

EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

**MEDIA
KIT 2022**

fruitnet.com/eurofruit

FRUITNET

Part of Fruitnet Media International
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PUBLICATIONS

Fresh ideas. Fresh insight.

EUROFRUIT is Europe's leading supplier of news, information and analysis for the international fresh fruit and vegetable business.

Available as a printed magazine or digital edition, EUROFRUIT is the reference point for business leaders working in the European fresh produce supply chain.

EUROFRUIT provides the fruit and vegetable trade with fresh ideas and fresh insight – in print, on screen and in person.

EUROFRUIT is published 10 times a year, with double issues for July/August and November/December.

EUROFRUIT's new digital app brings the content you love onto one easy-to-use platform. It features the latest news, views and analysis, alongside our magazine editions. Available on the App Store, Google Play and desktop: <https://desktop.eurofruitmagazine.com>



More information at fruitnet.com/eurofruit

READERSHIP

Global coverage

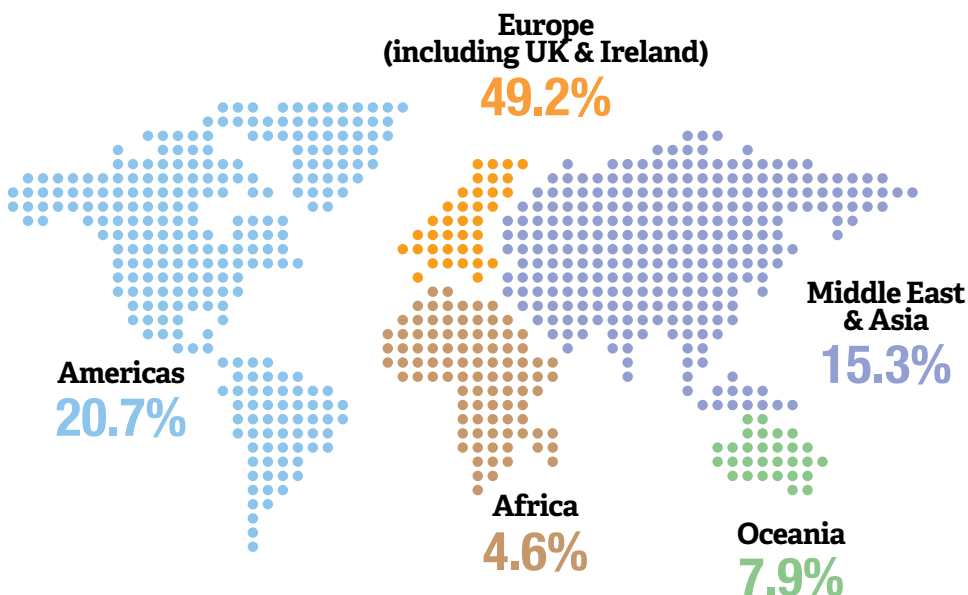
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, ASIAFRUIT CHINA, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



Online readership data



In print readership data



fruitnet.com/eurofruit



*Online data based on 2021 figures. Statistics based on Google Analytics

PUBLICATIONS

Fruitnet Specials*

*All FRUITNET specials are distributed and available in print or online at major industry events such as Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA and all Fruitnet Media International events.



FRESH FOCUS
CITRUS

New varieties have transformed the citrus category. Fresh Focus Citrus reports on the innovation fuelling global demand for this produce mainstay.

Publication date:
January 2022



FRESH FOCUS
SUSTAINABILITY

As companies continue to pursue ambitious sustainability initiatives, our special edition brings you right up to speed on where those projects could take the fresh produce industry.

Publication date:
February 2022



FRESH FOCUS
GRAPE

Fresh Focus Grape will offer insight, ideas and inspiration for those companies aiming to grow their business in the table grape category.

Publication date:
March 2022



FRESH FOCUS
ITALY

Our annual special publication showcases the leading products, companies, technologies and service providers in the Italian fresh fruit and vegetable business.

Publication date:
May 2022



FRESH FOCUS
TOMATO

Published alongside Fruitnet Media International's GTC we take a look at the most innovative companies in the tomato sector.

Publication date:
June 2022



FRESH FOCUS
AVOCADO

Focusing on one of the undoubted stars of the fresh produce arena right now, this special edition brings together all the latest news and analysis on the avocado trade.

