

MEDIA INFORMATION 2025

FRUCHTHANDEL



FRUITNET

We help you grow your business

FRUCHTHANDEL

MAGAZIN

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Founded in 1916, **110th 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
5000 registered **Fruchthandel Newsmail subscribers**
More than 2,000 industry experts attend **Fruitnet 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 Fruitnet Global Berry Congress, the Fruitnet Global Tomato Congress, Asiafruit Congress, Fresh Produce India and many more.

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 approx. 40 times a year

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

Prices excl. VAT but including postage costs

www.fruchthandel.de

MAGAZIN

ISSUE CALENDARWEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES	
49/50 SPECIAL 51/52	12,000	13.12.24 20.12.24	27.11.24 10.12.24	best in fresh	<ul style="list-style-type: none"> • Brands, concepts, ideas for the fresh produce market • Trend products: Oranges • Review of the year 2024 	●
1/2	8,000	10.1.25	2.1.25	Fruit Logistica Preview I	<ul style="list-style-type: none"> • Fresh Convenience • Seeds and varietal development • Crop protection 	
3	8,000	17.1.25	7.1.25	Fruit Logistica Preview II	<ul style="list-style-type: none"> • Sorting and packaging • Smart Horticulture > Robotics, Automatisaton, Use of artificial intelligence • Production and harvesting technology > Irrigation technology, Greenhouse technology, • Digital technologies/ERP systems • Maturing technology/Maturity monitoring • Transport and logistics 	
3 SPECIAL	9,200	17.1.25	6.1.25	Flanders	<ul style="list-style-type: none"> • Flanders at Fruit Logistica (Bound insert) 	●
3 SPECIAL	8,000	17.1.25	6.1.25	France	<ul style="list-style-type: none"> • France at Fruit Logistica (Supplement) 	●
4	8,000	24.1.25	10.1.25	Fruit Logistica Preview III	<ul style="list-style-type: none"> • Global fresh produce trade (Southern Hemisphere/Overseas, North Africa, Portugal, Turkey, Greece, Cyprus, Israel, Eastern Europe, Scandinavia) • Exotics, specialities • Innovations 	
4 SPECIAL	8,000	24.1.25	10.1.25	Netherlands	<ul style="list-style-type: none"> • Netherlands at Fruit Logistica (Supplement) 	●
4 SPECIAL	8,000	24.1.25	13.1.25	Spain	<ul style="list-style-type: none"> • Spain at Fruit Logistica (Supplement) 	●
5	8,000	31.1.25	17.1.25	Fruit Logistica Preview IV	<ul style="list-style-type: none"> • Germany: Production, fruit trade and wholesale markets • Austria and Switzerland • Product safety and quality assurance, laboratories • Organic and fair trade, sustainability • Biofach (11.-14.2., Nürnberg) 	
5 SPECIAL	8,000	31.1.25	16.1.25	Italy	<ul style="list-style-type: none"> • Italy at Fruit Logistica (Supplement) 	●
5 SPECIAL	40,000	31.1.25	20.12.24	Fruit Logistica Exhibition Guide	<ul style="list-style-type: none"> • The official Fruit Logistica exhibition guide (Supplement in issue 5 and distribution at Fruit Logistica) 	●
6/7/8		21.2.25	11.2.25	Fruit Logistica Review I	<ul style="list-style-type: none"> • Germany, Flanders, Netherlands, Austria, Switzerland • Fresh Convenience • Internorga (14.-18.3., Hamburg) 	
9		28.2.25	18.2.25	Fruit Logistica Review II	<ul style="list-style-type: none"> • Global fruit trade, Overseas, Mediterranean, Spain, Italy • South Tyrol • Berries (Fruitnet Berry Congress, 13.-14.3., Rotterdam) • Seeds and varietal development, Crop protection 	
10		7.3.25	25.2.25	Fruit Logistica Review III	<ul style="list-style-type: none"> • Sorting and packaging • Technology and logistics • France • Grapes from the Southern Hemisphere 	
11		14.3.25	4.3.25		<ul style="list-style-type: none"> • Asparagus • Early potatoes 	
12		21.3.25	11.3.25		<ul style="list-style-type: none"> • European greenhouse produce: Cucumbers, paprika, tomatoes, aubergines • Mushrooms • Berries from Spain • Fresh produce from Greece • Freskon (10.-12.4., Thessaloniki) 	

