

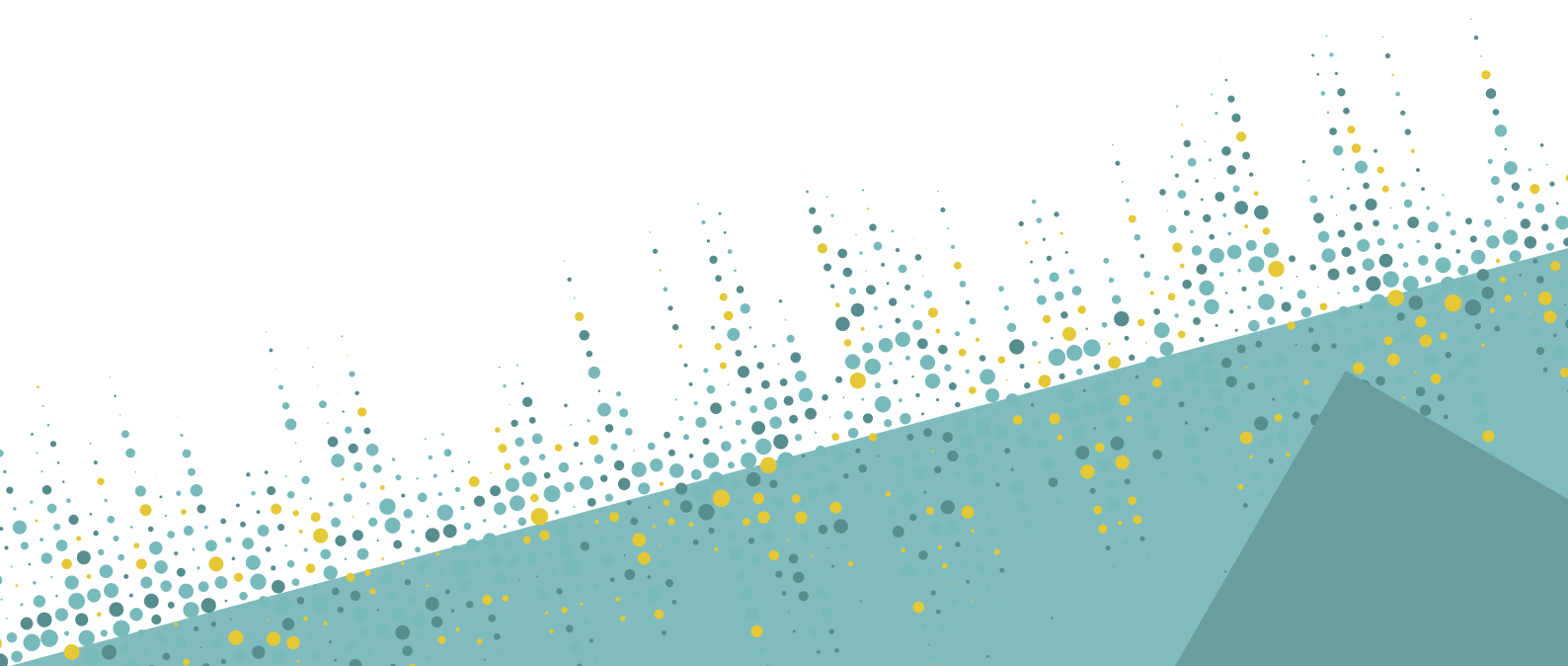
PRODUCE

PLUS

THE MAGAZINE FOR FRESH PRODUCE MARKETING IN AUSTRALIA & NEW ZEALAND

MEDIA KIT 2024

fruitnet.com/produceplus



PUBLICATIONS

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/produce-plus

Nielsen - Produce Plus Top 20

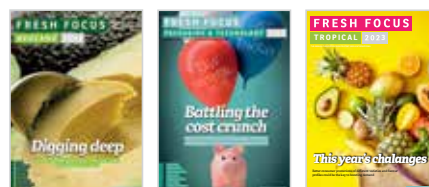
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



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.



