netherlands.

Address and contact details are provided in the following categories:

- Food retail organisations in Germany
- Fresh produce wholesale markets
- Fresh produce traders
- Seed providers
- Technology suppliers
- Transport and logistic service providers
- Other service providers
- Official institutions and associations

The "Fresh produce" section also includes a product group directory which provides information on the key products in each supplier's product portfolio.

Print run 5,500 copies

All subscribers to Fruchthandel Magazin receive the annual Branchenguide as part of their paid annual subscription. Price 64.50 € plus shipping and VAT.

Publication date December 2024, advertising deadline 2 September 2024

A standard company entry is free of charge (company name, address, telephone, e-mail, web address)

Company logo	95 €	placed with the company entry
Premium entry	250 €	including logo and 150 characters of additional text
Footer bar	1,990 €	strip advertisement at the foot of each page in 125 x 5 mm format for placement on 100 pages
Bookmarker	1,500 €	excluding production costs
	3,250 €	including production costs

Technical data: Width minimum 50 mm, maximum 100 mm, height minimum 100 mm, maximum 200 mm.

Printing 4/0-colour, paper 250 g/sqm. Colour of ribbon according to customer's request, length of ribbon 330 to 360 mm.

Printing material: High-resolution 300 dpi data (PDF/X-3:2002 or higher) in CMYK with embedded fonts.



FORMATS		TYPE AREA width x height	BLEED + 4 mm per outer edge	BLACK/WHITE	2-COLOURS	3-COLOURS	FULL COLOUR
1/1 page		125 x 208	163 x 233	2,050 €	2,505 €	2,965 €	3,350 €
2/3 page horiz.	3 columns	125 x 124	163 x 135	1,415 €	1,870 €	2,330 €	2,770 €
2/3 page vert.	2 columns	80 x 208	99 x 233				
1/2 page horiz.	3 columns	125 x 92	163 x 103	1,080 €	1,360 €	1,640 €	1,900 €
1/2 page vert.	2 columns	80 x 135	99 x 146				
1/3 page horiz.	3 columns	125 x 62	163 x 73	790 €	1,060 €	1,325 €	1,590 €
1/3 page vert.	2 columns	80 x 92	99 x 103				
1/3 page vert.	1 column	36 x 208	54 x 233				
1/4 page horiz.	3 columns	125 x 45	163 x 56	590 €	850 €	1,115 €	1,375 €
1/4 page horiz.	2 columns	80 x 62	99 x 73				
1/4 page vert.	1 column	36 x 135	54 x 146				
1/6 page horiz.	<b>3 columns</b>	125 x 33		430 €	590 €	780 €	970 €
1/6 page horiz.	2 columns	80 x 45					
1/6 page vert.	1 column	36 x 92					
1/8 page horiz.	3 columns	125 x 22		315 €	485 €	620 €	740 €
1/8 page horiz.	2 columns	80 x 33					
1/8 page vert.	1 column	36 x 62					
1/12 page vert.	1 column	36 x 45		265 €	370 €	505 €	565 €
Back cover		125 x 208	163 x 233				3,650 €
Inside front/inside back cover		125 x 208	163 x 233				3,500 €

Active area of the advertisement should be at least 15 mm from the centrefold and 6 mm from the outer edges

All prices excl. VAT

**PUBLICATION DATE 7 JUNE 2024 / ADVERTISING DEADLINE 21 MAY 2024**

**ADVERTISING OPPORTUNITIES**



Our world and our preconceptions have been turned upside down in recent years by many different crises. We are thus now faced with a multitude of challenges that we must overcome on a sustainable basis. Global climate change is just one of many such topics, though it continues to be the most challenging. It is certainly a problem which is not only very difficult to resolve, it is also economically the most challenging. For managing sustainability effectively can cost a lot of money.

However, if we do not make the necessary investments, the final cost will almost certainly be ruinous. It is thus more important than ever to consider which investments and specific initiatives really make sense. We should be asking whether the flood of different sustainability certificates is right for our purposes. And we must ask whether politicians are setting policy sensibly in the interests of trade and industry as well, or whether conflict is inevitable.

These are some of the issues which we will be looking at in our "Sustainability Special" publication. At the same time, it also offers you an ideal opportunity to present your own initiatives and company policy to our readers. If you are convinced that your sustainability management programme is bearing fruit but deserves more attention, then the "Sustainability Special" is the ideal medium for promotion and advertising.

