

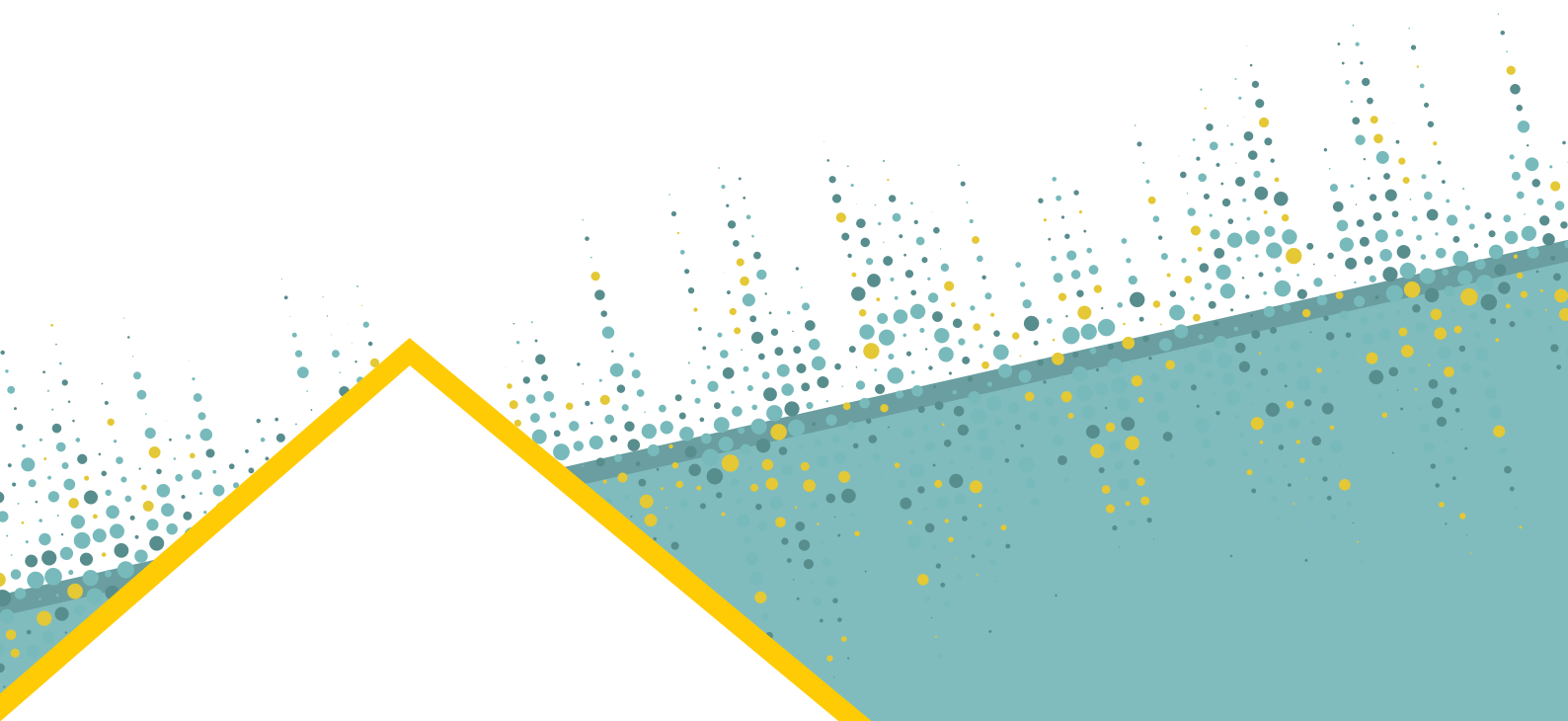
PRODUCE

PLUS

MEDIA KIT

2025

fruitnet.com/produceplus



PRODUCE

PLUS

READERSHIP

CONTACT

editorial@fruitnet.com



Produce Plus is the magazine for fresh fruit and vegetable marketing in Australia and New Zealand.

