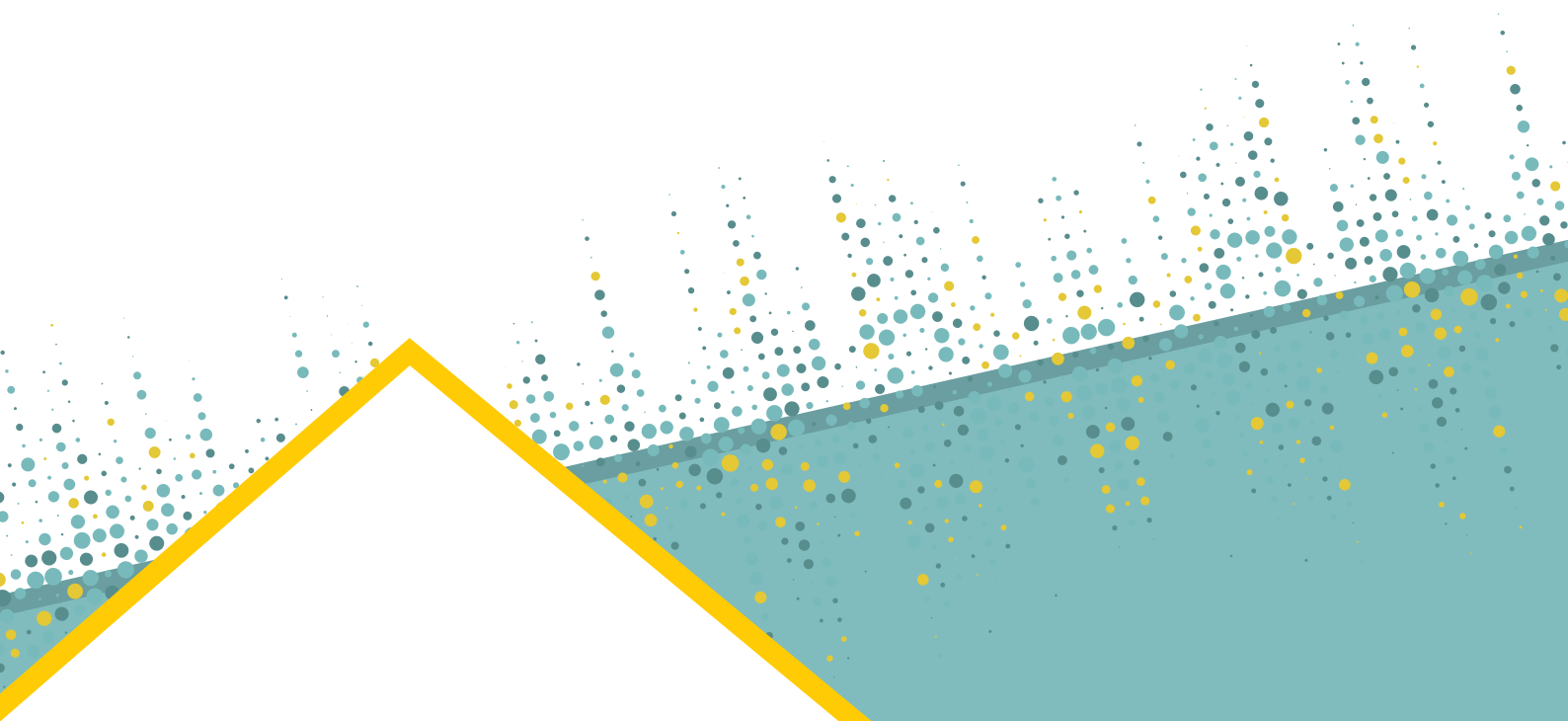


EUROFRUIT

MEDIA KIT

2026

fruitnet.com/eurofruit



EUROFRUIT

READERSHIP

CONTACT

editorial@fruitnet.com



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.

