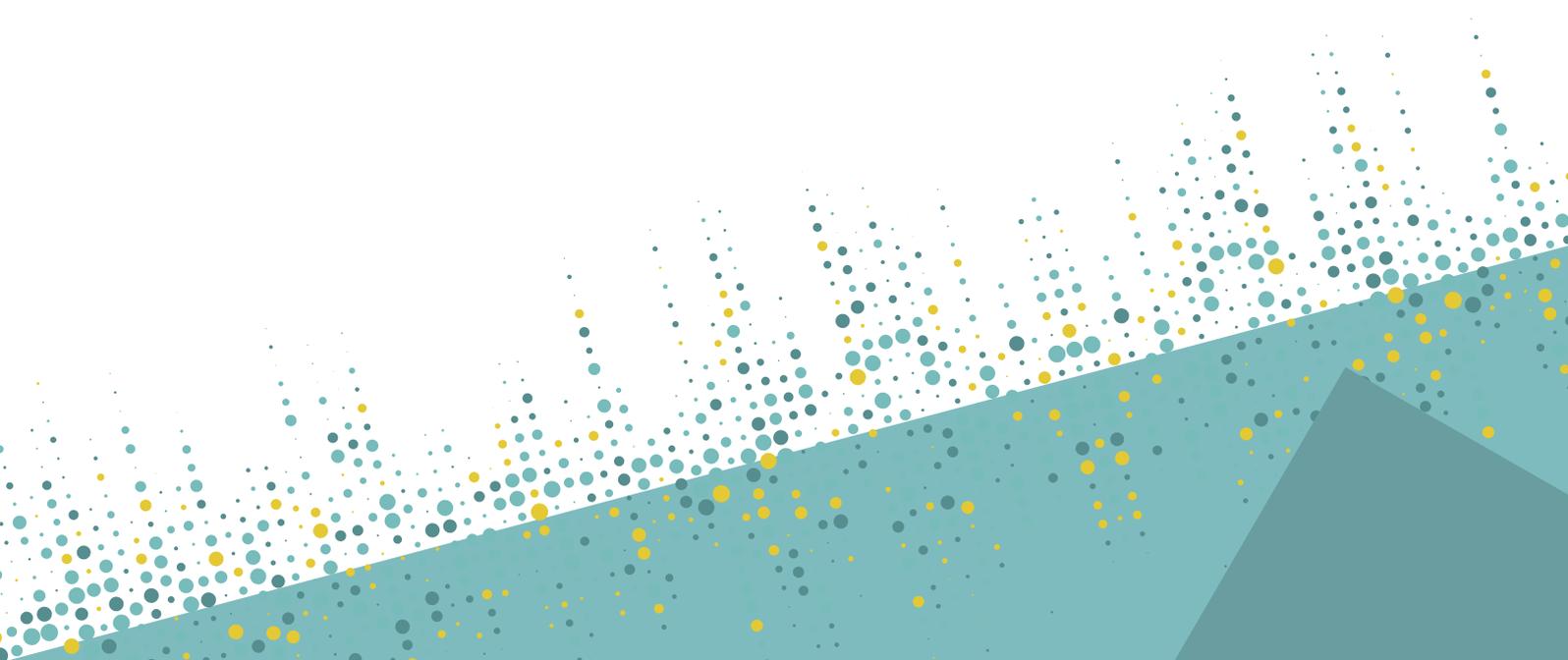


EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

**MEDIA
KIT 2023**

fruitnet.com/eurofruit



PUBLICATIONS

Understand the business

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 digital edition, EUROFRUIT is the reference point for business leaders working in the European fresh produce supply chain.

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, with double issues for July/August and November/December.