ISSUE CALENDARWEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
13		28.3.25	18.3.25		<ul style="list-style-type: none"> • Flanders • Start of the season in New Zealand • Crop protection
14/15		11.4.25	1.4.25		<ul style="list-style-type: none"> • Fresh Convenience • Asparagus
16/17		25.4.25	15.4.25		<ul style="list-style-type: none"> • Macfrut Preview (7.-9.5., Rimini) • Grapes from Italy
18/19		9.5.25	24.4.25		<ul style="list-style-type: none"> • Produce from Germany • Tomatoes • Pipfruit and kiwifruit from New Zealand
20		16.5.25	6.5.25		<ul style="list-style-type: none"> • Southern Hemisphere • Garlic, onions and ginger • Melons from Almería
21		23.5.25	13.5.25		<ul style="list-style-type: none"> • Berry fruit • Bananas • Summer season in France • Digital technologies, ERP systems, blockchain, CRM systems, cybersecurity • Methods for extending the shelf life of perishable products • Smart Horticulture • Green Tech (10.-12.6., Amsterdam)
22/23 SPECIAL 24	10,000	6.6.25 13.6.25	20.5.25 3.6.25	Product Guide	<ul style="list-style-type: none"> • Volume 2 • Avocados • Stone fruit from Spain • Pineapples • Cherries from Europe • Fresh Convenience • Tropical Fruits (Fruitnet Tropical Congress 23.6., Antwerp)
25		20.6.25	10.6.25		<ul style="list-style-type: none"> • Netherlands • Summer fruit from Italy • Melons from Murcia • Product safety and quality assurance, laboratories
26/27 SPECIAL 26/27	6,000	4.7.25 4.7.25	24.6.25 24.6.25	Packaging & Sustainability	<ul style="list-style-type: none"> • Recycling management • EU Packaging regulation • Flanders • Stone fruit from Europe • Summer fruit from Spain
28/29		18.7.25	8.7.25		<ul style="list-style-type: none"> • Produce from Germany • Salad, fresh herbs, garlic and spices • Modern refrigeration logistics/monitoring cold chain
30/31		1.8.25	22.7.25		<ul style="list-style-type: none"> • Grapes and summer fruit from Southern Europe • Plums from France
32/33		15.8.25	5.8.25		<ul style="list-style-type: none"> • Seeds and varietal development • Plant protection • Mushrooms • Onions and potatoes
34/35		29.8.25	19.8.25		<ul style="list-style-type: none"> • Pipfruit from Europe • Organic products, fair trade, sustainability • Netherlands
36 SPECIAL 37	5,000	5.9.25 12.9.25	26.8.25 2.9.25	DOGK	<ul style="list-style-type: none"> • German Fruit & Vegetable Congress (22.-23.9., Düsseldorf) • Berry fruit • Sorting and packaging • Fachpack (23.-25.9., Nürnberg) • Nuts and dried fruit

ISSUE CALENDARWEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
38 SPECIAL	5,000	19.09.25	9.9.25	Fruit Attraction	<ul style="list-style-type: none"> • Fruit Attraction Preview (30.9.-2.10., Madrid) • Mangoes from Spain • Kaki • Apples from France • Tropical melons • Latin America • France at Fruit Attraction • Italy at Fruit Attraction • Club pears
39		26.09.25	16.9.25		<ul style="list-style-type: none"> • Produce from Germany • Flanders • Fresh Convenience
40/41		10.10.25	30.9.25		<ul style="list-style-type: none"> • German Fruit & Vegetable Congress - Review • Bananas • Salad and autumn produce from France • Netherlands • Digital technologies, ERP systems
42/43		24.10.25	14.10.25		<ul style="list-style-type: none"> • Fruit Attraction - Review • Avocados • Italy - Autumn season • Grapes from Overseas • Mangoes and papayas • Tomatoes (Fruitnet Tomato Congress, November, Spain) • Production, irrigation and harvesting technology, greenhouses
44		31.10.25	21.10.25		<ul style="list-style-type: none"> • Pipfruit from South Tyrol • Pears • Kiwifruit from Europe • Citrus from Spain
45		7.11.25	28.10.25		<ul style="list-style-type: none"> • Maturing technology/Maturity monitoring • Trends and technology for asparagus and berry production • expoSE & expoDirekt (November, Karlsruhe) • Agritechnica (9.-15.11., Hannover)
46 SPECIAL	10,000	14.11.25	04.11.25	Special Germany	<ul style="list-style-type: none"> • Local fresh produce and technology made in Germany
47		21.11.25	11.11.25		<ul style="list-style-type: none"> • Exotics, melons and specialities • Citrus and vegetables from Morocco • Produce from Germany • Nuts and dried fruit • Pipfruit from Germany
48/49		05.12.25	25.11.25		<ul style="list-style-type: none"> • Citrus from the Mediterranean • Fruit and winter vegetables from Italy • Product safety and quality assurance, laboratories • Local fresh produce and technology made in Germany
51/52		19.12.25	09.12.25		<ul style="list-style-type: none"> • Review of the year 2025 • Logistics: ports, sea freight, containers, air freight, software in logistics