- Significantly higher circulation (8,000 copies)
- Extra distribution to all subscribers, free distribution at the European Sustainability Forum and exhibitions such as Fruit Attraction and FRUIT LOGISTICA.

**ADVERTORIALS**

Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout. Template layout on request.

- 2 x 2 pages 4,600 €
- 2 pages 3,430 €
- 1 page 2,290 €
- 1/2 page 1,590 €
- 1/4 page 1,020 €

**PUBLICATION DATE 13 DECEMBER 2024 / ADVERTISING DEADLINE 26 NOVEMBER 2024**

**ADVERTISING OPPORTUNITIES**



**best in fresh**

...the annual Fruchthandel Special publication for brands and brand concepts  
...delivered to a total of 12,000 subscribers of Fruchthandel Magazin and Eurofruit, as well as being distributed digitally to 25,000 subscribers of Fruchthandel Newsmail and Fruitnet Daily New

**best in fresh**

will be published in 2024 in its 16th edition.

More than 300 companies have so far used **best in fresh** to show they are one of the leading brands and companies in the international fresh produce business.

• **BRAND PROFILE**

Profile in standard layout (logo, text, colour photos, contact details)

**1 language, either German or English:**

1/1 page 2,290 €, 2/1 page 3,430 €

**2 languages, German and English:**

2 x 1/1 page 3,430 €, 2 x 2/1 page 4,600 €

• **INTERVIEW**

Standard interview format with 5 questions/answers, picture of the interview partner, logo and contact details

**1 language, either German or English:**

1/1 page 2,230 €

**2 languages, German and English:**

2 x 1/1 page 3,430 €

• **PORTRAIT**

Short presentation of new products, new concepts, new packaging, new technical solutions etc.

**1 language, either German or English:**

1/4 page 1,020 €, 1/2 page 1,590 €, 1/1 page 2,290 €

**2 languages, German and English:**

2 x 1/4 page 1,590 €, 2 x 1/2 page 2,290 €

2 x 1/1 page 3,430 €

**ALL FRUCHTHANDEL SPECIALS OFFER DIVERSE, FLEXIBLE ADVERTISING OPTIONS**

- Advertorials
- Classic advertising - despite increased circulation – at "normal" Fruchthandel rates (see page 6)

PUBLICATION DATE 3 MAY 2024 / ADVERTISING DEADLINE 16 APRIL 2024



The comprehensive reference work for the fresh produce industry – with detailed product information and photographs.

Covering the following fruit and vegetable categories:

- Apples
- Apples – Club varieties
- Avocados
- Bananas
- Bell peppers
- Berry fruit: Blueberries
- Berry fruit: Currants
- Berry fruit: Raspberries + Blackberries
- Cabbage varieties: Cauliflower + Broccoli
- Cabbage varieties: Headed cabbage
- Carrots
- Celery
- Chicory
- Cucumbers
- Garlic
- Kiwis
- Mangoes
- Onions + Shallots
- Papaya
- Pears
- Pears – Club varieties
- Pineapples
- Potatoes
- Tomatoes



Each product is covered in detail under the following headings:

- Origin
- Description
- Quality characteristics
- Taste
- Supplying countries
- Harvest
- Post-harvest treatment
- Storage
- Storage and transport damage
- Nutritional composition
- Marketing standards

Publication date 3 May 2024, Advertising deadline 16 April 2024

Print run 12,000 copies

Advertising rates are the same as for Fruchthandel Magazin, despite its significantly wider circulation (see pages 5/6).



# FRUCHTHANDEL MAGAZIN

## CIRCULATION AND READERSHIP

### CIRCULATION > 4.5 readers per copy

- Print run 4,200 copies
- Distributed circulation 4,017 copies

Please note: Some issues are produced in significantly higher print runs (for distribution at trade fairs and congresses, special issues with additional extended circulation)  
For further information, please see the Editorial Programme

### READERSHIP > approx. 1/3 readers from retail

- Food retail organisations
- Fresh produce trade
- Importers
- Exporters
- Producers and producer organisations
- Roboto Condensed
- Service suppliers for quality assurance, food safety, handling, cooling and storage
- Transport and logistics
- Technology
- Official institutions and associations

### READERSHIP STRUCTURE > approx. 3/4 readers from Germany

- Germany 73 %
- Outside Germany 27 %

Our international circulation is focused mainly on the Netherlands, Austria, Switzerland, Italy and Belgium.



