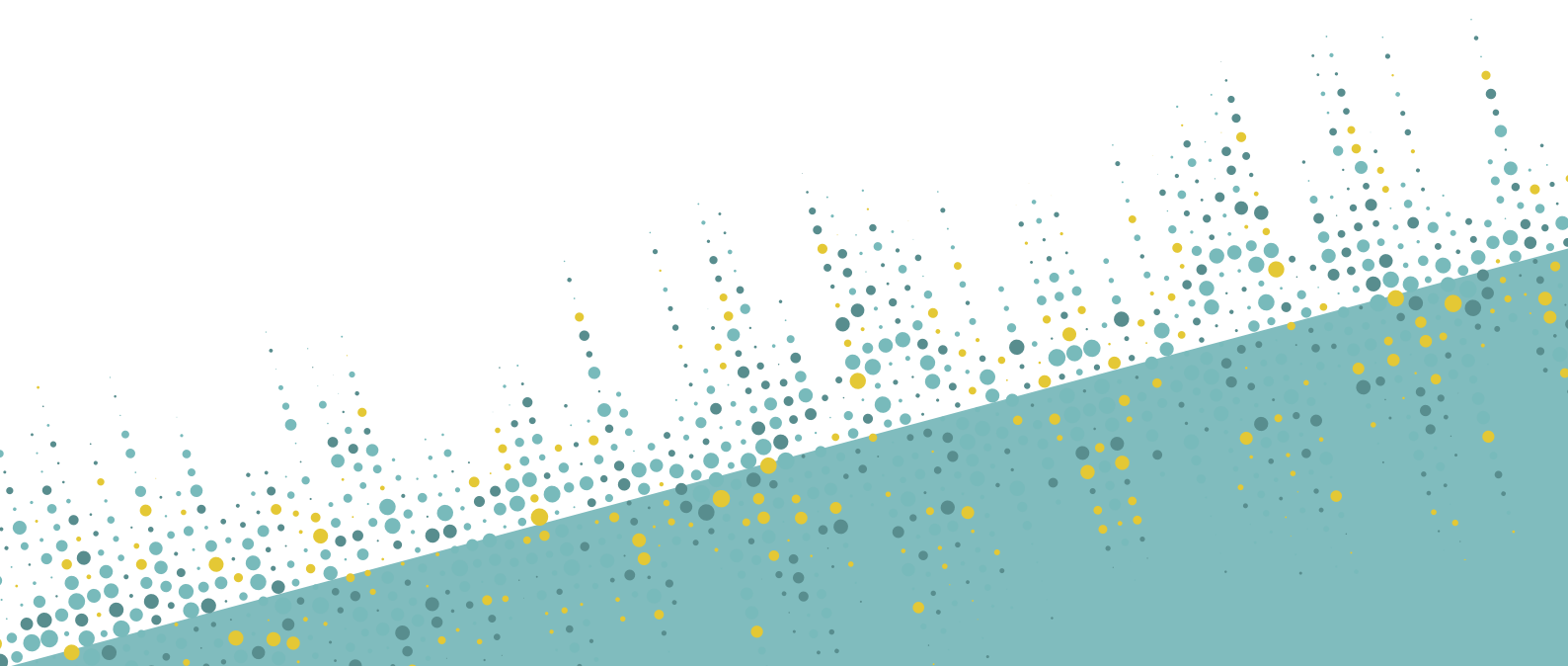


EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

MEDIA KIT 2024

fruitnet.com/eurofruit





EUROFRUIT

Eurofruit delivers fresh ideas and insight that deepen your knowledge of Europe's fruit and vegetable business.

It is the essential source of information and analysis for anyone who wants to understand the European fresh produce market.

The magazine celebrates innovation in all parts of the industry, from supply chains to retail merchandising, from technology and packaging to marketing and varietal development.

And, with distribution at all major industry events, as well as a prominent online presence, *Eurofruit* is a unique platform for brands to raise their profile in Europe's crowded marketplace.

