

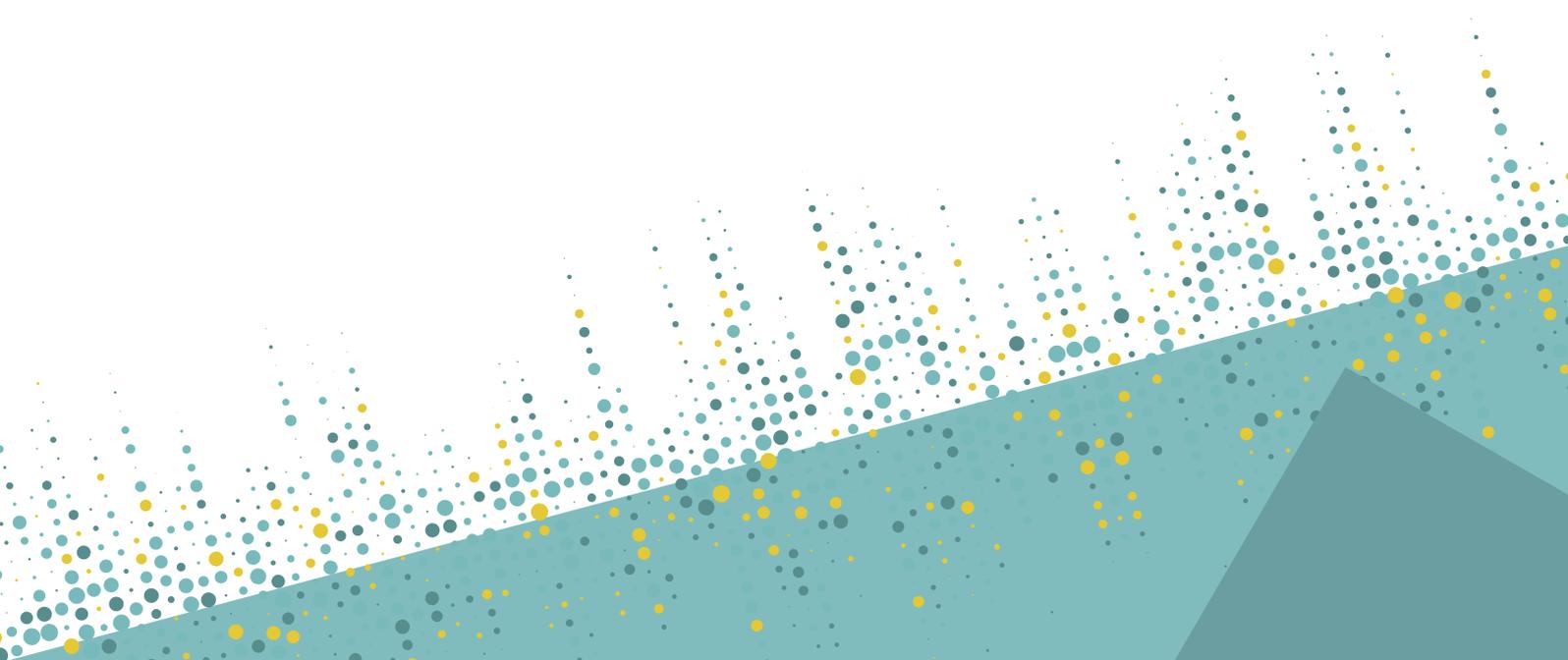
PRODUCE

PLUS

THE MAGAZINE FOR FRESH PRODUCE MARKETING IN AUSTRALIA & NEW ZEALAND

MEDIA KIT 2023

fruitnet.com/produceplus



PUBLICATIONS

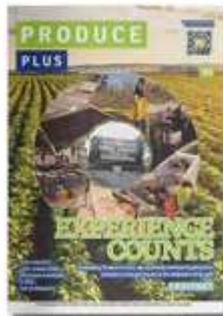
Fresh ideas. Fresh insights.

PRODUCE PLUS is the magazine for fresh fruit and vegetable marketing in Australia and New Zealand.

Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, PRODUCE PLUS reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and photo features on all the latest innovations and ideas in the fresh produce market.

PRODUCE PLUS is published four times a year, in print and online.

More information at fruitnet.com/produce-plus



Download the app

View current and past editions of PRODUCE PLUS via our new app, available from the App Store or Google Play.



Produce Plus Monthly Newsletter and Online News

Follow quality news and information online 24/7 at fruitnet.com/produceplus, covering the latest updates from Australia and New Zealand's fresh fruit and vegetable industry.