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/ Inside back cover	€ 3,500

All prices excl. VAT



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

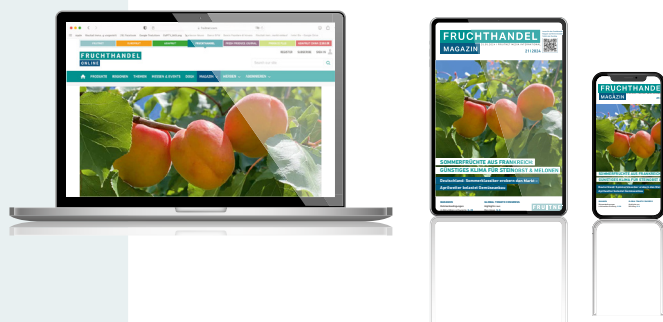
PUBLICATION OF JOB ADVERTS

- 1 x print in Fruchthandel Magazin
- 8 weeks online on the homepage as well as in the job market
- 1 x in Fruchthandel Newsmail with complete text, prominently placed between the news, additionally 8 weeks in short version at the bottom of each Newsmail
- Online-only publication:
 - Corporate job ads € 420
 - Private job ads € 25 net, € 29,95 gross

Box numbers for anonymous advertisements if required (no extra charge)

FRUCHTHANDEL-APP

PRINT + DIGITAL - one booking, two channels



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)

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

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

All prices excl. VAT

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



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



4-c 3,350 Euro

1/1 PAGE

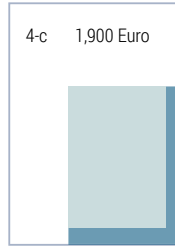
Type area 180 x 262 mm
Bleed 210 x 297 mm
+4 mm trim on all sides



4-c 2,770 Euro

2/3 VERTICAL

Type area 127 x 262 mm
Bleed 142 x 297 mm
+4 mm trim on all sides



4-c 1,900 Euro

1/2 CORNER

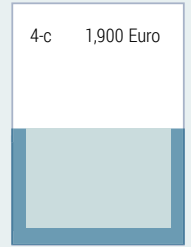
Type area 127 x 176 mm
Bleed 142 x 196 mm
+4 mm trim on all sides



4-c 1,900 Euro

1/2 VERTICAL

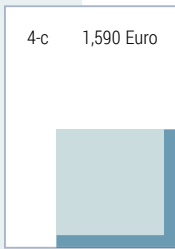
Type area 100 x 262 mm
Bleed 115 x 297 mm
+4 mm trim on all sides



4-c 1,900 Euro

1/2 HORIZ.

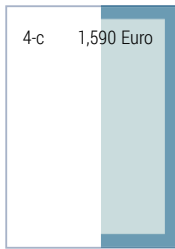
Type area 180 x 126 mm
Bleed 210 x 146 mm
+4 mm trim on all sides



4-c 1,590 Euro

1/3 CORNER

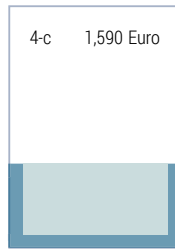
Type area 127 x 126 mm
Bleed 142 x 146 mm
+4 mm trim on all sides



4-c 1,590 Euro

1/3 VERTICAL

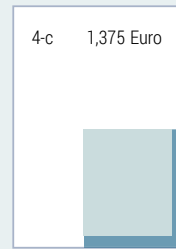
Type area 74 x 262 mm
Bleed 89 x 297 mm
+4 mm trim on all sides



4-c 1,590 Euro

1/3 HORIZ.

Type area 180 x 89 mm
Bleed 210 x 109 mm
+4 mm trim on all sides



4-c 1,375 Euro

1/4 CORNER VERT.

Type area 100 x 126 mm
Bleed 115 x 146 mm
+4 mm trim on all sides



4-c 1,375 Euro

1/4 HORIZ.

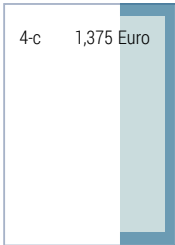
Type area 180 x 66 mm
Bleed 210 x 86 mm
+4 mm trim on all sides



4-c 1,375 Euro

1/4 CORNER HORIZ.

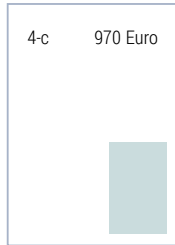
Type area 127 x 89 mm
Bleed 142 x 109 mm
+4 mm trim on all sides



4-c 1,375 Euro

1/4 VERTICAL

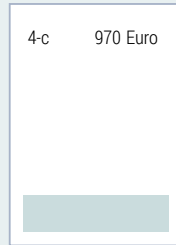
Type area 48 x 262 mm
Bleed 63 x 297 mm
+4 mm trim on all sides



4-c 970 Euro

1/6 CORNER VERT.