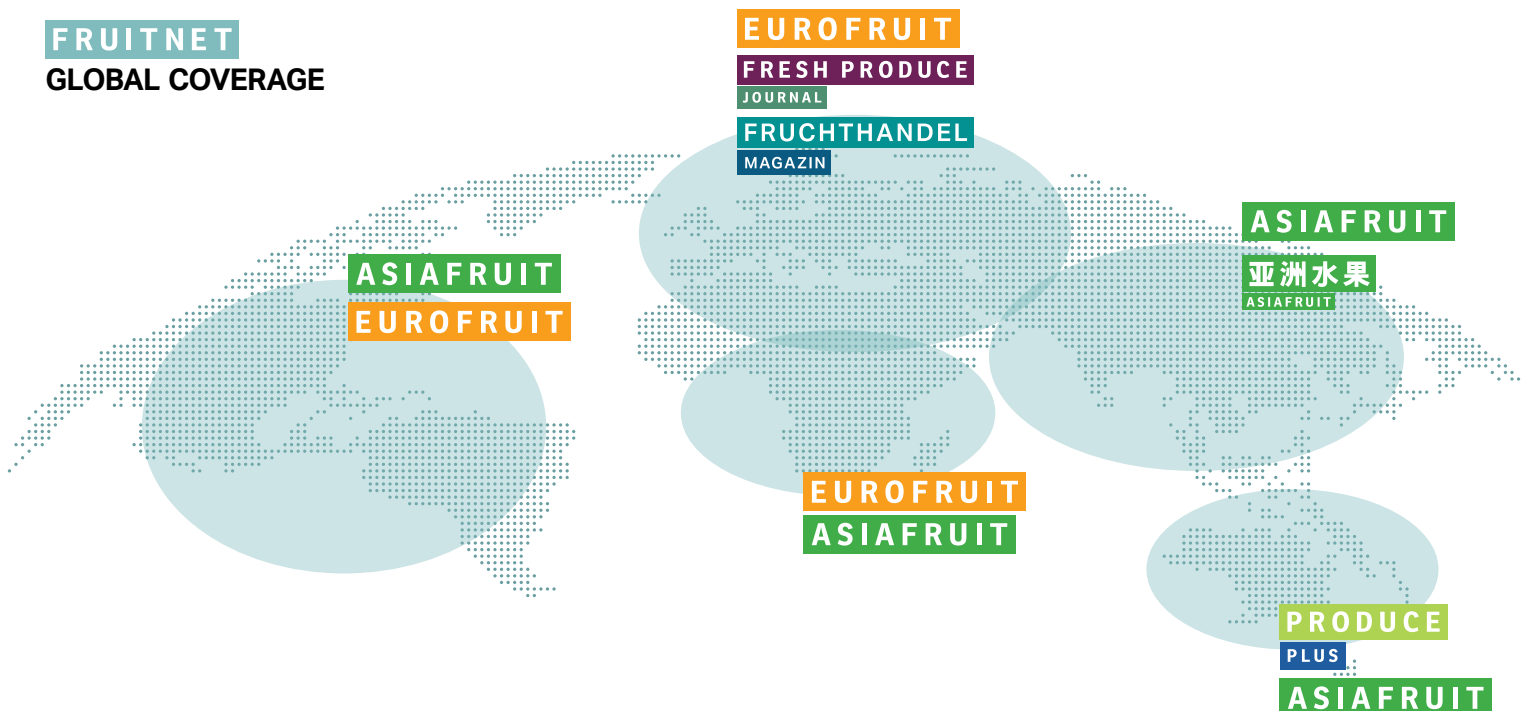
And, with distribution at all major industry events, as well as a prominent online presence, *Eurofruit* is a unique platform for brands to raise their profile in Europe's crowded marketplace.