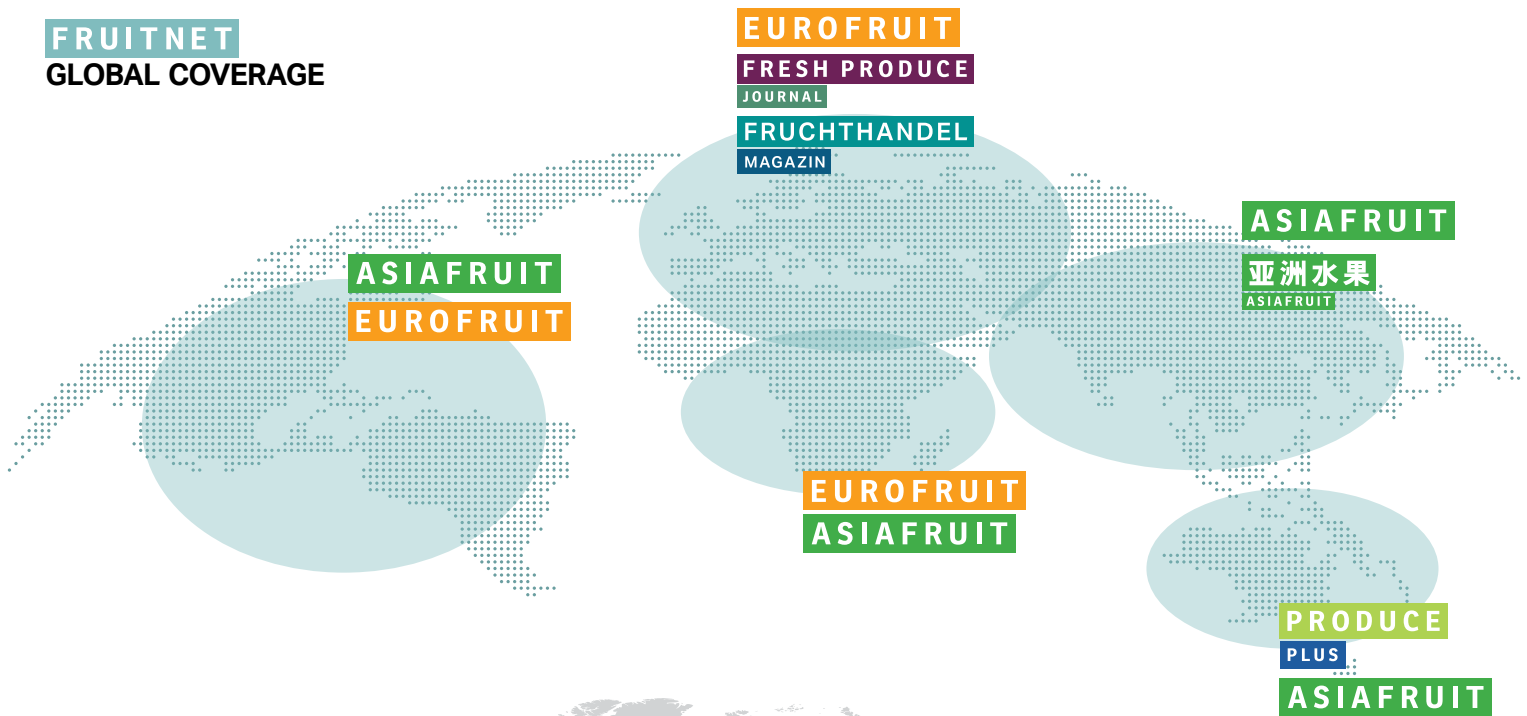
Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, produce plus reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and

photo features on all the latest innovations and ideas in the fresh produce market.