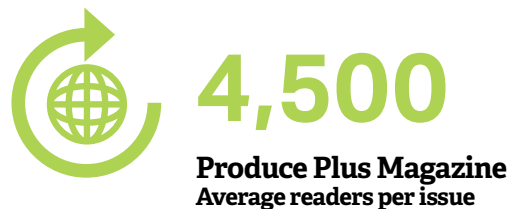
Fruitnet Specials

Fruitnet Specials are annual trade supplements looking at sector-specific topics such as sustainability and technology. All Fruitnet Specials are distributed at major international trade shows, such as Fruit Logistica, Fruit Attraction, IFPA Fresh Summit, Asia Fruit Logistica and all Fruitnet events.

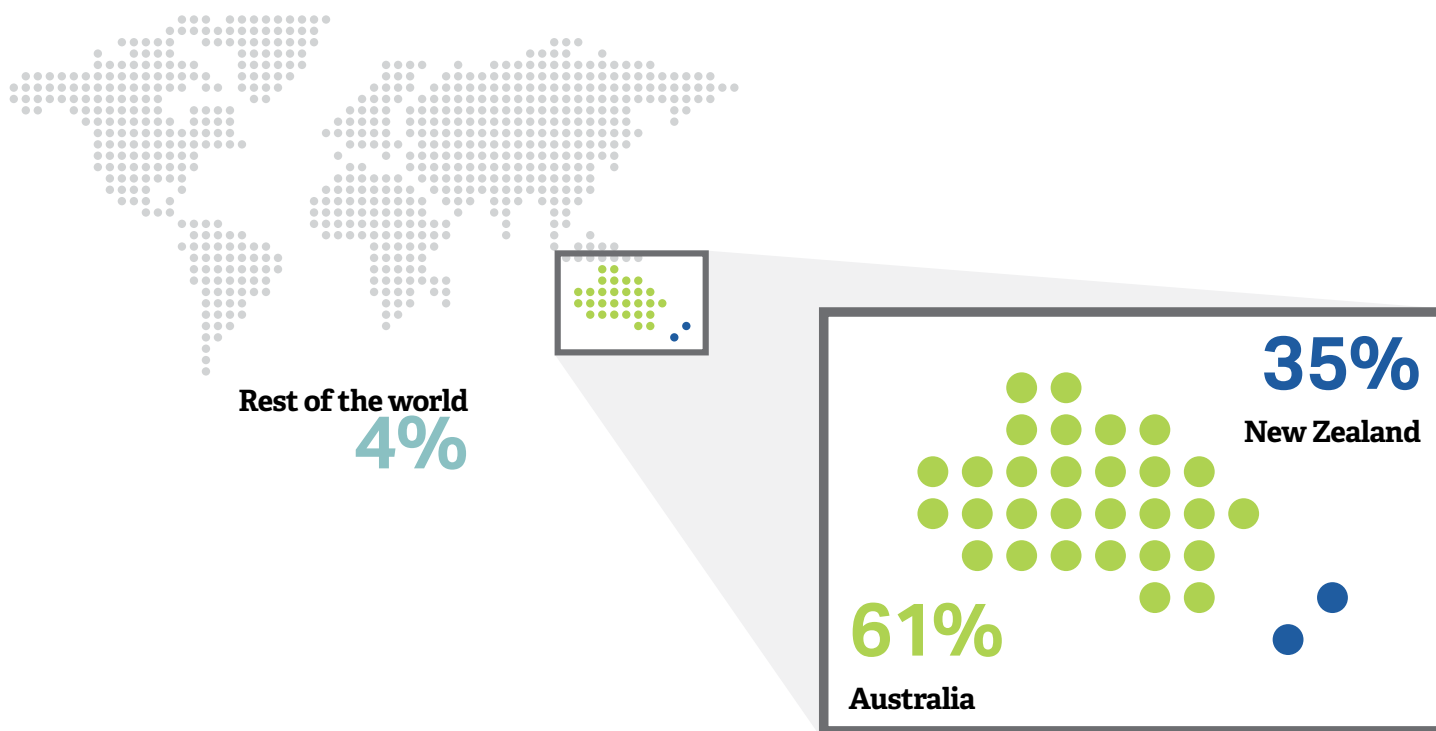
READERSHIP

Global coverage

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



In print readership data



fruitnet.com/produceplus



+9,000*
monthly visits

+13,000*
monthly pages visited

+6,500*
monthly visitors

*Online data based on 2023 figures. Statistics based on Google Analytics

EDITORIAL PROGRAMME

ISSUE 52 AUTUMN, MARCH 2024

Distributed at
Fresh Produce India 2024

Special Features

Technology
Seeds & Crop Care
Food Safety

Products

Apples & Pears
Kiwifruit
Tomatoes
Capsicums
Pomegranates
Beetroot
Persimmons

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 23/02/2024

ISSUE 53 WINTER, MAY 2024



Distributed at
Hort Connections 2024

Special Features

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

Products

Citrus
Avocados
Kiwifruit
Nuts & Dried Fruit

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 03/05/2024

ISSUE 54 SPRING, JULY 2024

Distributed at
Asiafruit Congress 2024
Asia Fruit Logistica 2024

Special Features

Marketer of the Year Award Winner Spotlight

Products

Bananas
Salads & Herbs
Asparagus
Avocados
Mushrooms

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 02/08/2024

ISSUE 55 SUMMER, NOVEMBER 2024

Distributed at
Fruit Logistica 2025

Special Features

Finance & Insurance
E-commerce
Protected Cropping
Sustainability

Products

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

Regulars

Retail Reviews, Expert Columns, People in Produce,
Wholesale, Keynote interviews, News & Events

Booking Deadline: 05/11/2024

MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

Premium positions

Back cover

US\$3,400

Inside front cover

US\$3,275

Inside back cover

US\$2,800

Front section

US\$3,085

Discounts

Two adverts	10%
Three - Four adverts	15%

Agencies

Agency commission	15%
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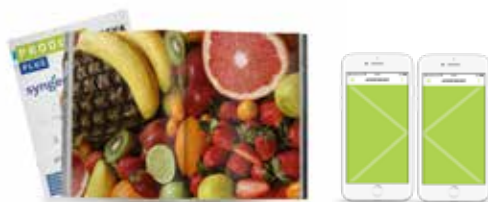