MIKE KNOWLES

MANAGING DIRECTOR, FRUITNET EUROPE

FRUITNET

GLOBAL COVERAGE



EUROFRUIT

PRINT READERSHIP BY REGION



EUROFRUIT

IN FIGURES

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FRUITNET

1,182,000

YEARLY VISITORS

60,000+

SOCIAL MEDIA FOLLOWERS

EUROFRUIT

360,000

YEARLY VISITORS

20,000+

SOCIAL MEDIA FOLLOWERS

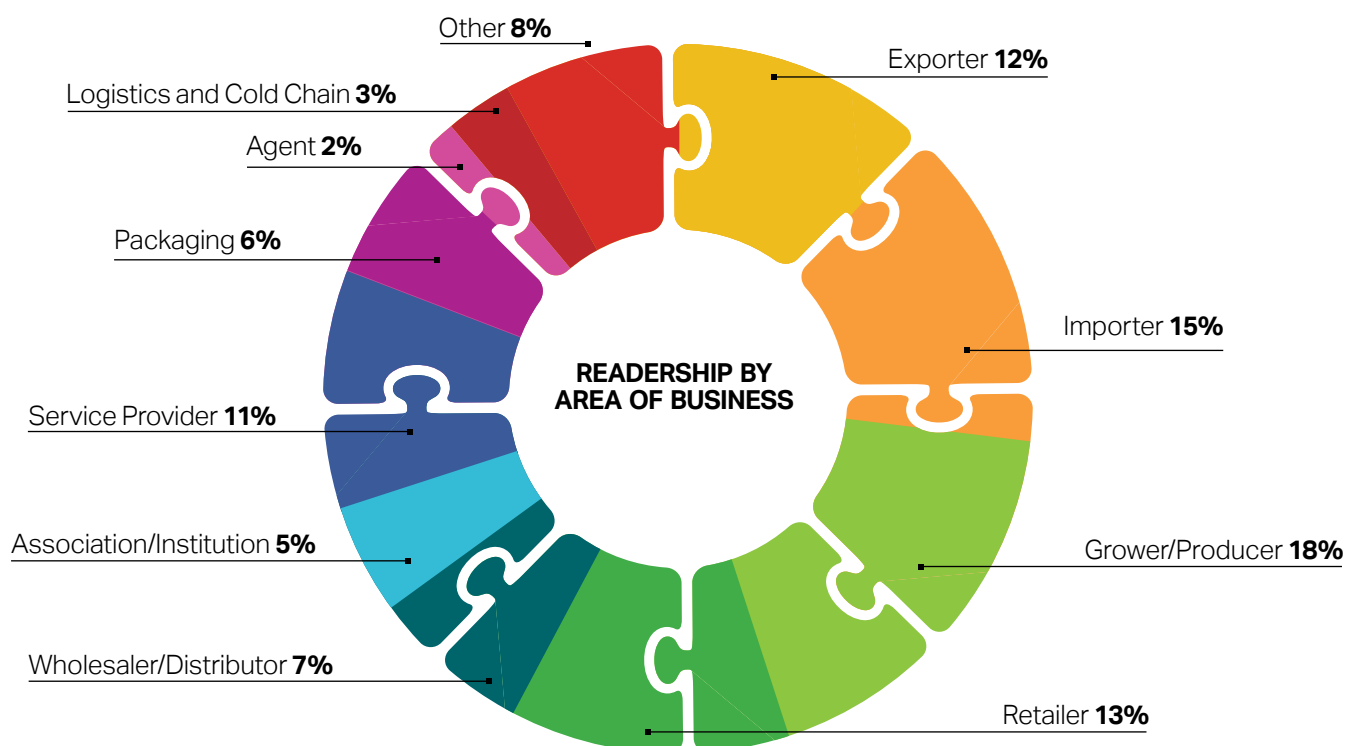
Online data based on 2025 figures. Statistics based on GA4

8.5k

PRINT AND DIGITAL
READERSHIP

31k

NEWSLETTER
SUBSCRIBERS



EUROFRUIT

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IN TOUCH WITH EUROPEAN BUYERS

The print and digital editions of *Eurofruit* reach a worldwide audience of fresh produce business professionals.

In addition to those sent to subscribers, thousands of copies are distributed free of charge to visitors at all of Europe's major fresh produce trade events.

Each edition is available to view on the Eurofruit Magazine app.