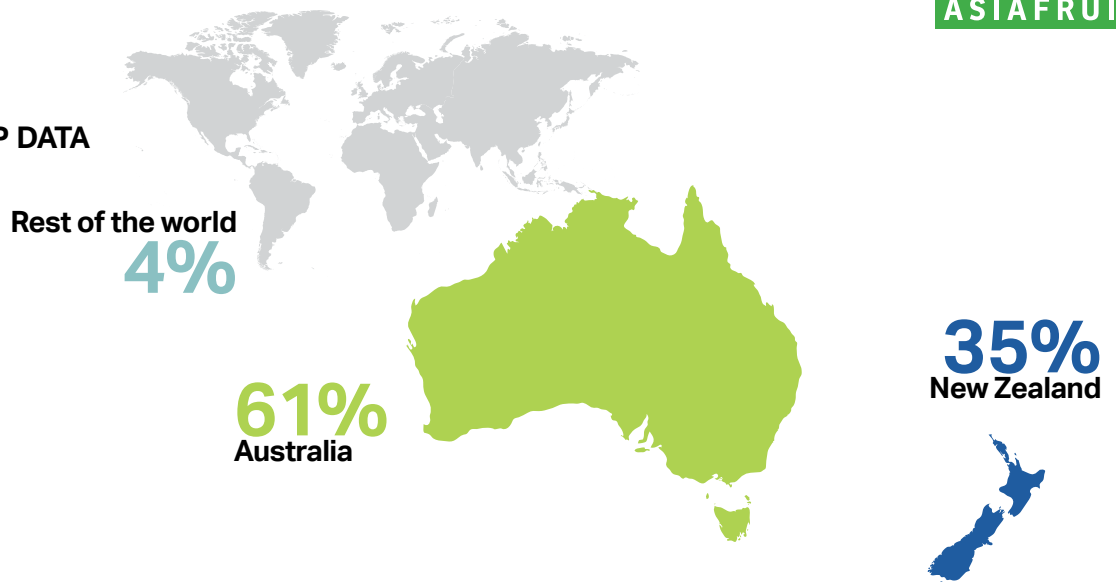
Produce Plus is published four times a year, in print and online. Breaking news is published on our website daily and our newsletter highlights must-read stories once a month.

LIAM O'CALLAGHAN
EDITOR, PRODUCE PLUS

FRUITNET GLOBAL COVERAGE



PRODUCE PLUS IN PRINT READERSHIP DATA



PRODUCE

PLUS

PUBLICATIONS

CONTACT

editorial@fruitnet.com

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/produceplus

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.



MOYA
MARKETER OF THE YEAR AWARD 2024

PRESENTED BY **PRODUCE PLUS** FRESH PRODUCE SPONSORED BY **Seeka**

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. Visit the MOYA website [HERE](http://fruitnet.com/produceplus).

HORT CONNECTIONS
4-6 June 2025
Brisbane Convention Centre

Grow. Connect. Thrive.

Hort Connections preview

Produce Plus is an official media partner of Hort Connections, Australasia's largest fresh produce trade show and conference. *Produce Plus*' special Hort Connections preview will be distributed to the *Produce Plus* newsletter readership and hosted on the *Produce Plus* website prior to, and for the duration of the event. This is the perfect platform to promote your business to visitors. View the 2024 preview [HERE](http://fruitnet.com/produceplus).