Additionally, the PRODUCE PLUS MONTHLY NEWSLETTER delivers a round-up of the top stories to subscribers inboxes every month. Sign up at: fruitnet.com/produce-plus

Nielsen - Produce Plus Top 20

The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



Marketer of the Year Award

Presented by PRODUCE PLUS and IFPA Australia-New Zealand, the Marketer of the Year Award (MOYA) recognises outstanding achievement in the marketing of fresh fruit, vegetables and flowers in Australia and New Zealand.

MOYA is presented at Hort Connections, the annual fresh produce conference and trade show.



Fruitnet Specials

Fruitnet Specials are annual trade supplements looking at sector-specific topics such as sustainability and technology. All Fruitnet Specials are distributed at major international trade shows, such as Fruit Logistica, Fruit Attraction, IFPA Fresh Summit, Asia Fruit Logistica and all Fruitnet events.

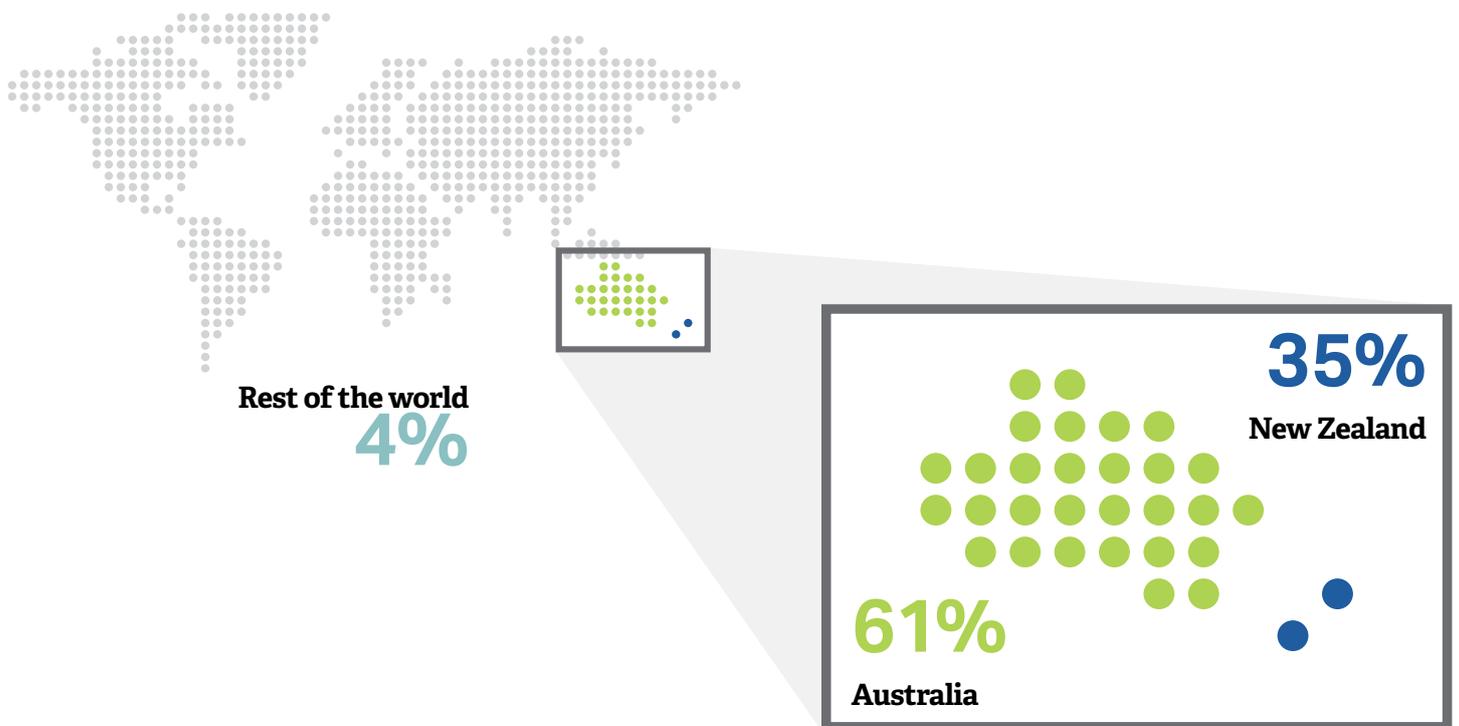
READERSHIP

Global coverage

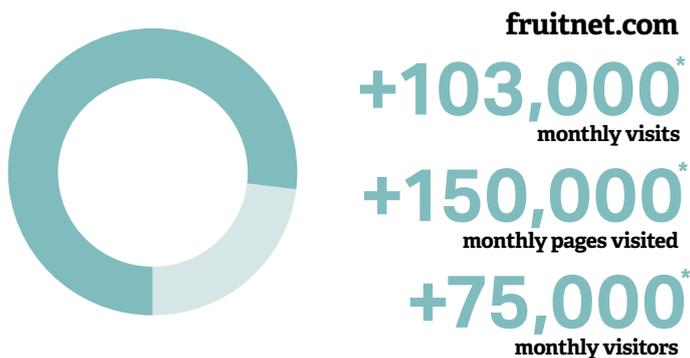
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, ASIAFRUIT CHINA, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



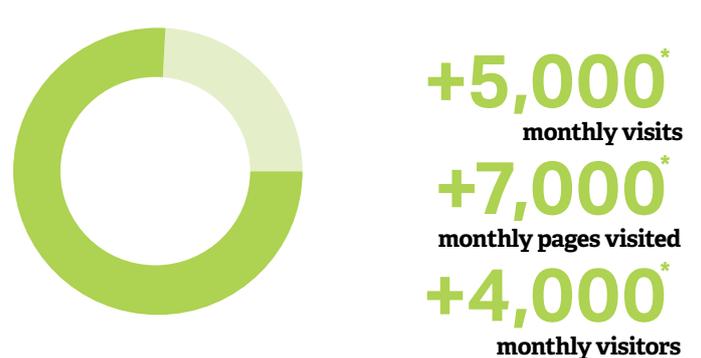
In print readership data



Online readership data



fruitnet.com/produceplus



*Online data based on 2022 figures. Statistics based on Google Analytics

EDITORIAL PROGRAMME

ISSUE 48 AUTUMN, MARCH 2023

Distributed at
Global Grape Congress 2023

Special Features

Technology
Seeds & Crop Care
Food Safety

Products

Apples & Pears
Kiwifruit
Tomatoes
Capsicums
Pomegranates
Beetroot
Persimmons

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 02/03/2023

ISSUE 49 WINTER, MAY 2023

Distributed at
Hort Connections 2023

Special Features

Marketer of the Year Award Finalist Focus
North American Imports
Packaging & Grading
Sustainability

Products

Citrus
Avocados
Kiwifruit
Nuts & Dried Fruit

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 08/05/2023

ISSUE 50 SPRING, JULY 2023

Distributed at
Asiafruit Congress 2023