EUROFRUIT's new digital app brings the content you love onto one easy-to-use platform. It features the latest news, views and analysis, alongside our magazine editions. Available on the App Store, Google Play and desktop: <https://desktop.eurofruitmagazine.com>



More information at fruitnet.com/eurofruit

READERSHIP

Global coverage

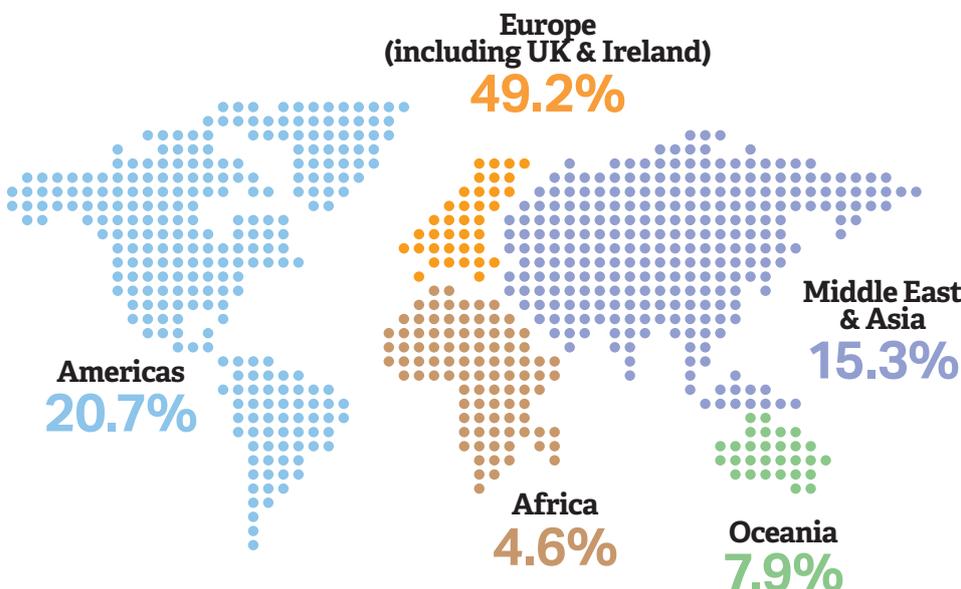
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, ASIAFRUIT CHINA, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



Online readership data



In print readership data



*Online data based on 2021 figures. Statistics based on Google Analytics

EDITORIAL PROGRAMME

FRUIT LOGISTICA EDITION—PART I

Published
January

Fruitnet Special
Keynote interviews

Features

Markets
Blueberries
SH Grapes
Chile
Mangoes & Papayas
Nordic Markets
Central America
Packaging

Event Distribution

- Fruit Logistica

Booking Deadline:
25/11/2022

FRUIT LOGISTICA EDITION—PART II

Published
February

Fruitnet Special
Fresh Focus Citrus

Features

Innovation
SH Apples & Pears
Exotics
Seeds & Fertilisers
Pineapples
South Africa
Brazil
Colombia & Ecuador
Organics

Event Distribution

- Fruit Logistica

Booking Deadline:
09/01/2023

GLOBAL GRAPE CONGRESS EDITION

Published
March

Fruitnet Special
Fresh Focus Grape

Features

Glasshouse vegetables
Persimmons
Herbs
Convenience
Berries
Belgium
Machinery & Technology

Event Distribution

- Global Grape Congress (digital)

Booking Deadline:
14/02/2023

50TH ANNIVERSARY EDITION

Published
April

Fruitnet Special
Fresh Focus Avocado

Features

Greece
NZ Apples
SH Kiwifruit
European Asparagus
Mangoes
Onions
India
France

Event Distribution

- Freskon

Booking Deadline:
03/03/2023

MACFRUIT EDITION

Published
May

Fruitnet Special
Fresh Focus Italy
Fresh Focus Tomato

Features

Exotics
Stonefruit
Melons
Netherlands
Israel
Eastern Europe
Wholesale Markets
Ripening

Event Distribution

- Macfrut
- Global Tomato Congress

Booking Deadline:
28/03/2023

INNOVATION EDITION

Published
June

Fruitnet Special
Fresh Focus Packaging
& Technology

Features

Blueberries
Tomatoes
SH Citrus
NH Cherries
Dried Fruit & Nuts
Convenience/Fresh-cut
Leafy Salads
Portugal
Germany
Foodservice

