

INFORMING AND CONNECTING EUROPE'S FRESH PRODUCE BUSINESS

fruitnet.com/eurofruit

EUROFRUIT

THE MARKET LEADER

Eurofruit puts your brand in front of buyers and decision-makers across the international fresh produce business.

CONNECT WITH READERS

PRINT

Create lasting impact in partnership with trusted, high-quality journalism that reaches decision-makers.

STAY CONNECTED

DIGITAL

Keep your brand message in front of the fresh produce business community with targeted, online advertising.

BE SEEN AND HEARD

MULTIMEDIA

Connect with the business via video and podcasts, alongside expert insight and engaging conversation

EUROFRUIT

8,500+

Print and digital readers

SEPTEMBER 2026

FRUITNET

31,000+

Daily newsletter recipients

SEPTEMBER 2026

EUROFRUIT

20,000+

Social media followers

SEPTEMBER 2026

FRUITNET

60,000+

Social media followers

SEPTEMBER 2026

EUROFRUIT

438,100+

Website visitors

JUL 2025–JUN 2026

FRUITNET

1.38MN+

Website visitors

JUL 2025–JUN 2026

Eurofruit remains an essential source of information and analysis for anyone who wants to understand the European fresh produce market.

And its print magazines, digital editions, video, podcasts, email newsletters, social media, and live events give advertisers a unique range of opportunities to raise their profile in Europe's crowded marketplace.

EUROFRUIT APP

desktop.eurofruitmagazine.com

SCAN ME!

THE RIGHT AUDIENCE FOR YOUR BUSINESS

- Retailers
- Foodservice
- Wholesalers
- Importers
- Exporters
- Producers
- Logistics and distribution
- Post-harvest and storage
- Technology providers
- Packaging companies
- Branding and marketing
- Research and academia
- Associations and institutions
- Certification and standards

CONTACT » advertising@fruitnet.com

EUROFRUIT

EDITORIAL PROGRAMME

Our print and digital editions combine news and interviews with in-depth coverage of key origins, markets, and trends.



JANUARY
FRUIT LOGISTICA EDITION · PART I

SPECIALS
Global trends
Southern Africa
Logistics

FEATURES
Bananas
Blueberries
Citrus
Grapes
Melons

DISTRIBUTED AT
Fruit Logistica

DEADLINE **24 NOVEMBER 2026**

FEBRUARY
FRUIT LOGISTICA EDITION · PART II

SPECIALS
Innovation
Latin America
Brands and varieties
South Africa

FEATURES
Apples
Avocados
Vegetables
Pears
Pineapples

DISTRIBUTED AT
Fruit Logistica

DEADLINE **4 JANUARY 2027**

MARCH
FRUITNET BERRY CONGRESS EDITION

INCLUDES
FRESH FOCUS BERRY

SPECIALS
Fresh Focus Berry
Belgium
Netherlands

FEATURES
Berries
Grapes
Mangoes
Kiwifruit
Tomatoes

DISTRIBUTED AT
Fruitnet Berry Congress

DEADLINE **8 FEBRUARY 2027**

APRIL
MEDITERRANEAN EDITION

INCLUDES
FRESH FOCUS ITALY

SPECIALS
Fresh Focus Italy
France
Greece

FEATURES
Melons
Peppers
Asparagus

DISTRIBUTED AT
Freskon
Macfrut
Medfel

DEADLINE **12 MARCH 2027**

MAY
FRUITNET TROPICALS CONGRESS EDITION

INCLUDES
FRESH FOCUS AVOCADO

SPECIALS
Fresh Focus Avocado
Southern Spain

FEATURES
Tropicals
Ports and logistics
Ripening

DISTRIBUTED AT
Fruitnet Tropicals Congress
World Avocado Congress

DEADLINE **9 APRIL 2027**

JUNE & JULY
SUSTAINABILITY EDITION

INCLUDES
FRESH FOCUS PACKAGING & TECHNOLOGY

SPECIALS
Fresh Focus Packaging & Technology
Greenhouses
Turkey

FEATURES
Stonefruit
Blueberries
Watermelons
Onions, garlic and ginger
Veg and salads