Asia Fruit Logistica 2023

Special Features

Marketer of the Year Award Winner Spotlight

Products

Bananas
Salads & Herbs
Asparagus
Avocados
Mushrooms

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 12/07/2023

ISSUE 51 SUMMER, NOVEMBER 2023

Distributed at
Fruit Logistica 2024

Special Features

Finance & Insurance
E-commerce
Protected Cropping

Products

Stonefruit & Cherries
Table Grapes
US & Egyptian Citrus
Tropical Fruit
Mangoes
Berries
Potatoes & Hard Produce
Melons

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 05/11/2023

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 CITRUS

New varieties have transformed the citrus category. Fresh Focus Citrus reports on the innovation fuelling global demand for this produce mainstay.

Publication date: January 2023
Extra distribution: Global Citrus Congress



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 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 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.

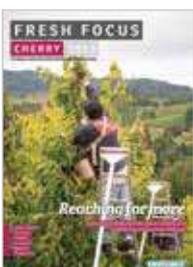
Publication date: September 2023
Extra distribution: Global Tropicals Congress



FRESH FOCUS 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 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: November 2023



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

For Print and Digital editions of Produce Plus

Premium positions

Back cover
US\$3,400

Inside front cover
US\$3,275

Inside back cover
US\$2,800

Front section
US\$3,085

Discounts

Two adverts 10%
Three - Four adverts 15%

Agencies

Agency commission 15%

Full Page US\$2,555



210mm x 297mm +3mm bleed*

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

Double Page Spread US\$4,360 Half Page Spread US\$2,490



420mm x 297mm +3mm bleed

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



420mm x 144mm +3mm bleed

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

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

Half Page US\$1,465



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.