MIKE KNOWLES MANAGING DIRECTOR, FRUITNET EUROPE

8.5K

AVERAGE PRINT READERSHIP

31K

DIGITAL SUBSCRIBERS

75K

MONTHLY DIGITAL READERS

73K

SOCIAL MEDIA FOLLOWERS

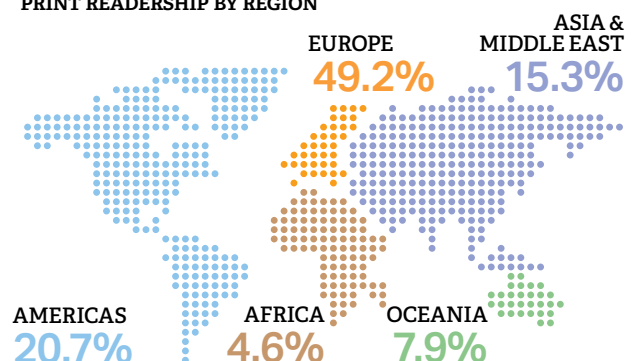
397K

MONTHLY ENGAGEMENTS

272K

TOTAL EVENT AUDIENCE

PRINT READERSHIP BY REGION



Eurofruit is part of Fruitnet Media International, which also publishes *Fresh Produce Journal*, *Fruchthandel Magazine*, *Asiafruit*, *Produce Plus* and *Asiafruit China*. All of the group's online content can be found via Fruitnet.com,

Online data based on 2023 figures from Google Analytics.

EUROFRUIT

EDITORIAL PROGRAMME

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editorial@fruitnet.com

JANUARY 2024

FRUIT LOGISTICA EDITION—PART I

FEATURES INCLUDE

Southern Hemisphere grapes · Blueberries · Citrus
Central American melons · Packaging and technology

EVENT DISTRIBUTION

Fruit Logistica

BOOKING DEADLINE

29 November 2023

FRESH FOCUS

BANANA

Fruitnet's first special of the year takes an in-depth look at key developments in the banana business.

EVENT DISTRIBUTION

Fruit Logistica · Fruit Attraction
Asia Fruit Logistica

BOOKING DEADLINE

29 November 2023

FEBRUARY 2024

FRUIT LOGISTICA EDITION—PART II

FEATURES INCLUDE

SH apples and pears · Strawberries · Pineapples
Seeds and varieties · Organics · Smart agriculture

EVENT DISTRIBUTION

Fruit Logistica

BOOKING DEADLINE

5 January 2024

FRESH FOCUS

SOUTH AFRICA

South Africa remains a major supplier of fresh fruit to the world. Our special speaks to its leading exporters.

EVENT DISTRIBUTION

Fruit Logistica · Fruit Attraction
Asia Fruit Logistica

BOOKING DEADLINE

5 January 2024

APRIL 2024

MEDITERRANEAN EDITION

FEATURES INCLUDE

Avocados · Mangoes · Grapes · Stonefruit · Berries
SH kiwifruit · Asparagus · Sorting and grading

EVENT DISTRIBUTION

Freskon · Medfel · Macfrut

BOOKING DEADLINE

1 March 2024

FRESH FOCUS

ITALY

Our annual Italy publication showcases leading companies in the country's fruit and veg business.

EVENT DISTRIBUTION

Fruit Logistica · Fruit Attraction
Asia Fruit Logistica · Macfrut

BOOKING DEADLINE

5 April 2024

MAY 2024

GLOBAL TOMATO CONGRESS EDITION

FEATURES INCLUDE

Tomatoes · Southern Hemisphere citrus · Melons
Apricots · Cherries · Peppers · Wholesale markets

EVENT DISTRIBUTION

Global Tomato Congress

BOOKING DEADLINE

5 April 2024

FRESH FOCUS

SUSTAINABILITY

Fruitnet's sustainability special brings you up to speed on the latest efforts to secure the industry's future.

EVENT DISTRIBUTION

Fruit Logistica · Greentech
European Sustainability Forum
Asia Fruit Logistica · Fruit Attraction

BOOKING DEADLINE

26 April 2024

EUROFRUIT

EDITORIAL PROGRAMME

CONTACT

editorial@fruitnet.com

JUNE 2024

INNOVATION EDITION

FEATURES INCLUDE

Turkey · Peaches and nectarines · Onions and garlic
Pears · Packaging and technology

EVENT DISTRIBUTION

Greentech · Interpack

BOOKING DEADLINE

3 May 2024

FRESH FOCUS

PACKAGING & TECHNOLOGY

Fruitnet's annual publication highlights the latest new ideas and advances in these two vital areas.

EVENT DISTRIBUTION

Fruit Logistica · Greentech
Asia Fruit Logistica · Interpack
Fruit Attraction

BOOKING DEADLINE

3 May 2024

JULY 2024

FRUITNET GRAPE CONGRESS EDITION

FEATURES INCLUDE

Grapes · Blueberries · Salads · AI and automation

EVENT DISTRIBUTION

Fruitnet Grape Congress

BOOKING DEADLINE

5 June 2024

AUGUST 2024

APPLE & PEAR EDITION

FEATURES INCLUDE

Apples and pears · Plums · Lemons and limes · Potatoes

EVENT DISTRIBUTION

Prognosfruit · Asia Fruit Logistica

BOOKING DEADLINE

5 July 2024

FRESH FOCUS

AVOCADO

Our annual special on avocados has all the latest news and analysis from this rapidly expanding category.