DISTRIBUTED AT
GreenTech Amsterdam

DEADLINE **7 MAY 2027**

AUGUST & SEPTEMBER
APPLE & PEAR EDITION

INCLUDES
FRESH FOCUS APPLE & PEAR

SPECIALS
Fresh Focus Apple & Pear
Eastern Europe
Portugal

FEATURES
Poland
Potatoes
Lemons
Limes

DISTRIBUTED AT
Prognosfruit
Fresh Market

DEADLINE **25 JUNE 2027**

OCTOBER
FRUIT ATTRACTION EDITION

INCLUDES
FRESH FOCUS LATIN AMERICA

SPECIALS
Fresh Focus Latin America
Spain

FEATURES
Grapes
Peppers
Brassicas
Crop protection

DISTRIBUTED AT
Fruit Attraction
Global Produce & Floral Show

DEADLINE **20 AUGUST 2027**

NOVEMBER & DECEMBER
FRUITNET TOMATO CONGRESS EDITION

INCLUDES
FRESH FOCUS TOMATO

SPECIALS
Fresh Focus Tomato
North Africa

FEATURES
Kiwifruit
Berries
Stonefruit
Pomegranates

DISTRIBUTED AT
Fruitnet Tomato Congress
IBO Summit

DEADLINE **28 SEPTEMBER 2027**

EUROFRUIT

PERFECT PACKAGES

Use print, digital, and multimedia to promote your brand across the international fresh produce business.

PRINT & WEBSITE

SAVE €900



FULL-PAGE ADVERT
€2,950

+



1 MONTH WEBSITE CENTRAL BANNER
~~€1,800~~ **€900**

TOTAL **€3, 850**

PRINT & NEWSLETTER

SAVE €600



FULL-PAGE ADVERT
€2,950

+



1 MONTH NEWSLETTER BANNER
~~€1,200~~ **€600**

TOTAL **€3,550**

MOST POPULAR

PRINT & DIGITAL

SAVE €1,500



FULL-PAGE AD
€2,950

+



1 MONTH WEBSITE CENTRAL BANNER
~~€1,800~~ **€900**

+



1 MONTH NEWSLETTER BANNER
~~€1,200~~ **€600**

TOTAL **€4,450**

PRINT & PODCAST

SAVE €1,000



FULL-PAGE ADVERT
€2,950

+



FRESH IDEAS SHOW SPONSOR
~~€3,000~~ **€2,000**

TOTAL **€4,950**

BUILD YOUR OWN PACKAGE...

COMBINE ANY PRINT, DIGITAL OR MULTIMEDIA PRODUCTS

WHY COMBINE?

- **REACH MORE DECISION-MAKERS**
- **BETTER CAMPAIGN VISIBILITY**
- **CONNECT PRINT WITH DIGITAL**
- **BUILD STRONGER BRAND PRESENCE**
- **ENJOY GREATER DISCOUNT RATES**

CONTACT » advertising@fruitnet.com

EUROFRUIT

MAGAZINE ADVERTISING

Put your brand in front of key decision-makers in the European fresh produce business.

PREMIUM POSITIONS

HIGH-IMPACT ADVERTISING OPTIONS

INSIDE FRONT COVER
€4,200



FRONT SECTION*
€3,700



INSIDE BACK COVER
€3,500



BACK COVER
€4,500



Premium adverts appear in print and digital editions

* First 15 pages of edition

ADVERTORIALS

Use our content template to tell your brand's story in your own words.

FULL PAGE **€2,950**
Maximum 400 words and two images, plus one logo.

DOUBLEPAGE **€4,990**
Maximum 800 words and four images, plus one logo.