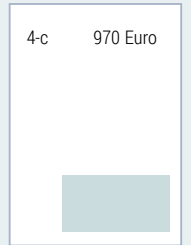
Type area 74 x 126 mm



4-c 970 Euro

1/6 HORIZ.

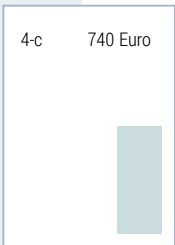
Type area 180 x 43 mm



4-c 970 Euro

1/6 CORNER HORIZ.

Type area 127 x 66 mm



4-c 740 Euro

1/8 CORNER VERT.

Type area 48 x 126 mm



4-c 740 Euro

1/8 HORIZ.

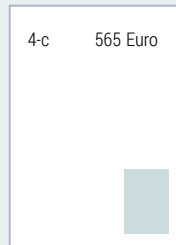
Type area 180 x 31 mm



4-c 740 Euro

1/8 CORNER HORIZ.

Type area 127 x 43 mm



4-c 565 Euro

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

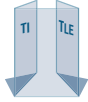
INSIDE FRONT / INSIDE BACK COVER

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



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).



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)



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



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 €



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 €



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

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

LOOSE INSERTS



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.

BOUND INSERTS



Please deliver as folded 4-page document in DIN A4 format with 5 mm extra bleed, plus 8 mm prefold. 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.

* BELLY WRAP



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).

IMPORTANT NOTES

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.

- 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.
- Special advertising formats are not subject to discounts.

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 2025, advertising deadline 2 September 2025

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.	3 columns	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

FRUCHTHANDEL

BANNER ADVERTISING

ONLINE

Fruchthandel Online

Banner	Format Desktop	Format Mobile *	Placement	Price per week
Leaderboard	1180 x 130	375 x 300	top banner, placed on the homepage and on all subpages, no rotation	€ 550
Large Banner	1180 x 170	375 x 300	on the homepage and rotating on each individual message	€ 400
Standard Banner	777 x 130	375 x 270	on the homepage and rotating on each individual message	€ 300
Large Side Banner	375 x 270		on the homepage and rotating on each individual message	€ 400
Small Side Banner	375 x 130		on the homepage and rotating on each individual message	€ 200

* two formats required to guarantee display on desktops as well as on mobile devices



FRUCHTHANDEL

NEWSMAIL

Fruchthandel Newsmail

Banner	Format	Price per week
Leaderboard	600 x 150	€ 550
Large Banner	600 x 150	€ 500
Standard Banner	600 x 100	€ 330
Small Banner	180 x 150	€ 160



Sponsored Posts

- Company news prepared and curated by our editorial team. It appears in the Fruchthandel Newsmail and is linked to Fruchthandel Online.
- You provide us with text and photo (image rights to be clarified by you)
- Price per placement (one-time publication) € 550

Stand-alone-Newsmail

- Contains 100% of your content and is therefore personalised and exclusive
- Text and photos are provided by you (image rights to be clarified by you)
- Further links lead to external websites
- Sending to the entire group of recipients (partial sending not possible, addresses are not passed on)
- Price per stand-alone newsmail € 3,750

Videos, microsites, podcasts, webinars, white papers and other creative advertising ideas on request (+49-211+99104-40)

Dates

- all banners can be booked on a weekly basis
- Deadline is Thursday of the previous week
- Data must be available by Friday 11 am at the latest

Technical data

- pg, png or gif files max 100 KB
- HTML5 also possible for Fruchthandel Online
- For animated gif files for Fruchthandel Newsmail, all essential information should be included in the first image frame, as some mail applications suppress the other animations in the default setting (e.g. Outlook).
- The responsive design ensures that advertising is optimally displayed on all end devices. For this reason, two different formats are required for three banner formats (Leaderboard, Large Banner, Standard banner).

ATTRACTIVE COMBINED OFFER

Combi price for parallel booking of the Large Banner for both online and newsmail: only 600 € instead of 900 €



DISCOUNTS

4 Weeks	3 %
10 Weeks	5 %
20 Weeks	10 %
52 Weeks	50 %

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

NEWSMAIL

Fruchthandel Newsmail

Subscribers	around 5,000
Average open rate / Open rate	33,6 %
Effective click rate / CTOR	34,2 %

Both the open rate and the effective click rate are well above average.

The figures are averages from January to September 2024

Fruchthandel Online

Active users	16.408
Page views	95.307
Google Analytics 1.8.2024 – 31.8.2024	



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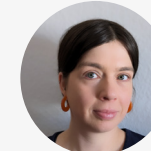
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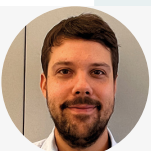
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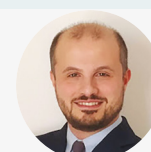


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