JANUARY

FRUIT LOGISTICA EDITION · PART I

FEATURES

- Bananas
- Blueberries
- Grapes
- Citrus
- Melons

SPECIALS

- Global trends
- South Africa
- Logistics

DISTRIBUTED AT

- Fruit Logistica

BOOKING DEADLINE
27 November 2025

FEBRUARY

FRUIT LOGISTICA EDITION · PART II

FEATURES

- Apples
- Pears
- Avocados
- Pineapples
- Strawberries

SPECIALS

- Innovation
- Chile
- Premium genetics

DISTRIBUTED AT

- Fruit Logistica

BOOKING DEADLINE
5 January 2026

MARCH

FRUITNET BERRY CONGRESS EDITION

FEATURES

- Berries
- Grapes
- Mangoes
- Kiwifruit
- Tomatoes

SPECIALS

- Fresh Focus Berry
- Belgium
- Netherlands

DISTRIBUTED AT

- Fruitnet Berry Congress

BOOKING DEADLINE
9 February 2026

APRIL/MAY

MEDITERRANEAN EDITION

FEATURES

- Stonefruit
- Cherries
- Melons
- Peppers
- Asparagus

SPECIALS

- Fresh Focus Italy
- Greece

DISTRIBUTED AT

- Macfrut
- Freskon
- Medfel

BOOKING DEADLINE
13 March 2026

JUNE

SUSTAINABILITY EDITION

FEATURES

- Greenhouse crops
- CEA & vertical farms
- Vegetables
- Onions, garlic & ginger
- Salads

SPECIALS

- Fresh Focus Packaging & Technology
- Turkey

DISTRIBUTED AT

- Greentech

BOOKING DEADLINE
5 May 2026

JULY

FRUITNET TROPICALS CONGRESS EDITION

FEATURES

- Tropicals
- Blueberries
- Plums
- Peaches & nectarines
- Watermelons

SPECIALS

- Fresh Focus Avocado
- Poland
- Eastern Europe

DISTRIBUTED AT

- Fruitnet Tropicals Congress (digital)
- Fresh Market

BOOKING DEADLINE
12 June 2026

AUGUST/SEPTEMBER

APPLE & PEAR EDITION

FEATURES

- Apples
- Pears
- Lemons
- Limes
- Potatoes

SPECIALS

- Fresh Focus Apple & Pear
- Portugal

DISTRIBUTED AT

- Prognosfruit
- Interpoma

BOOKING DEADLINE
3 July 2026

OCTOBER

FRUIT ATTRACTION EDITION

FEATURES

- Grapes
- Peppers
- Brassicas
- Crop protection

SPECIALS

- Fresh Focus Grape
- Spain

DISTRIBUTED AT

- Fruit Attraction
- Fruitnet Grape Congress (at LUV)