EVENT DISTRIBUTION

Fruit Logistica · Fruit Attraction
Fruitnet Avocado Congress
Asia Fruit Logistica

BOOKING DEADLINE

2 August 2024

SEPT/OCT 2024

FRUIT ATTRACTION EDITION

FEATURES INCLUDE

Spain · Portugal · Berries · Grapes · Tomatoes
Peppers · Brassicas · Ports and logistics

EVENT DISTRIBUTION

Fruit Attraction

BOOKING DEADLINE

23 August 2024

NOV/DEC 2024

FRUITNET CITRUS CONGRESS EDITION

FEATURES INCLUDE

Citrus · Kiwifruit · Persimmons · Blueberries · Cherries
SH stonefruit · Southern Africa · Apples · Shelf-life

EVENT DISTRIBUTION

Fruitnet Citrus Congress
Interpoma

BOOKING DEADLINE

27 September 2024

FRESH FOCUS

TROPICALS

Fruitnet's final special of the year takes a deep dive into the world of tropical fresh fruits and vegetables.

EVENT DISTRIBUTION

Fruit Logistica · Fruit Attraction
Asia Fruit Logistica

BOOKING DEADLINE

15 November 2024

EUROFRUIT

PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

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)

HOW TO SUPPLY YOUR ARTWORK

Please supply artwork
as one of following:

1. Print-ready PDF
2. InDesign or Illustrator
CC2024 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2024 or earlier:
 - Saved as JPG, TIFF or EPS (**CMYK only**)
 - Minimum 300 DPI

How to send artwork:

- » To design@fruitnet.com
(max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com)
(larger files)

FULL PAGE €2,950



Digital Edition



— 210mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

DOUBLE PAGE SPREAD €4,990



Digital Edition



— 420mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE SPREAD €3,350



Digital Edition



— 420mm x 144mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE €2,100



Horizontal
— 171mm x 127mm

Horizontal with bleed
— 210mm x 143mm
plus 3mm bleed

Logos and text must
be at least 8mm from
edge of page



Vertical
— 71mm x 256mm

Vertical with bleed
— 88mm x 297mm
plus 3mm bleed

Logos and text must
be at least 8mm from
edge of page

Digital Edition
Landscape only



THIRD PAGE €1,890



Horizontal
— 171mm x 83mm

Horizontal with bleed
— 210mm x 99mm

Logos and text must
be at least 8mm from
edge of page



Vertical
— 46mm x 256mm

Vertical with bleed
— 63mm x 297mm

Logos and text must
be at least 8mm from
edge of page

Digital Edition
Landscape only



QUARTER PAGE €1,680



Horizontal
— 171mm x 61mm

Logos and text must
be at least 8mm from
edge of page



Vertical
— 71mm x 127mm

Logos and text must
be at least 8mm from
edge of page

Digital Edition
Landscape only



EUROFRUIT

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK €4,500



Digital Edition
Your advert includes a top banner and a full-page advert

BELLY WRAP

Standard €4,500 Creative €5,000



Digital Edition
Your advert displays as a digital bellywrap

BOUND-IN CARD €5,500

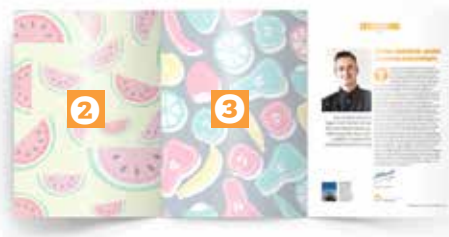
TWIO PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



Digital Edition
Your advert displays as two consecutive full-page adverts

FOLD-OUT COVER €6,500

THREE PAGES OF ADVERTISEMENT



Digital Edition
Your advert displays as three consecutive pages in Digital format