# FRUCHTHANDEL AWARD

FRUCHTHANDEL  
**RETAIL AWARD 2024**  
DEUTSCHLANDS  
NUMMER EINS  
FÜR OBST UND  
GEMÜSE

### METHODOLOGY

- The award is presented to an entire retail organisation, not to an individual Point of Sale
- 4 categories: Supermarket, discount, hypermarket, organic
- Not a jury, only the consumers decide. The winners are chosen by a representative survey, based on the GfK consumer panel.
- Award ceremony at the German Fruit & Vegetable Congress

### Sponsoring

- Annual price 8,500 € excl. VAT

### Sponsoring package includes

- Participation in a discussion panel with representatives of the winners (provided that the winners agree to participate) and subsequent editorial coverage in Fruchthandel Magazin as well as online and via social media
- 2-page advertorial (value 3,430 €)
- Logo on all award advertisements and other promotional activities, as well as in all press releases
- On request participation in the award ceremony
- Two free tickets for the German Fruit & Vegetable Congress (value 1,780 €)



### METHODOLOGY

- The individual Point of Sale is selected for its performance
- National award in several categories, federal state awards + special award (annually changing topic)
- The winners are selected by a jury – prior application required
- Award in cooperation with "Rundschau für den Lebensmitteleinzelhandel"

### Sponsoring

- Annual price 10,495 € excl. VAT

### Sponsoring package includes

- Logo on all award advertisements, press releases, award certificates
- Presentation of the sponsors on rundschau.de and fruchthandel.de
- Active participation as a jury member
- Attendance at the award ceremony
- On request, participation in the award ceremony

Fruchthandel Magazin has been organising congresses and forums for the fresh produce business for more than four decades, most recently in co-operation with other leading industry institutions. The focus is always on new ideas and new perspectives, with expert input from top class speakers, wide-ranging panel discussions and audience interaction, all tackling the latest challenges and discussing the future trends of the fresh produce industry.

Time is money, especially in the fresh produce business. Fruchthandel Magazin events are organised to a very efficient timetable – a single compact congress day with an optional networking event on the evening before. This proven concept guarantees effective networking opportunities and maximum information input in the shortest possible time.



**GOOD REASONS FOR SPONSORING**

**Direct contact with customers**

Through personal contacts during the event, you pave the way for successful business relationships.

**Increased profile**

Your participation is also visible before and after the event: through regular reporting in FRUCHTHANDEL MAGAZIN and online on the event website.

**Target group efficiency**

The high quality of the event participants is characterised in particular by the high proportion of representatives from the retail sector.

**Sponsoring info**

- The contents and prices of the sponsorship packages can be found on page 13.
- It is worthwhile to book early because the service provision starts immediately after receipt of order.
- Invoicing takes place 14 days after receipt of order.  
Up to 14 days after receipt of order, you can cancel at any time without incurring any costs.  
Up to 42 days before the event, 50 % of the contractually agreed amount must be paid.  
Up to 21 days before the event 90 %. Cancellation after the 20th day is no longer possible.  
Should the event not take place for reasons of force majeure, the organiser is entitled to postpone or cancel the event. In this case, the sponsor is entitled to full reimbursement of the sponsorship amount.

**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**



**23-24 SEPTEMBER 2024 | DÜSSELDORF**  
**The top event for the fresh produce industry in Germany**

Co-organisers: AMI Agrarmarkt Informations-GmbH | GS1 Germany

**EUROPEAN  
SUSTAINABILITY FORUM**



**26-27 JUNI 2024 | BONN**  
**A vision for sustainability**

Co-organiser: AMI Agrarmarkt Informations-GmbH



## GERMAN FRUIT & VEGETABLE CONGRESS (DOGK)

The DOGK will take place for the 14th year running in 2024. Delegates from all sectors of the supply chain take part, including production, service industries and the international fresh produce trade. The food retail sector, however, is particularly well represented, accounting for more than 10 per cent of all delegates. This fact underlines the enormous importance of the event for the entire fresh produce business, making it an ideal opportunity for delegates to make new contacts in the business, and for sponsors to present their products and services.