Full Page US\$2,555



210mm x 297mm +3mm bleed*

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

Double Page Spread US\$4,360 Half Page Spread US\$2,490



420mm x 297mm +3mm bleed

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



420mm x 144mm +3mm bleed

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

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2023 or earlier:
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
3. Photoshop CC2023 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

Half Page US\$1,465



Horizontal advert - 171mm x 127mm

Horizontal bleeding advert - 210mm x 143mm +3mm bleed

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



Vertical advert - 71mm x 256mm

Vertical bleeding advert - 88mm x 297mm +3mm bleed

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

Only landscape design available on digital version.

Third Page US\$1,090



Horizontal advert - 171mm x 83mm

Horizontal bleeding advert - 210mm x 99mm

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



Vertical advert - 46mm x 256mm

Vertical bleeding advert - 63mm x 297mm

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

Only landscape design available on digital version.

Quarter Page US\$850



Horizontal advert - 171mm x 61mm

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



Vertical advert - 71mm x 127mm

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

Contact:

For more information please contact our advertising team:
kate@fruitnet.com +61 3 9040 1601

CREATIVE MARKETING

Further Options

Brochure on page
(With a full page ad)* US\$3,370
*brochure supplied by a client

Fold-out pages
Double (three pages) US\$3,380
Triple (five pages) US\$4,040

Magazine inserts
On page US\$2,460
Inside front cover US\$2,310

Bound-in bookmark US\$3,310



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

Belly wrap ^{FROM} US\$5,260



Your advert displays as a digital bellywrap.

Bound-in Card US\$3,590

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



Your advert displays as two consecutive full page adverts.

Fold-out cover US\$4,210

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.