ADVERTORIALS

Full page €2,950



Maximum 400 words and two images plus one logo

DIGITAL-ONLY 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

Double-page spread €4,990



Maximum 800 words and four images plus one logo

Floating banner



€4,500

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

All pages 320x50px

EUROFRUIT

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com

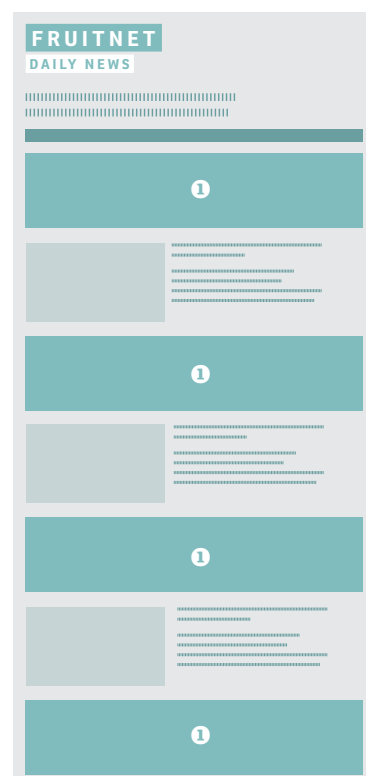
Banner options for Fruitnet.com/eurofruit

| | 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 |
| 4 Video Banner | LINK | 375 x 225 | 375 x 225 | €450 | €1,800 |
| Website Take Over | Starting from €750/week | | | | |
| Advertorial | Up to 500 words - €2950 | | | | |



Banner options for Fruitnet Daily News (free email)

| | 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 |
| Advertorial (published in newsletter and website) | One off charge | | | | |
| Appears once in Newsletter (up to 500 words) | €2,950 | | | | |



EUROFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY

Quarter page
Third page
Half page
Full page
Full page in first third

RATE (€)

1,680
1,890
2,100
2,950
3,700

FRUITNET.COM

Super banner
Central banner
Large side banner
Small side banner
News sponsor

RATE (€)

550
450
400
200
450

WEEK

2,200
1,800
1,600
800
1800

MONTH

Half page spread
Double page spread

3,350
4,990

EMAIL NEWSLETTER

Standard banner
Premium banner

300
400

1,200
1,600

Inside back cover
Inside front cover
Back cover

3,500
4,200
4,500

SPECIAL FORMATS

Video banner
Fruitbox podcast sponsor
Video episode sponsor
Fruitnet Presents video feature
Microsite with bespoke content

450

1,800
3,000
5,000
5,000
10,000

PRINT MARKETING

Magazine insert
Full page advertorial
DPS advertorial
Belly wrap

2,790
2,950
4,990
4,000

standard
creative

4,000
5,000

Bound-in bookmark
Bound-in card
Fold-out cover

from
from
from

4,500
5,500
6,500

DISCOUNTS

2+
4+
6+
8+
10+

%
5
10
15
20
25

AGENCY COMMISSION

UK agency
Other agency

%
10
15

DIGITAL EDITION ONLY

Top banner
Video content
500-word advertorial
Floating banner on all pages 320x50

2,500
2,750
2,950
4,950

Display advertisements will appear in print and digital editions.

FRUITNET EVENTS

CONTACT

events@fruitnet.com

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.



FRESH PRODUCE INDIA
21-22 MARCH 2024 · MUMBAI
freshproduceindia.com



FRUITNET AVOCADO CONGRESS
DATE & VENUE TBC
avocadocongress.com



GLOBAL TOMATO CONGRESS
14-15 MAY 2024 · THE HAGUE
globaltomatocongress.com



ASIAFRUIT CONGRESS
4-6 SEPTEMBER 2024 · HONG KONG
asiafruitcongress.com



EUROPEAN SUSTAINABILITY FORUM
11-12 JUNE 2024 · BONN



DEUTSCHE OBST & GEMÜSE KONGRESS
23-24 SEPTEMBER 2024 · DÜSSELDORF
dogkongress.de



FESTIVAL OF FRESH
13 JUNE 2024 · EVESHAM, UK
fruitnet.com/festivaloffresh



FRUITNET CITRUS CONGRESS
NOVEMBER 2024 · VALENCIA
citruscongress.com



FRUITNET GRAPE CONGRESS
4 JULY 2024 · PUGLIA
grapecongress.com

OFFICIAL COOPERATION PARTNER

**FRUIT
LOGISTICA**

FRUIT LOGISTICA
7-9 FEBRUARY 2024 · BERLIN

**ASIA FRUIT
LOGISTICA**

ASIA FRUIT LOGISTICA
4-6 SEPTEMBER 2024 · HONG KONG

EUROFRUIT

SUBSCRIPTIONS

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subscriptions@fruitnet.com

PRINT & DIGITAL

12 months €250 / 6 months €140

Nine print editions of *Eurofruit*, plus seven *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

DIGITAL

12 months €200 / 6 months €115

Nine digital editions of *Eurofruit*, plus seven *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

CORPORATE

Prices on request

Same benefits as Print & Digital package

Bespoke packages available for team or company

Volume discounts for three or more subscribers

Personalised account management



Download the free Eurofruit app!



EUROFRUIT

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