STANDARD FORMATS

DIFFERENT FORMATS TO MEET YOUR CAMPAIGN OBJECTIVES

FULL PAGE
€2,950



DOUBLE PAGE SPREAD
€4,990



HALF PAGE SPREAD
€2,950



HALF PAGE*
€2,100



THIRD PAGE*
€1,890



QUARTER PAGE*
€1,680



Standard adverts appear in print and digital editions

*Vertical options also available

SPECIAL FORMATS

DIFFERENT FORMATS TO MEET YOUR CAMPAIGN OBJECTIVES

BOOKMARK
€4,950



Includes digital advert

COVER WRAP
€4,500 Standard
€5,000 To page



Print edition only

BOUND-IN CARD
€5,550



Includes two digital adverts

FOLD-OUT COVER
€6,500





Includes three digital adverts

CONTACT » advertising@fruitnet.com

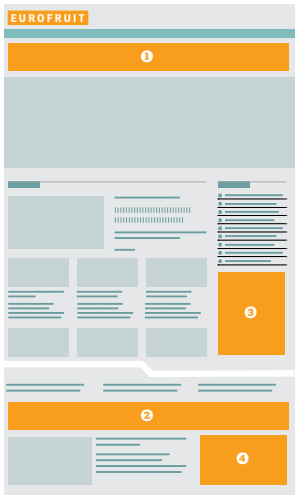
EUROFRUIT

DIGITAL ADVERTISING

Reach a global audience of fresh produce business leaders with trusted digital content.

WEBSITE

FRUITNET.COM / EUROFRUIT



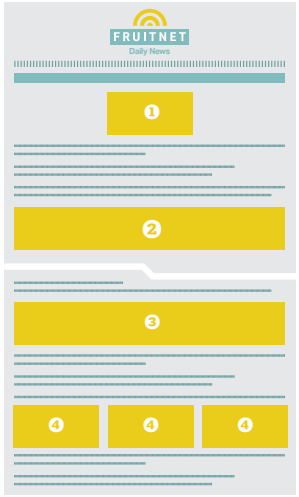
Promote your brand on **Europe's leading website** for news, analysis, and insight for the fresh produce business.

- Large global audience
- Drive traffic to your site
- High-impact formats

	PER WEEK
1 **Super banner**	€550
2 **Central banner**	€450
3 **Large side banner**	€400
4 **Small side banner**	€200
Video banner	€450
Advertorial	€2,950

NEWSLETTER

FRUITNET DAILY NEWS



Show your brand to **30,000+ recipients** of Fruitnet Daily News, each day of the working week.

- Extra visibility
- Trusted news source
- Range of formats

	PER WEEK
1 **Newsletter Sponsor**	€550
2 **Premium banner**	€400
3 **Standard banner**	€300
4 **Small banner**	€200

AUDIO

FRUITNET PODCAST NETWORK



Make your brand part of the conversation with Fruitnet's **industry-leading podcasts**.

FROM **€500**

- Topical discussions and expert analysis
- Presenter-read sponsor messages
- Highly engaged global audience

VIDEO

FRUITNET VIDEO NETWORK



Bring your story to life and reach a wider audience across **new media channels**.

FROM **€1,500**

- Engaging interviews with industry leaders
- Showcase your product or pitch your service
- On-location coverage of trade events

SPECIAL OFFER

17% COMBINATION DISCOUNT if you book website and newsletter banners within same week

CONTACT » advertising@fruitnet.com

EUROFRUIT

PODCAST ADVERTISING

Be part of the conversation around ideas, trends, and strategies for success.



THE FRESH IDEAS SHOW

The Fresh Ideas Show dives deep into the trends, tech, and game-changing strategies that will shape the future of fresh produce. With a global audience, Fruitnet's flagship video podcast is a brilliant opportunity for your brand to be seen and heard.

Industry innovations
Future focus

Market trends
Global perspectives

More info: fruitnet.com/freshideas

FROM **€1,500**



THE FRESH PRODUCE JOURNAL PODCAST

The Fresh Produce Journal Podcast brings you news, views, and insider analysis of the top issues in the UK fresh produce business. Join the FPJ team for big stories, long-term trends, exclusive interviews with high-profile guests, and on-the-ground reporting.

Market insight
Expert opinions

Key issues
Trusted voices

More info: fruitnet.com/fresh-produce-journal/podcast

FROM **€600**



FRUITBOX

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.

Business leaders
In-depth knowledge

Entrepreneurship
Strategic thinking

More info: fruitnet.com/fruitbox

FROM **€500**

SPECIAL OFFER

17% COMBINATION DISCOUNT if you book podcast and magazine advertising within same month

CONTACT » advertising@fruitnet.com

FRUITNET
LIVE

EVENTS

Our industry-leading events are the perfect place to raise your brand's profile.