PRODUCE

PLUS

IN FIGURES

CONTACT
editorial@fruitnet.com

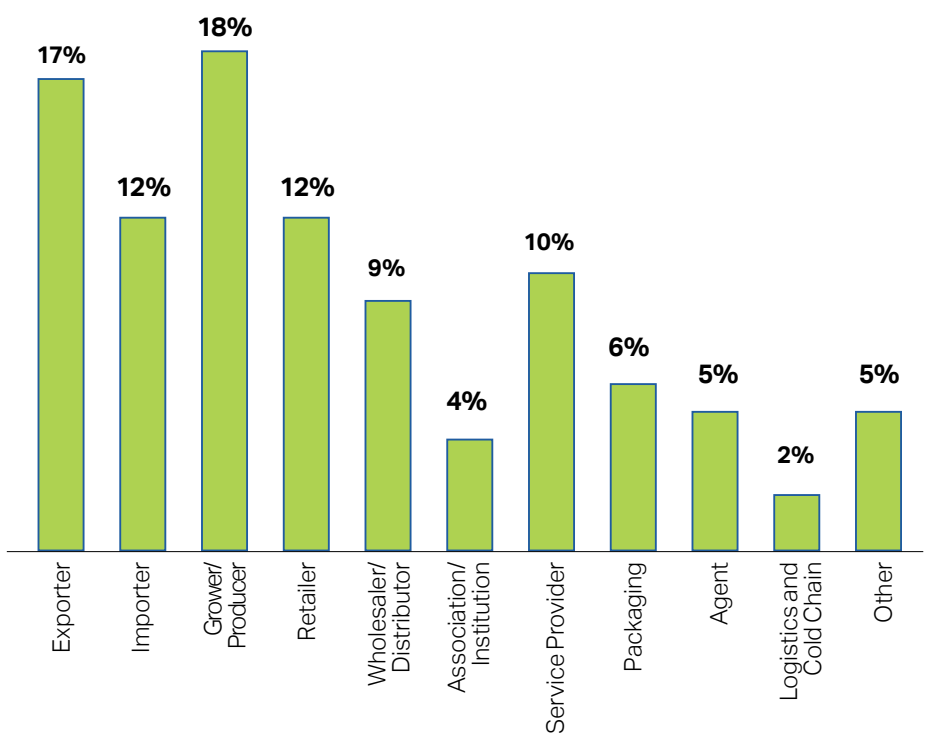


PRODUCE PLUS



Online data based on 2024 figures. Statistics based on GA4

READERSHIP BY AREA OF BUSINESS



PRODUCE

PLUS

EDITORIAL PROGRAMME

CONTACT

editorial@fruitnet.com

MARCH

AUTUMN EDITION

SPECIAL FEATURES

Technology
Seeds & Crop Care

PRODUCTS

Apples & Pears
Kiwifruit
Tomatoes
Capsicums
Pomegranates
Beetroot
Persimmons

BOOKING DEADLINE

6 March 2025

EVENT DISTRIBUTION

**Fresh Produce India
Fresh Produce Vietnam**

MAY

WINTER EDITION

SPECIAL FEATURES

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

PRODUCTS

Citrus
Avocados
Kiwifruit
Nuts & Dried Fruit

BOOKING DEADLINE

2 May 2025

EVENT DISTRIBUTION

**Hort Connections
International Fresh Produce Safety
Symposium**

AUGUST

SPRING EDITION

SPECIAL FEATURES

Marketer of the Year Award Winner Spotlight
Sustainability

PRODUCTS

Bananas
Salads & Herbs
Asparagus
Avocados
Mushrooms
Berries

BOOKING DEADLINE

4 August 2025

EVENT DISTRIBUTION

**Fruitnet Berry Congress: Australia
Asiafruit Congress & Asia Fruit Logistica
Global Avocado Congress**

NOVEMBER

SUMMER EDITION

SPECIAL FEATURES

Finance & Insurance
E-commerce
Protected Cropping
Food Safety

PRODUCTS

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

BOOKING DEADLINE

31 October 2025

EVENT DISTRIBUTION

Fruit Logistica

PRODUCE

PLUS

FRUITNET SPECIALS

CONTACT
editorial@fruitnet.com

FRESH FOCUS SPECIALS ARE DISTRIBUTED AT **FRUIT LOGISTICA, ASIA FRUIT LOGISTICA, FRUIT ATTRACTION AND OTHER FRUITNET EVENTS.**



FEBRUARY

FRESH FOCUS
SOUTH AFRICA

BOOKING
DEADLINE
6 January 2025



MARCH

FRESH FOCUS
BERRY

BOOKING
DEADLINE
7 February 2025

EVENT
DISTRIBUTION
Fruitnet Berry
Congress
International
Blueberry
Conference
IBO Summit