	BRONZE	SILVER	GOLD	PLATINUM
Logo display in the official programme in print and online	✓	✓	✓	✓
Logo display on dogkongress.de with hyperlinks	✓	✓	✓	✓
Logo display in the DOGK app	✓	✓	✓	✓
Logo presence onsite at the event	✓	✓	✓	✓
1 free delegate fee worth 890 €	✓			
2 free delgate fees worth 1,780 €		✓		
3 free delegate fees worth 2,670 €			✓	✓
Company profile online (max. 280 characters incl. spaces)		✓	✓	✓
Firmenpräsentation zum Download in der DOGK-App		✓	✓	✓
Company presentation for download after the DOGK		✓	✓	✓
Provision of a presentation area of 6 m <sup>2</sup>			✓	✓
Company excursion				✓
25% discount on an advertisement in the special DOGK edition of Fruchthandel Magazin		✓	✓	✓
<b>Price (excl. VAT)</b>	<b>2.600 €</b>	<b>3.900 €</b>	<b>7.500 €</b>	<b>8.500 €</b>

## EUROPEAN SUSTAINABILITY FORUM

Sustainability remains one of today's most important social issues. It is thus also of considerable importance for the retail sector, particularly in times of crisis. Companies and organisations with high standards of sustainability can handle such crises more effectively. But just as consumers expect these high standards from food retailers, so the retail sector expects the same high standards from their suppliers.

At the European Sustainability Forum, topics such as climate change, the conservation of water and energy in production, economic efficiency, the security of supply, and the establishment of good social standards will be addressed and discussed. Decision-makers and experts from different sectors of the industry will present examples of best practice and consider specific solutions.

	BRONZE	SILVER	GOLD	PLATINUM
Logo display in the official programme in print and online	✓	✓	✓	✓
Logo display on dogkongress.de with hyperlink	✓	✓	✓	✓
Logo presence on site at the event	✓	✓	✓	✓
1 free delegate fee worth 695 €	✓			
2 free delegate fees worth 1,390 €		✓		
3 free delegate fees worth 2.085 €			✓	✓
Company profile online (max. 280 characters incl. spaces)		✓	✓	✓
Provision of a presentation area of 6 m <sup>2</sup>			✓	✓
Company excursion or other special services (by arrangement)				✓
25% discount on an advertisement in the special edition of Fruchthandel Magazin Sustainability	✓	✓	✓	✓
<b>Price (excl. VAT)</b>	<b>1.950 €</b>	<b>2.950 €</b>	<b>4.500 €</b>	<b>5.500 €</b>

## GENERAL INFORMATION ON SPONSORING:

Please provide immediately after booking your company logo as a vector graphic and, in the case of Gold and Silver bookings, also a short company portrait in German and English, each with a maximum of 280 characters including spaces, to [events@fruchthandel.de](mailto:events@fruchthandel.de)



23 | 24 SEPTEMBER 2024  
DÜSSELDORF

**The top event  
for the fresh produce  
industry in Germany**

### CO-ORGANISERS:

AMI Agrarmarkt Informations-GmbH |  
GS1 Germany

**DELEGATE FEE 890 €**

## EUROPEAN SUSTAINABILITY FORUM

26-27 JUNE 2024 | BONN

**A vision for sustainability**

Co-organiser:

AMI Agrarmarkt Informations-GmbH

- Concise, expert news from the fresh produce sector
- Published Monday to Friday
- 8,500 + recipients

**ADVERTISING OPTIONS****Leaderboard**

- Top placement as first banner above the first news item
- Format 600 x 150 px
- Price per calendar week 550 €

**Large banner**

- Placement between news items
- Format 600 x 150 px
- Price per calendar week 500 €

**Standard banner**

- Placement between news items
- Format 600 x 100 px
- Price per calendar week 330 €

**Small banner**

- Placement beside other banners
- Format 180 x 150 px
- Price per calendar week 160 €

From 2023, Fruchthandel's online content appears on a new platform at [www.fruitnet.com](http://www.fruitnet.com). In addition to news from the Fruchthandel editorial team, users can also find international news from the leading magazine brands Eurofruit, Asiafruit, Fresh Produce Journal, Produce Plus and Asiafruit China.