Advertorials

Creative

Full Page US\$2,555



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

Double Page Spread US\$4,360



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

ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 x 130	370 x 140	US\$530	US\$2120
2 Large Side Banner	JPG · PNG · GIF	375 x 440	375 x 440	US\$280	US\$1120
3 Central Banner	JPG · PNG · GIF	1180 x 130	370 x 140	US\$230	US\$920
4 Small Side Banner	JPG · PNG · GIF	375 x 225	375 x 225	US\$170	US\$680
5 Video Banner	LINK	375 x 225	375 x 225	US\$370	US\$1480
6 Website Take Over				Starting from US\$735/week Up to 500 words - US\$735	
7 Advertorial					

 +9,000*

fruitnet.com/produceplus
monthly visits



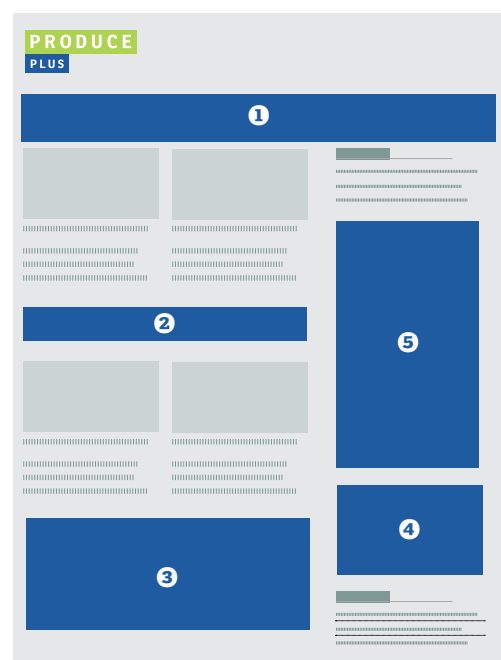
Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner ²	JPG · PNG · GIF	600 x 120	US\$425
2 Central Banner ²	JPG · PNG · GIF	468 x 100	US\$300
3 Large Central Banner ²	JPG · PNG · GIF	468 x 200	US\$335
4 Small Side Banner ²	JPG · PNG · GIF	240 x 160	US\$280
5 Large Side Banner ²	JPG · PNG · GIF	240 x 400	US\$335
6 Advertorial		Up to 500 words plus 1 image - US\$1000	

Website and newsletter placement

 6,000

Produce Plus News
Recipients



*Online data based on 2023 figures.
Statistics based on Google Analytics

Digital Only Advertising Options

Video content



US\$2,555

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

Top banner



US\$2,150

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

premium position
1600x400px

Floating banner bottom



US\$4,100

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.



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



Download the free Asiafruit app!



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



FRESH PRODUCE INDIA
21-22 MARCH 2024 · MUMBAI
freshproduceindia.com



FRUITNET AVOCADO CONGRESS
DATE & VENUE TBC
avocadocongress.com



GLOBAL TOMATO CONGRESS
14-15 MAY 2024 · THE HAGUE
globaltomatocongress.com



ASIAFRUIT CONGRESS
4-6 SEPTEMBER 2024 · HONG KONG
asiafruitcongress.com



EUROPEAN SUSTAINABILITY FORUM
11-12 JUNE 2024 · BONN



DEUTSCHE OBST & GEMÜSE KONGRESS
23-24 SEPTEMBER 2024 · DÜSSELDORF
dogkongress.de



FESTIVAL OF FRESH
13 JUNE 2024 · EVESHAM, UK
fruitnet.com/festivaloffresh



FRUITNET CITRUS CONGRESS
NOVEMBER 2024 · VALENCIA
citruscongress.com



FRUITNET GRAPE CONGRESS
4 JULY 2024 · PUGLIA
grapecongress.com

OFFICIAL COOPERATION PARTNER

**FRUIT
LOGISTICA**

FRUIT LOGISTICA
7-9 FEBRUARY 2024 · BERLIN

**ASIA FRUIT
LOGISTICA**

ASIA FRUIT LOGISTICA
4-6 SEPTEMBER 2024 · HONG KONG

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