APRIL

FRESH FOCUS
ITALY

BOOKING
DEADLINE
2 April 2025

EVENT
DISTRIBUTION
Macfrut



MAY

FRESH FOCUS
MOROCCO

BOOKING
DEADLINE
4 April 2025

EVENT
DISTRIBUTION
Morocco Tomato
Congress



MAY

FRESH FOCUS
SUSTAINABILITY

BOOKING
DEADLINE
25 April 2025

EVENT
DISTRIBUTION
Greentech



JUNE

FRESH FOCUS
PACKAGING & TECHNOLOGY

BOOKING
DEADLINE
2 May 2025

EVENT
DISTRIBUTION
Greentech



JULY

FRESH FOCUS
TROPICALS

BOOKING
DEADLINE
23 May 2025

EVENT
DISTRIBUTION
Fruitnet Tropical
Congress



AUGUST

FRESH FOCUS
APPLE & PEAR

BOOKING
DEADLINE
4 July 2025

EVENT
DISTRIBUTION
Prognosfruit



AUGUST

FRESH FOCUS
AVOCADO

BOOKING
DEADLINE
25 July 2025



OCTOBER

FRESH FOCUS
NORTH AMERICA

BOOKING
DEADLINE
22 August 2025

EVENT
DISTRIBUTION
Global Produce
& Floral Show



NOVEMBER

FRESH FOCUS
TOMATO

BOOKING
DEADLINE
3 October 2025

EVENT
DISTRIBUTION
Fruitnet Tomato
Congress



NOVEMBER

FRESH FOCUS
CHERRY

BOOKING
DEADLINE
9 October 2025

PRODUCE

PLUS

PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

Premium positions

Back cover
A\$3,658

Inside front cover
A\$3,521

Inside back cover
A\$3,003

Front section
A\$3,229

(first 15 pages of magazine)

Discounts

Two or more adverts 10%
Four or more adverts 15%
(Applied to adverts within
12-month period)

Agencies

UK agency 10%
commission
Other agency 15%
commission

HOW TO SUPPLY YOUR ARTWORK

Please supply artwork
as one of following:

1. Print-ready PDF
2. InDesign or Illustrator
CC2025 or earlier:
 - All fonts must be
supplied/outlined
 - Images must be
300 DPI in CMYK
3. Photoshop CC2025 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 **A\$2,750**



Digital Edition



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

DOUBLE PAGE SPREAD **A\$4,682**



Digital Edition



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

HALF PAGE SPREAD **A\$2,900**



Digital Edition



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

HALF PAGE **A\$1,579**



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 **A\$1,177**



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 **A\$913**



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



PRODUCE

PLUS

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK **A\$4,212**



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

BELLY WRAP

Standard **A\$5,553** Creative **A\$5,950**



Digital Edition
Your advert displays as a digital bellywrap

BOUND-IN CARD **A\$4,597**

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 **A\$5,331**

THREE PAGES OF ADVERTISEMENT



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

ADVERTORIALS

Full page **A\$2,750**



Maximum 350 words and two images plus one logo

DIGITAL-ONLY OPTIONS

Video content

A\$2,530

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



Top banner

A\$2,050

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



Premium position 1600x400px

Double-page spread **A\$4,682**



Maximum 700 words and four images plus one logo

Floating banner

A\$4,050

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



All pages 320x50px

*Advertorial copywriting incurs 25 per cent extra charge.
Copy translation incurs 10 per cent extra charge.

PRODUCE

PLUS

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



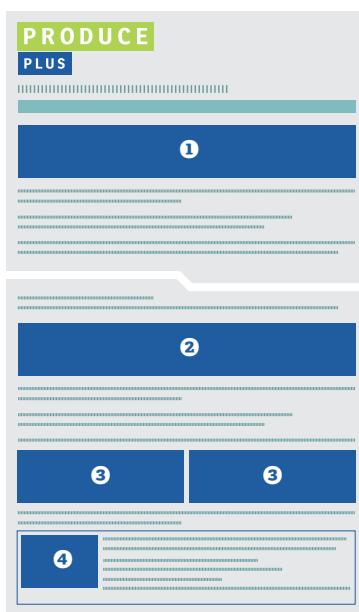
STANDARD DISPLAY PRODUCEPLUS.COM

FORMAT	DESKTOP	MOBILE	WEEK (A\$)	MONTH (A\$)
Super banner ①	1180x130	370x140	675	2,700
Central banner ②	1180x130	370x140	360	1,440
Large side banner ③	375x440	375x440	402	1,608
Small side banner ④	375x225	375x225	237	948
Video banner	375x225	375x225	432	1,728
Advertorial – up to 500 words plus 2 images				1,050

|||||

+9,000

MONTHLY VISITS



PRODUCE PLUS NEWSLETTER

FORMAT	DESKTOP	MOBILE	RATE(A\$)
Super Banner ①	600x200	600x200	550
Standard banner ②	600x200	600x200	450
Advertorial – up to 500 words plus 2 images			
Web site and newsletter placement			1,267