Third Page US\$1,090



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 US\$850



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

Contact:

For more information please contact our advertising team:
kate@fruitnet.com +61 3 9040 1601

CREATIVE MARKETING

Further Options

Brochure on page (With a full page ad)*	US\$3,370
<small>*brochure supplied by a client</small>	
Fold-out pages	
Double (three pages)	US\$3,380
Triple (five pages)	US\$4,040
Magazine inserts	
On page	US\$2,460
Inside front cover	US\$2,310

Bound-in bookmark US\$3,310



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

Belly wrap ^{FROM} US\$5,260



Your advert displays as a digital bellywrap.

Bound-in Card US\$3,590

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



Your advert displays as two consecutive full page adverts.

Fold-out cover US\$4,210

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials

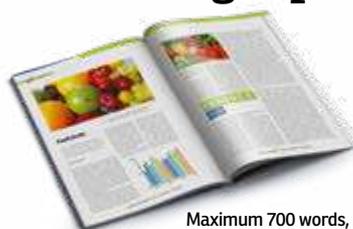
Creative

Full Page US\$2,555



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

Double Page Spread US\$4,360



Maximum 700 words, up to 4 pictures, logo & graphics.

ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

	FILE TYPES	SIZE - PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 X 130	370 X 140	US\$530	US\$2120
2 Large Side Banner	JPG · PNG · GIF	375 X 440	375 X 440	US\$215	US\$860
3 Central Banner	JPG · PNG · GIF	1180 X 130	370 X 140	US\$215	US\$860
4 Small Side Banner	JPG · PNG · GIF	375 X 225	375 X 225	US\$170	US\$680
5 Video Banner	LINK	375 X 225	375 X 225	US\$370	US\$1480
6 Website Take Over				Starting from US\$735/week	
7 Advertorial				Up to 500 words - US\$590	



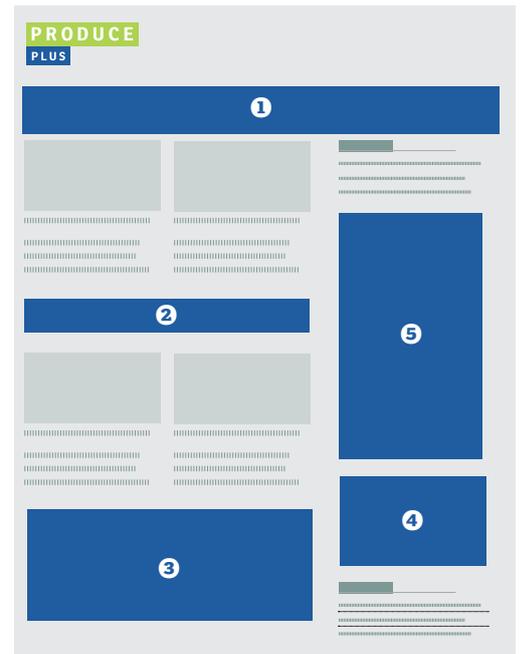
 **+5,000***

fruitnet.com/produceplus
monthly visits

Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner ²	JPG · PNG · GIF	600 X 120	US\$425
2 Central Banner ²	JPG · PNG · GIF	468 X 100	US\$300
3 Large Central Banner ²	JPG · PNG · GIF	468 X 200	US\$335
4 Small Side Banner ²	JPG · PNG · GIF	240 X 160	US\$300
5 Large Side Banner ²	JPG · PNG · GIF	240 X 400	US\$335
6 Advertorial		Up to 500 words plus 1 image	US\$1000

Website and newsletter placement



 **5,500**

Produce Plus News
Recipients

*Online data based on 2022 figures.
Statistics based on Google Analytics

Digital Only Advertising Options

Video content



US\$2,555

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

Top banner



US\$2,150

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

premium position
1600x400px

Floating banner bottom



US\$4,100

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 A\$88 PER YEAR

4 printed copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

DIGITAL ONLY A\$70 PER YEAR

4 digital copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

CORPORATE PRICES UPON REQUEST

All the benefits of print & digital

Bespoke packages available for your team or company

Volume discount for 3+ subscribers

Personalised account management



ProducePlus 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 | +61 4 1 642 8561

shop.fruitnet.com



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.

Official Cooperation Partner

For more information contact events team:
+44 20 7501 3720 | events@fruitnet.com

ASIA FRUIT
LOGISTICA

FRUIT
LOGISTICA



ONLINE

FRUITBOX Starting from \$3500

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 \$5800 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 \$5800

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 | +61 3 9040 1602



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