BOOKING DEADLINE
21 August 2026

NOVEMBER/DECEMBER

FRUITNET TOMATO CONGRESS EDITION

FEATURES

- Tomatoes
- Kiwifruit
- Berries
- Stonefruit
- Pomegranates

SPECIALS

- Fresh Focus Tomato
- Egypt & Morocco
- Southern Africa

DISTRIBUTED AT

- Fruitnet Tomato Congress

BOOKING DEADLINE
5 October 2026

EUROFRUIT

FRUITNET SPECIALS

CONTACT
editorial@fruitnet.com

MARCH



FRESH FOCUS
BERRY

DISTRIBUTED AT
•Fruitnet Berry Congress

BOOKING DEADLINE
9 February 2026

APRIL



FRESH FOCUS
ITALY

DISTRIBUTED AT
•Macfrut

BOOKING DEADLINE
13 March 2026

JUNE



FRESH FOCUS
PACKAGING & TECHNOLOGY

DISTRIBUTED AT
•Greentech

BOOKING DEADLINE
5 May 2026

JULY



FRESH FOCUS
AVOCADO

DISTRIBUTED AT
•Fruitnet Tropicals Congress

BOOKING DEADLINE
11 June 2026

AUGUST



FRESH FOCUS
APPLE & PEAR

DISTRIBUTED AT
•Prognosfruit
•Fruit Attraction
•Interpoma

BOOKING DEADLINE
2 July 2026

OCTOBER



FRESH FOCUS
GRAPE

DISTRIBUTED AT
•Fruitnet Grape Congress

BOOKING DEADLINE
21 August 2026

NOVEMBER



FRESH FOCUS
TOMATO

DISTRIBUTED AT
•Fruitnet Tomato Congress

BOOKING DEADLINE
2 October 2026

NOVEMBER



FRESH FOCUS
CHERRY

DISTRIBUTED AT
•Fresh Produce India
•Asia Fruit Logistica

BOOKING DEADLINE
9 October 2026

DECEMBER



FRESH FOCUS
CITRUS

DISTRIBUTED AT
•Fruitnet Citrus Congress

BOOKING DEADLINE
30 October 2026

TARGETED DISTRIBUTION

Eurofruit's series of annual *Fresh Focus* specials focuses attention on specific product categories, countries, or themes. These publications offer a valuable opportunity to position your brand as a leader in those specific areas, and to be seen by a targeted audience of industry decision-makers.

Every special edition is available to view on the *Eurofruit* app.

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
CC2026 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2026 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



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

EUROFRUIT APP

Your advert will also appear on the Eurofruit app



and online <https://desktop.eurofruitmagazine.com/>

DOUBLE PAGE SPREAD €4,990



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

HALF PAGE SPREAD €3,350



— 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

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

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

EUROFRUIT

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK €4,500



Digital Edition
Your advert includes
a full-page advert

BELLY WRAP

Standard €4,500 To page €5,000



Digital Edition
Your advert displays
as a digital bellywrap

BOUND-IN CARD €5,500

TWO 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

Double-page spread €4,990



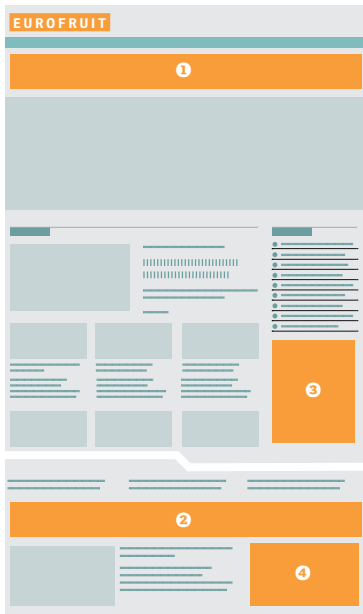
Maximum 800 words and four images plus one logo

EUROFRUIT

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com

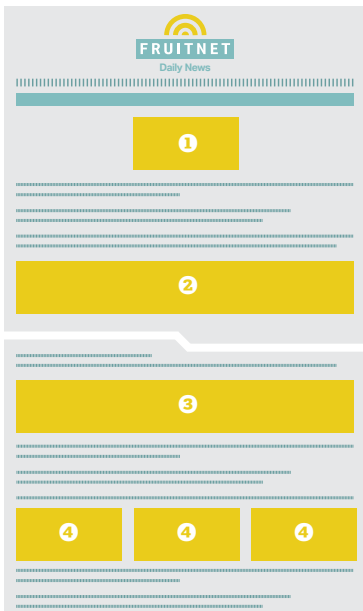


STANDARD DISPLAY

FORMAT	DESKTOP	MOBILE	WEEK (€)	MONTH (€)
Super banner ①	1180x130	370x140	550	2,200
Central banner ②	1180x130	370x140	310	1,240
Large side banner ③	375x440	375x440	400	1,600
Small side banner ④	375x225	375x225	200	800
Video banner	375x225	375x225	310	1,240
Advertorial (up to 500 words + 2 images)				2,950

EUROFRUIT WEBSITE

360,000
YEARLY VISITORS



STANDARD DISPLAY

FORMAT	DESKTOP	MOBILE	WEEK (€)	MONTH (€)
Newsletter Sponsor ①	180x150	180x150	1,000	4,000
Premium banner ②	600x200	600x200	400	1,600
Standard banner ③	600x200	600x200	300	1,200
Small banner ④	180x150	180x150	200	800