Publication date:
July/August 2022



FRESH FOCUS
PACKAGING & TECHNOLOGY

Fruitnet Media International's annual Fresh Focus Packaging & Technology special keeps track of technological innovation and ideas across the entire world of fresh produce.

Publication date:
September 2022



FRESH FOCUS
BANANA

Fresh Focus Banana reports on how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.

Publication date:
October 2022



FRESH FOCUS
CHERRY

What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.

Publication date:
November 2022



FRESH FOCUS
BERRY

Published alongside Fruitnet's Global Berry Congress, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

Publication date:
November/December 2022

EDITORIAL PROGRAMME

JANUARY

FRUIT LOGISTICA EDITION—PART 1

Fruitnet Special
Fresh Focus Citrus

Features
Markets
Blueberries
SH Grapes
Chile
Mangoes & Papayas
Nordic Markets
Central America
Packaging

Event Distribution
Fruit Logistica

Booking Deadline: 25/11/2021

FEBRUARY

INNOVATION EDITION

Fruitnet Special
Fresh Focus Sustainability

Features
Innovation
SH Apples & Pears
Exotics
Seeds & Fertilisers
Pineapples
South Africa
Brazil
Colombia & Ecuador
Organics

Booking Deadline: 10/01/2022

MARCH

GLOBAL GRAPE CONGRESS EDITION

Fruitnet Special
Fresh Focus Grape

Features
Table grapes
Suppliers
Glasshouse vegetables
Persimmons
Herbs
Convenience
Berries
Belgium
Machinery & Technology

Event Distribution
Global Grape Congress*

Booking Deadline: 11/02/2022

APRIL

FRUIT LOGISTICA EDITION—PART 2

Features
NZ Apples
SH Kiwifruit
European Asparagus
Mangoes
Onions
India
France
East Africa
Logistics

Event Distribution
Fruit Logistica
Fresh Produce India*

Booking Deadline: 04/03/2022

MAY

MACFRUIT EDITION

Fruitnet Special
Fresh Focus Italy

Features
Exotics
Stonefruit
Melons
Netherlands
Israel
Eastern Europe
Wholesale Markets
Ripening

Event Distribution
Macfruit

Booking Deadline: 31/03/2022

JUNE

GLOBAL TOMATO CONGRESS EDITION

Fruitnet Special
Fresh Focus Tomato

Features
Tomatoes
SH Citrus
NH Cherries
Dried Fruit & Nuts
Convenience/Fresh-cut
Leafy Salads
Poland
Portugal
Germany
Packaging
Foodservice

Event Distribution
Global Tomato Congress

Booking Deadline: 22/04/2022

JUL/AUG

GLOBAL AVOCADO CONGRESS EDITION

Fruitnet Special
Fresh Focus Avocado

Features
Club Varieties
Grapes
Plums
Lemons & Limes
Onions & Garlic
Potatoes
Turkey
Egypt
Vending

Event Distribution
Global Avocado Congress*

Booking Deadline: 10/06/2022

SEPTEMBER

ASIA FRUIT LOGISTICA EDITION

Fruitnet Special
Fresh Focus Packaging
& Technology

Features
NH Apples and Pears
Blueberries
Mangoes & Papayas
Asparagus
Turkish Figs
Pomegranates
Asia
South Eastern Europe
Ports

Event Distribution
Asia Fruit Logistica
Asiafruit Congress
DOGK

Booking Deadline: 29/07/2022

OCTOBER

FRUIT ATTRACTION EDITION

Fruitnet Special
Fresh Focus Banana

Features
SH Berries
Citrus
Brassicas
Peppers
Pumpkins & Squash
Peru
Greece
Argentina
North America
Seed Companies
Spain

Event Distribution
Fruit Attraction
PMA Fresh Summit

Booking Deadline: 02/09/22

NOV/DEC

GLOBAL BERRY CONGRESS EDITION

Fruitnet Special
Fresh Focus Berry

Features
Berries
SH Grapes
Kiwifruit
Persimmons
SH Stonefruit
Avocados
Morocco
Serbia
Southern Africa
China
Airfreight

Event Distribution
Global Berry Congress

Booking Deadline: 14/10/22

*Online event

MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

Premium positions

Back cover
€4,000

Inside front cover
€3,800

Inside back cover
€3,100

Front section
€3,500

Discounts

Two or more adverts	5%
Four or more adverts	10%
Six or more adverts	15%
Eight or more adverts	20%
Ten or more adverts	25%