Event Distribution

- Greentech
- Interpack (2024)
- IBO Fresh Summit

Booking Deadline:
09/05/2023

APPLE & PEAR EDITION

Published
July/August

Fruitnet Special
Fresh Focus Apple
& Pear
Fresh Focus Sustainability

Features

Grapes
Plums
Lemons & Limes
Onions & Garlic
Potatoes
Turkey
Egypt

Event Distribution

- Prognosfruit
- Asia Fruit Logistica
- Asiafruit Congress

Booking Deadline:
30/06/2023

TROPICAL FRUIT EDITION

Published
September

Fruitnet Special
Fresh Focus Tropicals

Features

Asparagus
Pomegranates
Asia & Africa
Latin America
South-East Europe
Airfreight
Ports
Logistics

Event Distribution

- Global Tropicals Congress
- Cool Logistics Global
- Fresh Market Poland
- DOGK

Booking Deadline:
04/08/2023

FRUIT ATTRACTION EDITION

Published
October

Fruitnet Special
Fresh Focus North
America

Features

SH Berries
Citrus
Brassicas
Peppers
Pumpkins & Squash
Peru
Greece
Argentina

Event Distribution

- Fruit Attraction
- Global Citrus Congress
- The Global Produce & Floral Show

Booking Deadline:
29/08/23

GLOBAL BERRY CONGRESS EDITION

Published
November/December

Fruitnet Special
Fresh Focus Berry

Features

SH Grapes
Kiwifruit
Persimmons
SH Stonefruit
Avocados
Morocco
Serbia
Southern Africa
China

Event Distribution

- Global Berry Congress
- Morocco Berry Conference

Booking Deadline:
13/10/23

PUBLICATIONS

Fruitnet Specials*

*All FRUITNET specials are distributed and available in print or online at major industry events such as:

Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, The Global Produce & Floral Show, Medfel, GreenTech and all **Fruitnet Media International** events.



FRESH FOCUS GRAPE

Fresh Focus Grape will offer insight, ideas and inspiration for companies that want to grow their business in the table grape category.

Publication date: March 2023
Extra distribution: Global Grape Congress (digital)



FRESH FOCUS AVOCADO

Focusing on one of the undoubted stars of the fresh produce arena right now, this special edition brings together all the latest news and analysis on the avocado trade.

Publication date: April 2023
Extra distribution: World Avocado Congress



FRESH FOCUS ITALY

Our annual special publication showcases the leading products, companies, technologies and service providers in the Italian fresh fruit and vegetable business.

Publication date: May 2023
Extra distribution: Macfrut



FRESH FOCUS TOMATO

Published in time for Fruitnet's Global Tomato Congress, we take a look at the most innovative companies and the latest trends in the tomato sector.

Publication date: May 2023
Extra distribution: Global Tomato Congress



FRESH FOCUS PACKAGING & TECHNOLOGY

Fruitnet Media International's annual Fresh Focus Packaging & Technology special keeps track of technological innovation and ideas across the entire world of fresh produce.

Publication date: June 2023
Extra distribution: GreenTech, Interpack



FRESH FOCUS SUSTAINABILITY

As companies continue to pursue ambitious sustainability initiatives, our special edition brings you right up to speed on where those projects could take the fresh produce industry.

Publication date: July/August 2023
Extra distribution: Fruit Attraction



FRESH FOCUS APPLE & PEAR

To mark the start of Europe's new apple and pear season, we take a close look at the latest production and market trends in what remains one of the industry's most important categories.

Publication date: July/August 2023
Extra distribution: Prognosfruit



FRESH FOCUS TROPICALS

Fresh Focus Tropicals brings together stories and interviews from one of the most exciting and innovative parts of the fresh produce business.

Publication date: September 2023
Extra distribution: Global Tropicals Congress



FRESH FOCUS NORTH AMERICA

North America remains a hugely important market for imported fresh fruit and vegetables. Our special publication looks at some of its leading overseas suppliers.