NEW FROM 2025

Small banner ②	180x150	180x150	300
----------------	---------	---------	-----

PRODUCE PLUS HORT CONNECTIONS NEWSLETTER

FORMAT	DESKTOP	MOBILE	RATE(A\$)
Super Banner ①	600x200	600x200	550
Standard banner ②	600x200	600x200	450
Small banner ③	180x150	180x150	300
Exhibitor preview ④	250x250	250x250	350

|||||

6,000

NEWSLETTER SUBSCRIBERS

PRODUCE

PLUS

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY	RATE (A\$)	PRODUCE PLUS WEBSITE	RATE (A\$)	WEEK	MONTH
Quarter page	913	Super banner		675	2,700
Third page	1,177	Central banner		360	1,440
Half page	1,579	Large side banner		402	1,608
Full page	2,750	Small side banner		237	948
Front section	3,299	News sponsor		300	1,728
Half page spread	2,900	Video banner		432	1,728
Double page spread	4,682	Advertorial			1,050
Inside back cover	3,003	EMAIL NEWSLETTER			
Inside front cover	3,521	Super banner			550
Back cover	3,658	Standard banner			450
		Small banner			300
		Advertorial			1,267
PRINT MARKETING		SPECIAL FORMATS			
Magazine insert	2,925	Video banner			POA
Full page advertorial	2,683	Content series sponsor			POA
DPS advertorial	4,568	Fruitbox episode sponsor			POA
Belly wrap	standard 5,553 creative 5,950	Fruitbox episode-main sponsor			POA
Bound-in bookmark	from 4,212	Video episode sponsor			POA
Bound-in card	from 4,597	Video series sponsor			POA
Fold-out cover	from 5,331	Fruitnet Presents video feature			POA
		Microsite with bespoke content			POA
DIGITAL EDITION ONLY		DISCOUNTS	%	AGENCY COMMISSION	%
Top banner	2,050	2+	10	UK agency	10
Video content	2,530	4+	15	Other agency	15
500-word advertorial	1,550				
Floating banner on all pages 320x50	4,050				

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, to discover new trade opportunities, and to shape the future of your business.



FRUITNET BERRY CONGRESS
13-14 MARCH 2025 · ROTTERDAM
berrycongress.com



FRUITNET TROPICALS CONGRESS
24-25 JUNE 2025 · ANTWERP
tropicalscongress.com



FRUITNET CITRUS CONGRESS
25-26 MARCH · VALENCIA
citruscongress.com



ASIAFRUIT KNOWLEDGE CENTRE
3-5 SEPTEMBER 2025 · HONG KONG
asiafruitknowledgecentre.com



FRESH PRODUCE INDIA
3-4 APRIL 2025 · MUMBAI
freshproduceindia.com



DEUTSCHER OBST & GEMÜSE KONGRESS
22-23 SEPTEMBER 2025 · DÜSSELDORF
dogkongress.de



FRESH PRODUCE VIETNAM
13-14 MAY 2025 · HO CHI MINH CITY
freshproducevietnam.com



FRUITNET TOMATO CONGRESS
11-12 NOVEMBER 2025 · MALAGA
fruitnet.com/tomatocongress



FESTIVAL OF FRESH
5 JUNE 2025 · SPALDING
fruitnet.com/festivaloffresh

ORGANISING EVENTS SINCE 1970

- ✦ BRUSSELS
- ✦ AMSTERDAM
- ✦ PARIS
- ✦ LONDON
- ✦ BERLIN
- ✦ VALENCIA
- ✦ BARCELONA
- ✦ VENICE
- ✦ SANTIAGO
- ✦ LIMA
- ✦ MONTEVIDEO
- ✦ BOGOTÁ

- ✦ BUENOS AIRES
- ✦ ST PETERSBURG
- ✦ MELBOURNE
- ✦ HO CHI MINH CITY
- ✦ CAIRO
- ✦ CAPE TOWN
- ✦ DUBAI
- ✦ MUMBAI
- ✦ DELHI
- ✦ HYDERABAD
- ✦ PUNE
- ✦ BANGALORE

- ✦ BUDAPEST
- ✦ MUNICH
- ✦ BANGKOK
- ✦ CHENGDU
- ✦ QINGDAO
- ✦ HANGZHOU
- ✦ BEIJING
- ✦ DÜSSELDORF
- ✦ HAMBURG
- ✦ BIRMINGHAM
- AND MORE...