FRUITNET BERRY CONGRESS
15-16 MARCH
HUELVA

FRESH PRODUCE INDIA
12-13 APRIL
MUMBAI

DEUTSCHER OBST & GEMUSE KONGRESS
SEPTEMBER
DUSSELDORF

FRUITNET TOMATO CONGRESS
NOVEMBER
SPAIN

FRUITNET TROPICALS CONGRESS
MAY
MALAGA

FESTIVAL OF FRESH
10 JUNE
MAIDSTONE, KENT

FRESH PRODUCE VIETNAM
HO CHI MINH CITY

ASIAFRUIT KNOWLEDGE CENTRE
7-9 SEPTEMBER
HONG KONG

Fruitnet 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.

OFFICIAL PARTNER

FRUIT LOGISTICA
3-5 FEBRUARY 2027
BERLIN

ASIA FRUIT LOGISTICA
7-9 SEPTEMBER 2027
HONG KONG

LEADING THE WAY...

CONTACT » events@fruitnet.com



Recent locations include...

- AMSTERDAM
- ANTWERP
- BANGKOK
- BANGALORE
- BARCELONA
- BEIJING
- BERLIN
- BIRMINGHAM
- BOGOTÁ
- BUENOS AIRES
- BUDAPEST
- BRUSSELS
- CAIRO
- CAPE TOWN
- CHENGDU
- DELHI
- DUBAI
- DÜSSELDORF
- HAMBURG
- HANGZHOU
- HO CHI MINH CITY
- HUELVA
- HYDERABAD
- LIMA
- LONDON
- MALAGA
- MELBOURNE
- MONTEVIDEO
- MUMBAI
- MUNICH
- PARIS
- PUNE
- QINGDAO
- ROTTERDAM
- SANTIAGO
- ST PETERSBURG
- VALENCIA
- VENICE

AND MORE...

EUROFRUIT

CONTACT THE TEAM

Our team members are ready to help you make the most of *Eurofruit*'s potential.

SALES DIRECTOR
NETHERLANDS & EASTERN EUROPE



ARTUR WISELKA
artur@fruitnet.com
+44 20 7501 0309
LinkedIn arturfruitnet

SENIOR SALES MANAGER
ITALY, BELGIUM & BALKANS



GIORGIO MANCINO
giorgio@fruitnet.com
+44 20 7501 3716
LinkedIn giorgiofruitnet



SPAIN & MIDDLE EAST
Belén Barbini
belen@fruitnet.com
+34 615 051 357



SPAIN & MIDDLE EAST
María del Mar Valenzuela
maria@fruitnet.com
+34 671 378 856



FRANCE & MOROCCO
Cristina Delof
cristina@fruitnet.com
+34 930 005 754



ASIA-PACIFIC
Kate Riches
kate@fruitnet.com
+61 3 9040 1601



SOUTH AFRICA
Fred Meintjes
fredomeintjes@gmail.com
+27 28 754 1418



US & CANADA
Michael Barker
michaelb@fruitnet.com
+1 (412) 284-1206



LATIN AMERICA
Nadia Venticinque
nadia@fruitnet.com
+54 9 11 3169 8469

MORE INFORMATION...

Please visit...
fruitnet.com/eurofruit
and click Advertise or email
advertising@fruitnet.com

EUROFRUIT

RATE CARD

Rates shown in euros

DISPLAY

MAGAZINE	
Double page spread	4,990
Back cover	4,500
Inside front cover	4,200
Full page in front section	3,700
Inside back cover	3,500
Half page spread	2,950
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
max 400 words, 2 images plus logo	
DPS advertorial	4,990
max 800 words, 4 images plus logo	
Cover wrap – standard	4,000
Cover wrap – to page	5,000
Bound-in bookmark	4,500
Bound-in card	5,500
Fold-out cover	6,500

Display advertisements appear in our print and digital editions

RATES

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

AGENCY COMMISSION	%
UK agency	10
Other agency	15

DIGITAL

WEBSITE	WEEK	MONTH
Super banner 1	550	2,200
Central banner 2	450	1,800
Large side banner 3	400	1,600
Small side banner 4	200	800
Video banner	450	1,800
Advertorial		2,950
max 500 words, 2 images plus logo		