Publication date: October 2023
Extra distribution: Global Produce & Floral Show



FRESH FOCUS BERRY

Published alongside Fruitnet's Global Berry Congress, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

Publication date: November/December 2023
Extra distribution: Global Berry Congress

MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

Premium positions

Back cover
€4,500

Inside front cover
€4,200

Inside back cover
€3,500

Front section
€3,700
(first 15 pages of magazine)

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%

(Applied to adverts within 12-month period)

Agencies

UK agency commission	10%
Other agency commission	15%

Full Page €2,950



210mm x 297mm +3mm bleed*

logos and text should be at least 8mm from the edge of page

Double Page Spread €4,990



420mm x 297mm +3mm bleed

logos and text should be at least 8mm from the edge of page

Half Page Spread €3,350



420mm x 144mm +3mm bleed

logos and text should be at least 8mm from the edge of page

Half Page €2,100



Horizontal advert - 171mm x 127mm

Horizontal bleeding advert - 210mm x 143mm +3mm bleed
logos and text should be at least 8mm from the edge of page



Vertical advert - 71mm x 256mm

Vertical bleeding advert - 88mm x 297mm +3mm bleed
logos and text should be at least 8mm from the edge of page

Only landscape design available on digital version

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2023 or earlier:
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
3. Photoshop CC2023 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

Third Page €1,890



Horizontal advert - 171mm x 83mm

Horizontal bleeding advert - 210mm x 99mm
logos and text should be at least 8mm from the edge of page



Vertical advert - 46mm x 256mm

Vertical bleeding advert - 63mm x 297mm
logos and text should be at least 8mm from the edge of page

Only landscape design available on digital version

Quarter Page €1,680



Horizontal advert - 171mm x 61mm

logos and text should be at least 8mm from the edge of page



Vertical advert - 71mm x 127mm

logos and text should be at least 8mm from the edge of page

Only landscape design available on digital version.

CREATIVE MARKETING

Bound-in bookmark €4,500



Your advert includes a top banner and a full-page advert.

Belly wrap

Standard: €4000 Creative: €5000



Your advert displays as a digital bellywrap.

Bound-in card €5,500

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



Your advert displays as two consecutive full-page adverts.

Fold-out cover €6,500

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials

Full Page €2,950



Maximum 400 words and 2 images plus 1 logo

Double-Page Spread Advertorial €4,990



Maximum 800 words and 4 images plus 1 logo

Magazine insert €2,790

ONLINE ADVERTISING

fruitnet.com/eurofruit – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 x 130	370 x 140	€550	€2,200
2 Central Banner	JPG · PNG · GIF	1180 x 130	370 x 140	€450	€1,800
3 Large Side Banner	JPG · PNG · GIF	375 x 440	375 x 440	€400	€1,600
4 Small Side Banner	JPG · PNG · GIF	375 x 225	375 x 225	€200	€800
5 Video Banner	LINK	375 x 225	375 x 225	€450	€1,800
6 Website Take Over				Starting from €750/week	
7 Advertorial (published in newsletter and website)				Up to 500 words - €2950	



 **33,000***

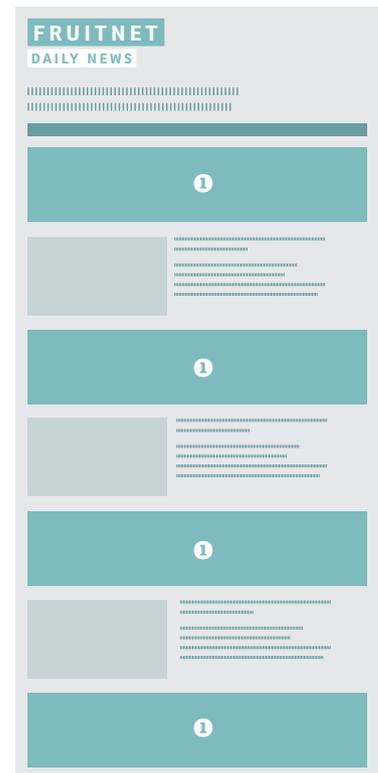
fruitnet.com/eurofruit
monthly visits

Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Central Banner	JPG · PNG · GIF	600 x 200	600 x 200	€400	€1,600
5 Standard				€300	€1,200
7 Advertorial (published in newsletter and website)				One off charge €2,950	

1. Premium: position of the banner 1-5
5. Standard: position 5-20

Appears once in Newsletter (up to 500 words)



 **+31,000***

Fruitnet Daily News
subscribers

*Online data based on 2021 figures.
Statistics based on Google Analytics

Digital Only Advertising Options

Video content



€2,790

Video content needs to be supplied as a YouTube or Vimeo weblink.