OFFICIAL COOPERATION PARTNER



FRUIT LOGISTICA
5-7 FEBRUARY 2025 · BERLIN



ASIA FRUIT LOGISTICA
3-5 SEPTEMBER 2025 · HONG KONG



PRODUCE

PLUS

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com



PRINT & DIGITAL

12 months A\$88

Four print editions of *Produce Plus*

Digital editions: online access included plus *Fresh Focus specials*

Monthly *Produce Plus* newsletter

DIGITAL

12 months A\$70

Four digital copies of *Produce Plus Magazine*

Digital edition: online access included plus *Fresh Focus specials*

Monthly *Produce Plus* newsletter

CORPORATE

Prices on request

All the benefits of print & digital

Bespoke packages available for your team or company

Volume discount for 3+ subscribers

Personalised account management

CONTACT

subscriptions@fruitnet.com



Download the free Produceplus app!



PRODUCE PLUS CONTACT US

EDITORIAL



**LIAM
O'CALLAGHAN**

EDITOR
liam@fruitnet.com
+61 3 9040 1605
[in](#) liamfruitnet



**BREE
CAGGIATI**

STAFF JOURNALIST
bree@fruitnet.com
+61 3 9040 1606
[in](#) breefruitnet

ADVERTISING



**KATE
RICHES**

SALES DIRECTOR
kate@fruitnet.com
+61 3 9040 1601
[in](#) katefruitnet



**JEFF
LONG**

US & CANADA
jeff@fruitnet.com
+1 805 966 0815
[in](#) jefffruitnet



**JENNIFER
ZHANG**

CHINA
jennifer@fruitnet.com
+86 21 6136 6010
[in](#) 15882057464

MANAGEMENT



**CHRIS
WHITE**

MD, FRUITNET
chris@fruitnet.com
+44 20 7501 3710
[in](#) chrisfruitnet



**ULRIKE
NIGGEMANN**

COMMERCIAL DIRECTOR
un@fructhandel.de
+49 211 99 10 425



**JOHN
HEY**

EDITORIAL DIRECTOR
john@fruitnet.com
+61 3 904 01602
[in](#) johnfruitnet

DESIGN & PRODUCTION

SIMON SPRECKLEY

DESIGN MANAGER
simon@fruitnet.com
+44 20 7501 3713

QIONG WU

SENIOR GRAPHIC DESIGNER
wobo@fruitnet.com
+61 03 90401603

EVENTS & MARKETING

LAURA MARTIN NUNEZ

HEAD OF EVENTS & MARKETING
laura@fruitnet.com
+44 20 7501 3720

ACCOUNTS

TRACEY HAINES

ACCOUNTS RECEIVABLE
tracey@fruitnet.com
+44 20 7501 3717

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com
+61 3 9040 1600

AGENTS

ARTUR WISELKA

EUROPE, MIDDLE EAST & AFRICA
artur@fruitnet.com
+44 20 7501 0309

GIORGIO MANCINO

SENIOR SALES MANAGER
giorgio@fruitnet.com
+44 20 7501 3716

CARLA BUONO

ITALY
carla@ncx.it
+39 059 7863830

CRISTINA DELOF

FRANCE, MOROCCO, ALGERIA & TUNISIA
cristina@fruitnet.com
+34 93 000 57 54

BELÉN BARBINI

SPAIN, LATIN AMERICA & MIDDLE EAST
belen@fruitnet.com
Tel. +34 615 051 357

MARÍA DEL MAR VALENZUELA

SPAIN, LATIN AMERICA & MIDDLE EAST
maria@fruitnet.com
Tel. +34 671 378 856

GIORDANO GIARDI

ITALY
giordano@fruitnet.com
+39 059 786 3839

FRED MEINTJES

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

A whole world of marketing services.

Advertising. Branding & Design.
PR & Communications. Social Media & Digital.
Point of Sale Promotions. Events.
Trade Shows. Trade Marketing. Trade Missions.
Consumer Marketing. Consumer Fun.

And more!

Mint

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



Raquel Herce
Managing Director
raquel@somosmint.com



www.wearemint.com