FRUITNET DAILY NEWS

31,000
NEWSLETTER SUBSCRIBERS

20% combination discount if you book website and newsletter banners within the same week

FRUITNET

PODCASTS

CONTACT

editorial@fruitnet.com

THE FRESH IDEAS SHOW

Starting from €1500

Every episode of The Fresh Ideas Show dives deep into the trends, technologies, and game-changing strategies that will shape the future of fresh produce. With a global audience of business leaders, retailers, suppliers, and marketers, Fruitnet's new video podcast is a brilliant opportunity for your brand to be seen and heard.

Targeted message Connect with decision-makers in the fresh produce business.

Great company Align your business with smart, forward-looking conversations.

Authentic voices Adverts delivered by our presenters build trust and credibility.

Multi-channel reach Benefit from promotion via newsletters and social media.

Industry support Help to maintain a vital media platform for the produce business.

More info at <https://www.fruitnet.com/freshideas>



THE FPJ PODCAST

Starting from £500

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, expect exclusive interviews with high profile guests and on-the-ground reporting from Fruitnet's team of journalists.

More info at <https://www.fruitnet.com/fresh-produce-journal/podcast>



FRUITBOX

Starting from €500

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.

New episodes are uploaded regularly to Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

More info at <https://www.fruitnet.com/fruitbox>



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EUROFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

DISPLAY

MAGAZINE	RATE (€)
Double page spread	4,990
Back cover	4,500
Inside front cover	4,200
Full page in first third	3,700
Inside back cover	3,500
Half page spread	3,350
Full page	2,950
Half page	2,100
Third page	1,890
Quarter page	1,680

PRINT MARKETING

Magazine insert	2,950
Full page advertorial	2,950
DPS advertorial	4,990
Belly wrap – standard	4,000
Belly wrap – to page	5,000
Bound-in bookmark	from 4,500
Bound-in card	from 5,500
Fold-out cover	from 6,500

Display advertisements appear in our print and digital editions

DIGITAL

THE FRESH IDEAS SHOW	RATE (€)
Title sponsor	from 5,000
Brand sponsor	from 3,000
Video advert	from 1,500

FRUITBOX

Title sponsor	POA
Episode partner	from 4,950
Episode sponsor	from 3,000

THE FPJ PODCAST

	RATE (GBP)
Platinum sponsor	from 2,000
Gold sponsor	from 1,500
Silver sponsor	from 1,000
Bronze sponsor	from 500

WEBSITE (€) WEEK MONTH

Super banner	550	2,200
Central banner	450	1,800
Large side banner	400	1,600
Small side banner	200	800
News sponsor	450	1,800
Advertorial		2,950

EMAIL NEWSLETTER	RATE (€)
Premium banner	400 1,600
Standard banner	300 1,200
Small banner	200 800