(Applied to adverts within 12-month period)

Agencies

UK agency commission	10%
Other agency commission	15%

Full Page €2,790



210mm x 297mm +3mm bleed *

Double Page Spread €4,950



420mm x 297mm +3mm bleed *

Half Page Spread €3,200



420mm x 144mm +3mm bleed *

Half Page €1,990



Horizontal advert - 171mm x 127mm*
Horizontal bleeding advert - 210mm x 143mm +3mm bleed *



Vertical advert - 71mm x 256mm*
Vertical bleeding advert - 88mm x 297mm +3mm bleed *

Only landscape design available on digital version

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2022 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2022 or earlier:
 - Saved as JPG, TIFF or EPS (CMYK only)
 - Minimum 300 DPI

How to send your artwork

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

Third Page €1,790



Horizontal advert - 171mm x 83mm*
Horizontal bleeding advert - 210mm x 99mm*



Vertical advert - 46mm x 256mm*
Vertical bleeding advert - 63mm x 297mm*

Only landscape design available on digital version

Quarter Page €1,590



Horizontal advert - 171mm x 61mm*



Vertical advert - 71mm x 127mm*

Only landscape design available on digital version.

* logos and text should be at least 8mm from the edge of page

CREATIVE MARKETING

Further Options

Belly Wrap	
Creative	€4,500
Standard	€3,600
Fold-out pages	
Double (3 pages)	€4,200
Triple (5 pages)	€5,600
Magazine insert	€2,790

Bound-in bookmark €4,200



Your advert includes a top banner and a full-page advert.

Belly wrap ^{FROM} €3,600



Your advert displays as a digital bellywrap.

Bound-in Card €5,500

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



Your advert displays as two consecutive full-page adverts.

Fold-out cover €6,500

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials

Standard

Full Page €1,990



Maximum 500 words & 1 picture.

Double-Page Spread €3,980



Maximum 1000 words & 2 pictures.

Creative

Full Page €2,790



Maximum 350 words, up to 2 pictures, logo & graphics.

Double-Page Spread €4,950



Maximum 700 words, up to 4 pictures, logo & graphics.

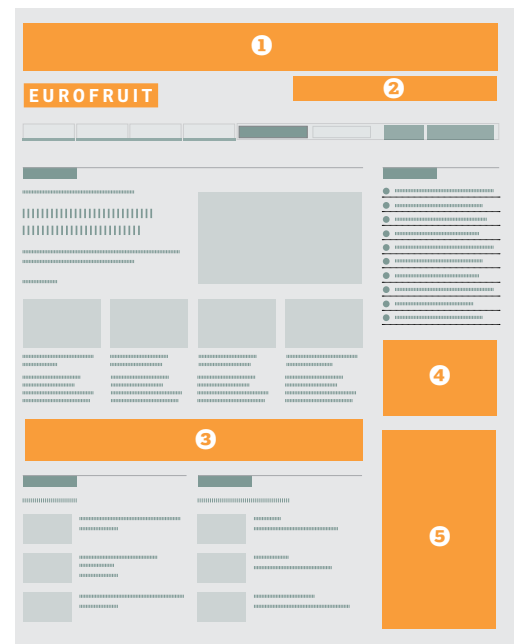
ONLINE ADVERTISING

fruitnet.com/eurofruit – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	980 X 100	980 X 100	€500	€2,000
2 Top Banner	JPG · PNG · GIF	468 X 60	980 X 100	€200	€800
3 Central Banner	JPG · PNG · GIF	700 X 90	-	€150	€600
4 Small Side Banner	JPG · PNG · GIF	240 X 160	-	€100	€400
5 Large Side Banner	JPG · PNG · GIF	240 X 400	-	€150	€600
4 Video Banner	LINK	240 X 160	-	€350	€1,400
● Website Take Over				Starting from €750/week	
● Advertorial				Up to 500 words - €990	