Top banner



€2,500

Top banner for logged-in users. Once clicked, user is taken to advertiser's advert or digital content.

premium position
1600x400px

Floating banner bottom



€4,500

Your banner will appear in all magazine pages. Once clicked, user is taken to advertiser's advert or digital content.

(all pages)
320x50px

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



SUBSCRIBE NOW!

CHOOSE THE SUBSCRIPTION PACKAGE THAT'S RIGHT FOR YOU AND YOUR BUSINESS:

PRINT & DIGITAL €250 PER YEAR

10 printed copies of Eurofruit Magazine plus Fruitnet Specials

Digital edition: online access included

Fruitnet Daily News: fresh news updates sent to your inbox

DIGITAL ONLY €200 PER YEAR

10 digital copies of Eurofruit Magazine plus all Fruitnet Specials

Access to latest news and download content to read offline

Fruitnet Daily News: fresh news updates sent to your inbox

CORPORATE PRICES UPON REQUEST

All the benefits of print & digital

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Volume discounts for 3+ subscribers

Personalised account management



Eurofruit app is available for download, try it for free now!



For information about how to subscribe, please contact:

subscriptions@fruitnet.com | +44 20 7501 0311

fruitnet.com/subscribe



All delivery costs included in your subscription. Digital Subscriptions includes access on 3 devices only.

FRUITNET LIVE EVENTS 2023

INCREASE
VISIBILITY
AND BRAND
AWARENESS

2023



GLOBAL GRAPE
CONGRESS

28 MARCH
DIGITAL



FRESH PRODUCE
INDIA

3-5 MAY
DIGITAL



EUROPEAN
SUSTAINABILITY FORUM

9-10 MAY
DÜSSELDORF



GLOBAL TOMATO
CONGRESS

16 MAY
ROTTERDAM



DIGITAL SUPPLY CHAIN
FORUM

1 JUNE
DIGITAL



FESTIVAL
OF FRESH
23

21 JUNE
CAMBRIDGESHIRE



ASIA FRUIT
CONGRESS
亚洲水果国际果蔬大会

6-8 SEPTEMBER
HONG KONG



DEUTSCHER
OBST & GEMÜSE
KONGRESS

19-20 SEPTEMBER
DÜSSELDORF



GLOBAL TROPICALS
CONGRESS

14 SEPTEMBER
THE HAGUE



GLOBAL BERRY
CONGRESS

28 NOVEMBER
ROTTERDAM

Fruitnet Live 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 3720 | events@fruitnet.com

Official Cooperation Partner



ONLINE

FRUITBOX Starting from €3,000

The world's fresh produce business leaders in conversation with Chris White. Fifteen minutes of one-to-one conversation about business ideas and insights, and much more in the world of fresh fruit and vegetables.

Audio-broadcast weekly every Thursday on Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

LinkedIn +10,000 followers
Twitter +7,700 followers
Instagram 2,500 followers



AUDIO CONVERSATIONS



FRUITNET INSIGHTS €5,000 per quarter

Fruitnet's team of editors headed up by Mike Knowles in Europe and John Hey in Asia talk to fresh produce decision-makers about the latest developments in markets, seasons, products, and innovations.

Up to 60 minutes of category insight that is video-broadcast on the first Wednesday of every month and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet Media International social media accounts.

LinkedIn +2,000 followers
Twitter +1,700 followers
Instagram 2,000 followers



VIDEO-BROADCAST



FRUITNET PRESENTS Starting from €5,000

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media Internationals social media channels.

Video interview with one of Fruitnet's senior editors about your product or service and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet business and individual social media channels.

LinkedIn +2,000 followers
Twitter +1,700 followers
Instagram 2,000 followers



VIDEO ADVERTORIAL



Support the best new quality online content from Fruitnet
Contact our team: advertising@fruitnet.com | +44 20 7501 0309



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