VIDEO CONTENT

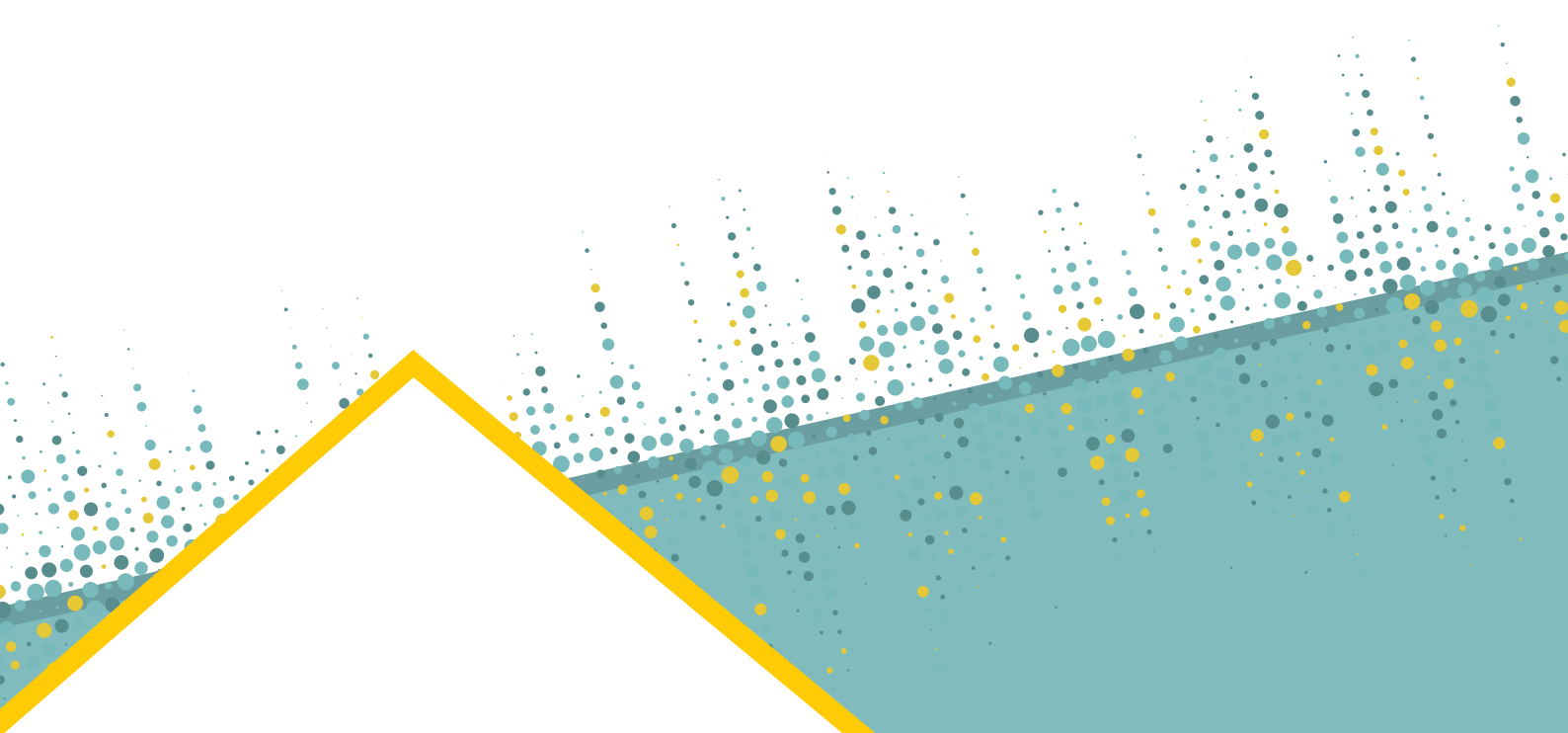
Microsite sponsor	from 10,000
plus content, min 3mo	
Video series sponsor	POA
Video episode sponsor	5,000
Video banner	450 1,800
Fruitnet Presents	5,000