EMAIL NEWSLETTER	WEEK	MONTH
News sponsor 1	550	2,200
Premium banner 2	400	1,600
Standard banner 3	300	1,200
Small banner 4	200	800

SPECIAL PROJECTS	
Microsite sponsor	from 10,000
plus content, min 3mo	

MULTIMEDIA

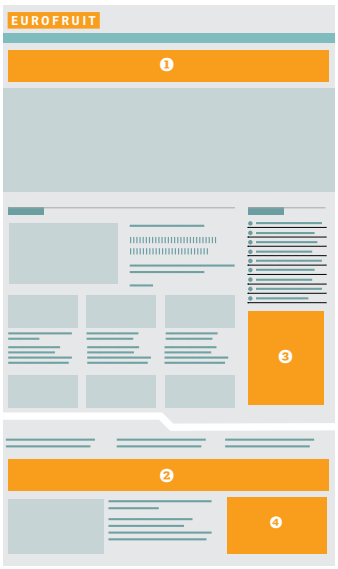
THE FRESH IDEAS SHOW	
Title sponsor	from 5,000
Brand sponsor	from 3,000
Video advert	from 1,500

THE FPJ PODCAST	
Platinum sponsor	from 2,400
Gold sponsor	from 1,800
Silver sponsor	from 1,200
Bronze sponsor	from 600

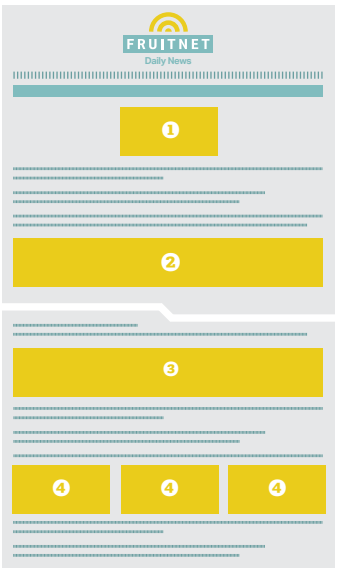
FRUITBOX	
Title sponsor	POA
Episode partner	from 4,950
Episode sponsor	from 3,000

VIDEO	
Fruitnet Presents	5,000
Episode sponsor	5,000
Series sponsor	POA

WEBSITE



NEWSLETTER



CONTACT » advertising@fruitnet.com

EUROFRUIT

TECHNICAL SPECIFICATIONS



DISPLAY

MAGAZINE	SIZE	BLEED
Double page	420mm x 297mm	3mm
Full page	210mm x 297mm	3mm
Half page spread	420mm x 144mm	3mm
Half page horizontal	171mm x 127mm	—
… with bleed	210mm x 143mm	3mm
Half page vertical	71mm x 256mm	—
…vertical with bleed	88mm x 297mm	3mm
Third page horizontal	171mm x 83mm	—
…with bleed	210mm x 99mm	3mm
Third page vertical	46mm x 256mm	—
…with bleed	63mm x 297mm	3mm
Quarter horizontal	171mm x 61mm	—
Quarter page vertical	71mm x 127mm	—

PRINT MARKETING	
Full page advertorial	Max 400 words, 2 images, 1 logo
DPS advertorial	Max 800 words, 4 images, 1 logo
Magazine insert	Details on request
Cover wrap	Details on request
Bookmark	Details on request
Bound-in card	Details on request
Fold-out cover	Details on request

DIGITAL

WEBSITE		SIZE (PIXELS)
Super banner	DESKTOP	1180 x 130
	MOBILE	370 x 140
Central banner	DESKTOP	1180 x 130
	MOBILE	370 x 140
Large side banner		375 x 440
Small side banner		375 x 225
Video banner		375 x 225
Advertorial		Max 400 words, 2 images, 1 logo

EMAIL NEWSLETTER	
News sponsor	180 x 150
Premium banner	600 x 200
Standard banner	600 x 200
Small banner	180 x 150

MULTIMEDIA

Various formats	Details on request

HOW TO ▶ SUPPLY YOUR DISPLAY ARTWORK

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

In one of the following formats:

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 TIFF or EPS (CMYK only)
   - Minimum 300 DPI

Send to...

Maximum size 25MB
design@fruitnet.com

Larger files
WeTransfer.com

CONTACT » advertising@fruitnet.com