

# FRESH FOCUS



## CHERRY

# Find out what's fresh in the world of cherries

**Fresh Focus Cherry** tells you everything you need to know about today's fresh cherry sector. Filled with the latest news and analysis of new approaches to production, state-of-the-art technology, innovative marketing campaigns and exciting growth markets, this publication will help keep your cherry business at the cutting edge.

**Fresh Focus Cherry** is available in print and digital format. It is also distributed to all our Eurofruit, Asiafruit, Produce Plus and Fresh Produce Journal subscribers, along with major industry events including Fruit Logistica, Asia Fruit Logistica, Fruit Attraction and all Fruitnet Media International events.

## PROMOTE YOUR BUSINESS

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**SUBMISSION DEADLINE: 15<sup>th</sup> OCTOBER 2025**

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**ADVERTISING DEADLINE: 22<sup>th</sup> OCTOBER 2025**

## FRUITNET

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# MAGAZINE ADVERTISING

FRESH FOCUS

CHERRY

All advertisements appear in the print and digital edition of Fresh Focus Cherry.

## Full Page

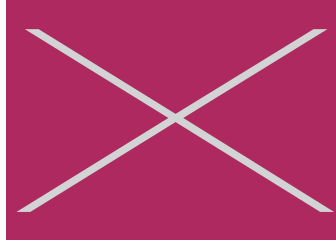


**\$2,720**

Premium positions  
**Back cover**  
**\$4,010**  
**Inside front cover**  
**\$3,860**  
**Inside back cover**  
**\$3,040**  
**Front section**  
**\$3,500**

216mm x 303mm including set up bleeds on all sides  
 (logos and text should be at least 8mm from the edge of page)

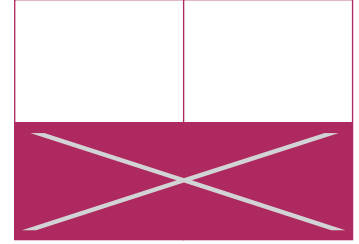
## Double Page Spread



**\$4,790**

420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
 (logos and text should be at least 5mm from the edge of page)

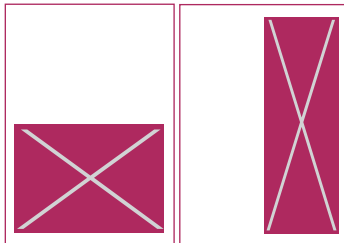
## 1/2 Page Spread



**\$3,000**

420mm x 144mm +3mm bleed on all sides (426mm x 150mm)  
 (logos and text should be at least 5mm from the edge of page)

## 1/2 Page

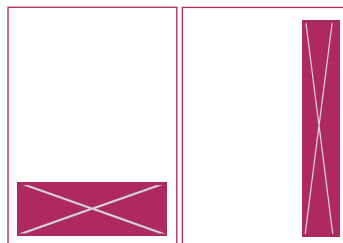


**\$1,890**

**1/2 PAGE HORIZONTAL**  
 171mm x 127mm, bleeding ad - 210mm x 143mm  
 +3mm on all sides (216mm x 149mm)  
 (logos and text should be at least 5mm from the edge of page)

**1/2 PAGE VERTICAL**  
 71mm x 256mm, bleeding ad - 88mm x 297mm  
 +3mm on all sides (94mm x 303mm)  
 (logos and text should be at least 5mm from the edge of page)

## 1/3 Page

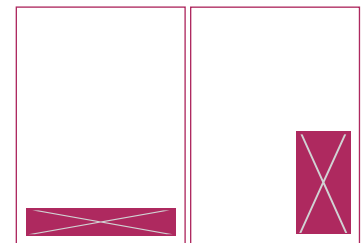


**\$1,600**

**1/3 PAGE HORIZONTAL**  
 171mm x 83mm, bleeding ad - 210mm x 99mm  
 +3mm on all sides (216mm x 105mm)  
 (logos and text should be at least 5mm from the edge of page)

**1/3 PAGE VERTICAL**  
 46mm x 256mm, bleeding ad - 63mm x 297mm  
 +3mm on all sides (69mm x 303mm)  
 (logos and text should be at least 5mm from the edge of page)

## 1/4 Page



**\$1,500**

1/4 page horizontal - 171mm x 61mm

1/4 page vertical - 71mm x 127mm

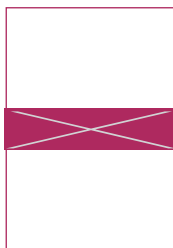
## Creative Marketing

### Bound-in bookmark



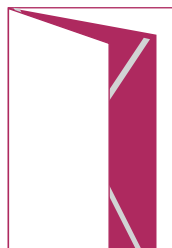
**\$4,750**

### Belly wrap



**\$4,570**

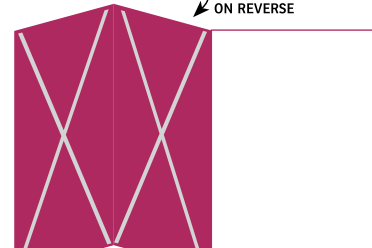
### Bound-in Card



**\$4,750**

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

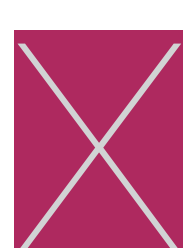
### Fold-out cover



**\$5,500**

3 PAGES OF ADVERTISEMENT

### Full Page Advertorial



**\$2,720**

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2019 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**

3. Photoshop CC2019 or earlier:

- Saved as JPG, TIFF or EPS (**CMYK only**)
- Minimum 300 DPI

### How to send your artwork

- To [design@fruitnet.com](mailto:design@fruitnet.com) (max 25MB)
- Via WeTransfer for larger files

## Further Options

**Brochure on page**  
 (With a full page ad)\* **\$4,400**  
\*brochure supplied by a client

**Fold-out pages**  
 Double (three pages) **\$4,570**  
 Triple (five pages) **\$5,500**

**Magazine inserts** **\$2,940**