**ADVANTAGES**

- News from Germany and all over the world
- More extensive coverage and more traffic through combined expertise
- Structured content, easy navigation
- More visibility through larger banner formats. No rotation.
- Optimised for all devices – desktop as well as tablet and smartphone

**ADVERTISING OPTIONS**

The following banner options and prices apply to publication on [www.fruchthandel.de](http://www.fruchthandel.de). We are happy to send you information on advertising options on the Fruitnet homepage ([www.fruitnet.com](http://www.fruitnet.com)) and on international sites (e.g. Eurofruit, Asiafruit) on request.

**Leaderboard**

- Top placement as first banner on the news site and on selected further pages
- Format 1180 x 130 px desktop / 375 x 300 px mobile
- Price per calendar week 390 €

**Large content banner**

- Placement on the news site between news items
- Format 1180 x 170 px desktop / 375 x 300 px mobile
- Price per calendar week 400 €

**Sponsored posts**

- Company message / press release, compiled and curated by our editorial team. Published in Fruchthandel Newsmail as well as on Fruchthandel Online.
- Please send us your text and a photo (picture rights to be clarified by client).
- Price per placement (one-time publication) 550 €

**Stand-alone newsmail**

- A stand-alone newsmail includes content provided exclusively by you.
- Please send us your text and photos (picture rights to be clarified by client).
- May contain links to external websites.
- Mailing to all recipients (partial mailing to selected recipients not possible. Addresses are not shared)
- Price per stand-alone newsletter: 3,750 € (publication date by prior arrangement)

**Standard content banner**

- Placement on the news site between news items
- Format 777 x 130 px desktop / 375 x 270 px mobile
- Price per calendar week 260 €

**Large side banner**

- Placement on the news site beside news item
- Format 375 x 270 px (separate mobile format not required)
- Price per calendar week 260 €

**Small side banner**

- Placement on the news site beside news item or beside another banner
- Format 375 x 130 px (separate mobile format not required)
- Price per calendar week 130 €

**DATES**

- All banners can be booked on a weekly basis (by calendar week)
- Advertising deadline is Thursday of the previous week
- Data needed by 11 a.m. on Friday of the previous week at the latest

**DATA FORMATS**

- JPG, PNG or GIF files max. 100 KB.
- HTML5 possible for Fruchthandel Online
- In case of animated GIF files for Fruchthandel Newsmail, all essential information should be contained in the first image frame because some mail applications such as Outlook suppress the other animations in the standard setting
- We are happy to help you to design your banner advert: Price 110 € for animated banners, 80 € for static banners (not eligible for discount or commission)

**DISCOUNTS**

- 4 weeks 3 %
- 10 weeks 5 %
- 20 weeks 10 %
- 52 weeks 50 %

**COMBINATION DISCOUNT**

- 20 % when booking Fruchthandel Newsmail/Fruchthandel Online in the same calendar week.  
The combination discount is added to the quantity discount.

WEBSITE	PRICE	DESKTOP		MOBILE	
		WIDTH	HEIGHT	WIDTH	HEIGHT
<b>Leaderboard</b>	390 €	1.180	130	375	300
<b>Large content banner</b>	400 €	1.180	170	375	300
<b>Standard content banner</b>	260 €	777	130	375	270
<b>Large side banner</b>	260 €	375	270	375	270
<b>Small side banner</b>	130 €	375	130	375	130

NEWSLETTER	PRICE	WIDTH	HEIGHT
<b>Leaderboard</b>	550 €	600	150
<b>Large banner</b>	500 €	600	150
<b>Standard banner</b>	330 €	600	100
<b>Small banner</b>	160 €	180	150

**20% COMBI DISCOUNT**  
in case of parallel booking Online/Newsmail in the same calendar week

All prices exclude VAT.

\*For bookings on Fruchthandel Online, two file formats are required for leaderboard, large content banner and standard content banners in order to guarantee display on both desktop and mobile devices.

**Are you interested in other creative forms of advertising (e.g. videos, microsites, white papers, podcasts)? Then please contact us at +49-211-99104-40 or send an email with your ideas to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de).**





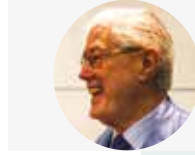
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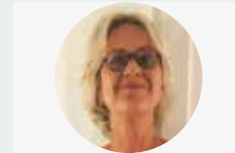
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Giordano Giardi



Riccardo Marinelli