AGENCY COMMISSION %

UK agency	10
Other agency	15

DISCOUNTS %

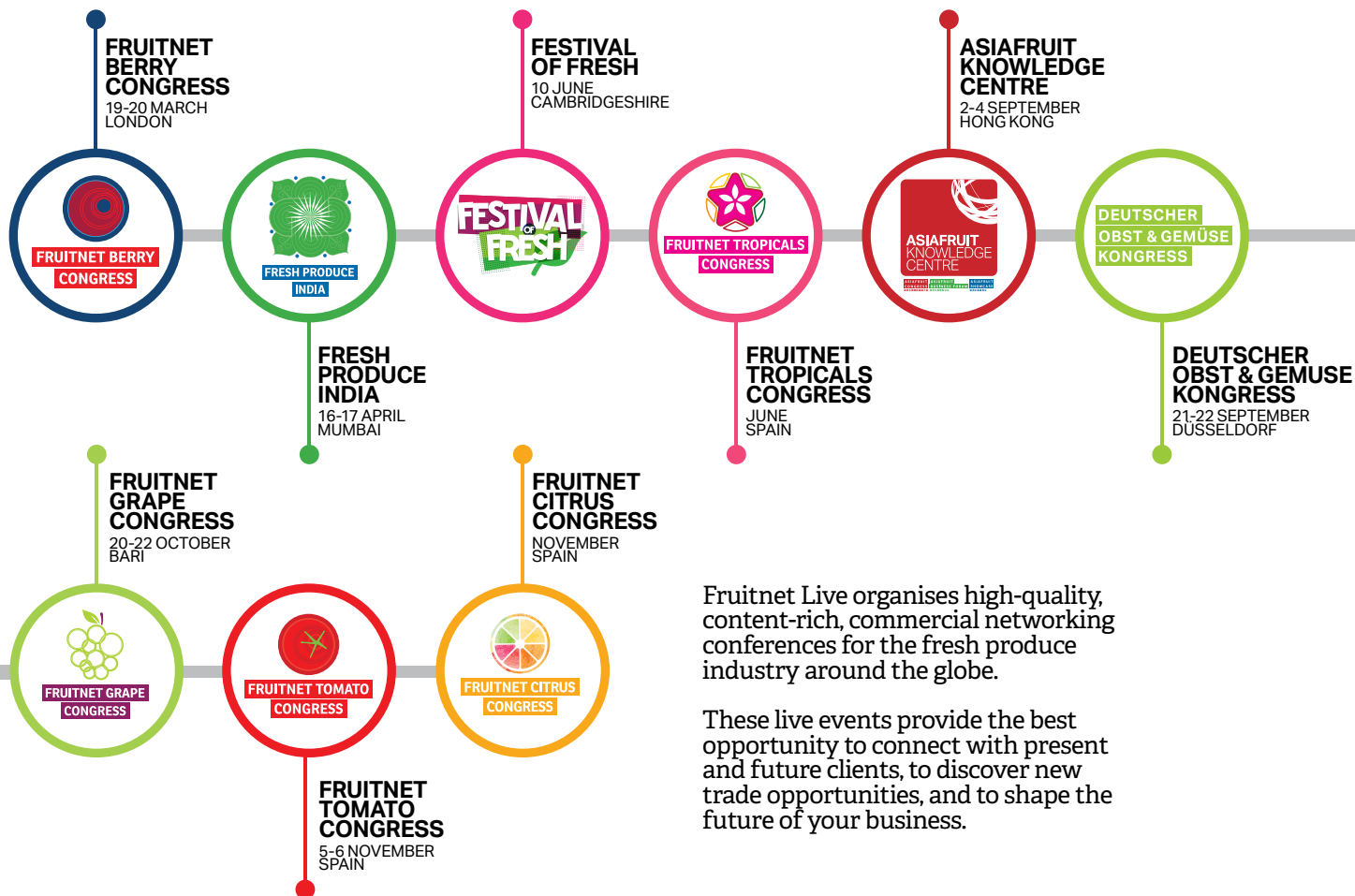
2+	5
4+	10
6+	15
8+	20
10+	25





FRUITNET EVENTS

CONTACT
events@fruitnet.com



Fruitnet Live organises high-quality, content-rich, commercial networking conferences for the fresh produce industry around the globe.

These live events provide the best opportunity to connect with present and future clients, to discover new trade opportunities, and to shape the future of your business.

ORGANISING EVENTS SINCE 1970

- AMSTERDAM
- BANGKOK
- BANGALORE
- BARCELONA
- BEIJING
- BERLIN
- BIRMINGHAM
- BOGOTÁ
- BUENOS AIRES
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- BRUSSELS
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- HO CHI MINH CITY
- HYDERABAD
- LIMA
- LONDON
- MALAGA
- MELBOURNE
- MONTEVIDEO
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- MUNICH
- PARIS
- PUNE
- QINGDAO
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- ST PETERSBURG
- VALENCIA
- VENICE
- AND MORE...



FRUIT LOGISTICA
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER



ASIA FRUIT LOGISTICA
2-4 SEPTEMBER 2026 · 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 special editions

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 special editions

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

CORPORATE

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EUROFRUIT

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Mint

**The marketing services agency
for the fresh produce world**



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