 **33,000***

fruitnet.com/eurofruit
monthly visits



Fruitnet Daily News – Free email service

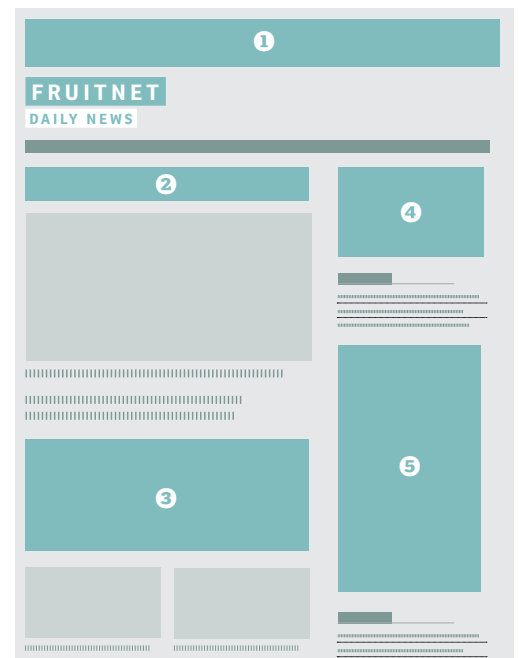
	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG	752 X 100		€650	€2,600
2 Central Banner	JPG · PNG	468 X 100		€300	€1,200
3 Large Central Banner	JPG · PNG	468 X 200		€450	€1,800
4 Small Side Banner	JPG · PNG	240 X 160		€175	€700
5 Large Side Banner	JPG · PNG	240 X 400		€250	€1,000

● **Advertorial**
Appears once in Newsletter (up to 500 words)

One off charge
€1,100

 **+31,000**

Fruitnet Daily News
subscribers



*Online data based on 2021 figures.
Statistics based on Google Analytics

Digital Only Advertising 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

Floating banner bottom



€4,500

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

(all pages)
320x50px

We use banner software which has the advantage that the publication and appearance of banners cannot be turned off by the recipient. The disadvantage, however, is that we are not able to provide automatic click statistics. We recommend banner advertisers to use tags in their banners so that they are able to monitor clicks themselves using Google Analytics.

GET INFORMED



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Choose the subscription package that's right for you and your business:

PRINT & DIGITAL €250 PER YEAR

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Digital edition: online access included

Fruitnet Daily News: fresh news updates sent to your inbox

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Access to latest news and download content to read offline

Fruitnet Daily News: fresh news updates sent to your inbox

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FRUITNET

LIVE

EVENTS 2022

INCREASE VISIBILITY AND BRAND AWARENESS

2022



GLOBAL GRAPE
CONGRESS

17 MARCH
DIGITAL



FRESH PRODUCE
INDIA

28 APRIL
DIGITAL



GLOBAL TOMATO
CONGRESS

MAY
ROTTERDAM



DSCF2022
Digital Supply Chain Forum
1./2. Juni 2022 Düsseldorf

01-02 JUNE
DÜSSELDORF



FESTIVAL
of
FRESH²²

14 JUNE
UK



GLOBAL AVOCADO
CONGRESS

07 JULY
DIGITAL



ASIAFRUIT
CONGRESS
亚洲水果国际果蔬大会

SEPTEMBER
HONG KONG



EUROPEAN
SUSTAINABILITY FORUM
09./10. September 2022

09-10 SEPTEMBER
BONN



DEUTSCHER
OBST & GEMÜSE
KONGRESS

12-13 SEPTEMBER
DÜSSELDORF



GLOBAL BERRY
CONGRESS

NOVEMBER
ROTTERDAM

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.

For more information contact events team:
+44 20 7501 3708 | events@fruitnet.com

Official Cooperation Partner



ONLINE

FRUITBOX

Starting from €3,000

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.

Audio-broadcast weekly every Thursday on Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

LinkedIn +10,000 followers

Twitter +7,700 followers

Instagram 2,500 followers



AUDIO CONVERSATIONS



FRUITNET INSIGHTS

€5,000 per quarter

Fruitnet's team of editors headed up by Mike Knowles in Europe and John Hey in Asia talk to fresh produce decision-makers about the latest developments in markets, seasons, products, and innovations.

Up to 60 minutes of category insight that is video-broadcast on the first Wednesday of every month and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet Media International social media accounts.

LinkedIn +2,000 followers

Twitter +1,700 followers

Instagram 2,000 followers



VIDEO-BROADCAST



FRUITNET PRESENTS

Starting from €5,000

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media Internationals social media channels.

Video interview with one of Fruitnet's senior editors about your product or service and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet business and individual social media channels.

LinkedIn +2,000 followers

Twitter +1,700 followers

Instagram 2,000 followers



VIDEO ADVERTORIAL



Support the best new quality online content from Fruitnet

Contact our team: advertising@fruitnet.com | +44 20 7501 0309



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