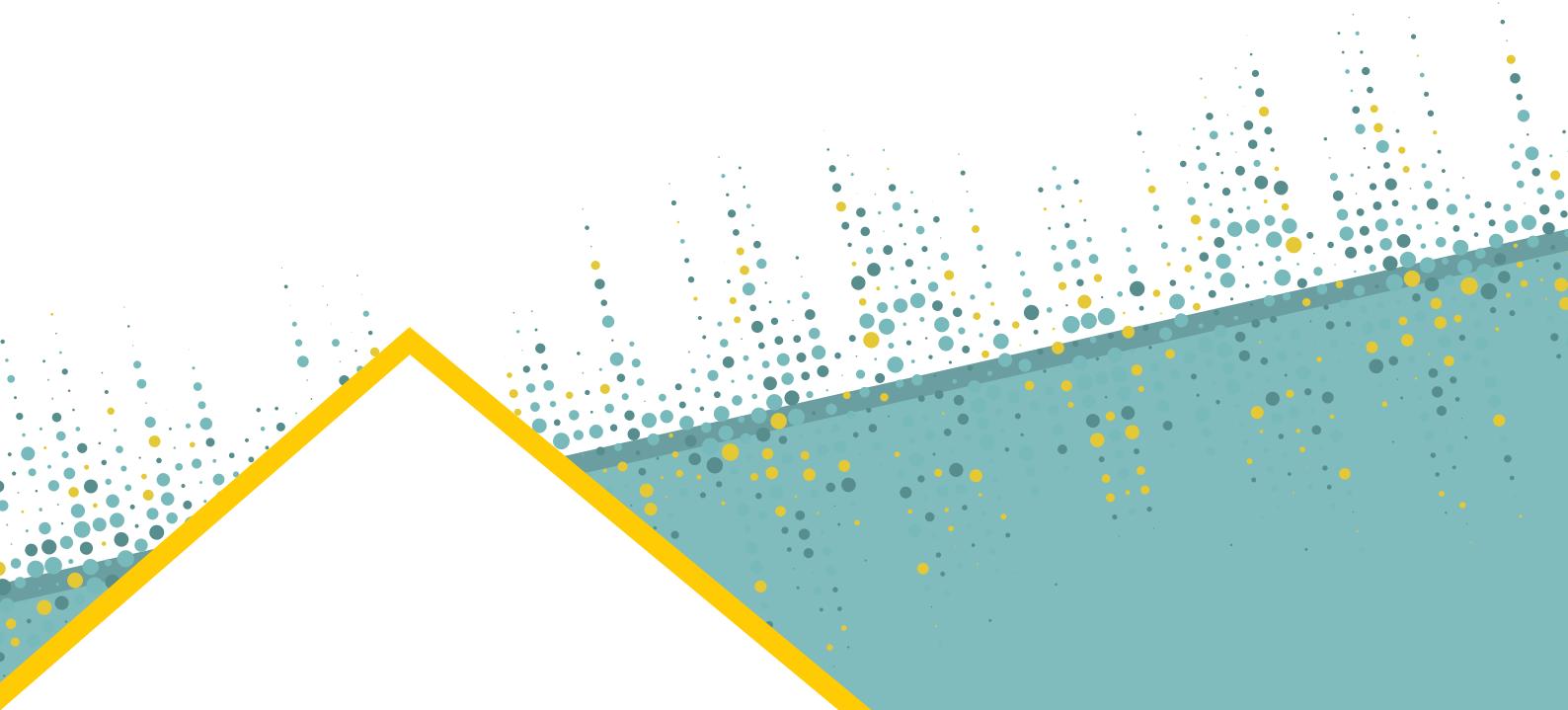


**PRODUCE**  
**PLUS**  
**MEDIA KIT**  
**2026**

[fruitnet.com/produceplus](http://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.

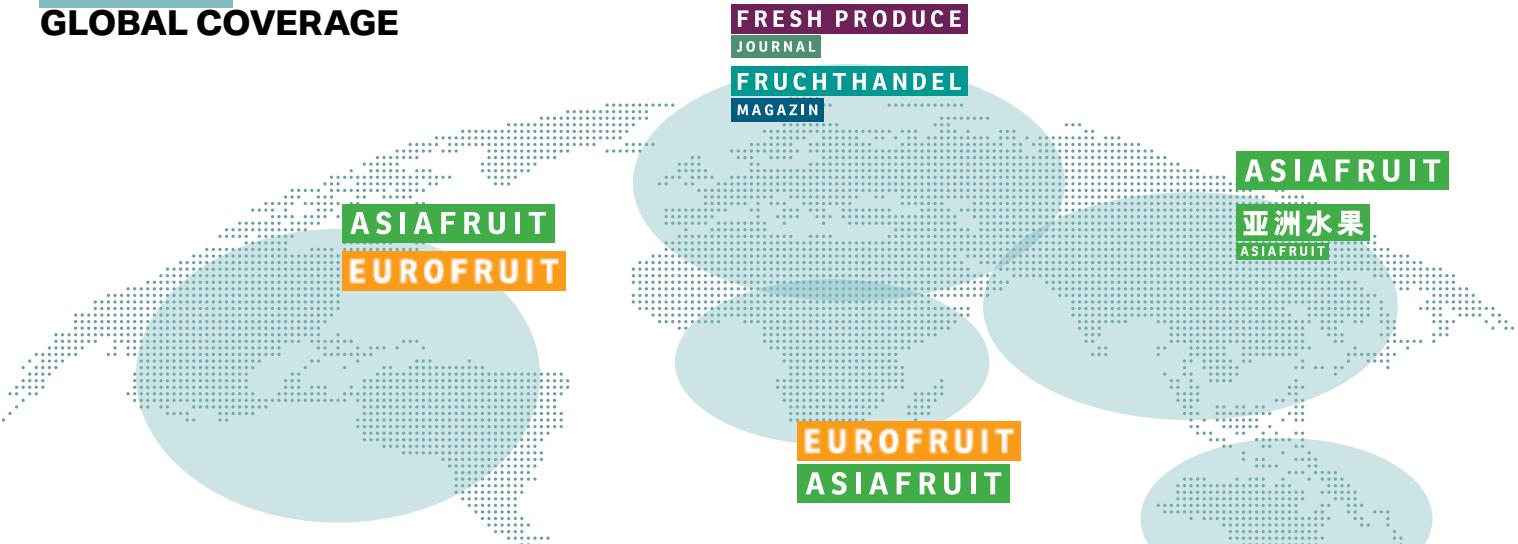
Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, *Produce Plus* reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and

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 INPRINTREADERSHIPDATA

Rest of the world

4%

61%  
Australia

35%  
New Zealand

# ABOUT US

## CONTACT

[editorial@fruitnet.com](mailto: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](http://fruitnet.com/produce-plus)



## Produce Plus Monthly Newsletter and online news

Follow quality news and information online 24/7 at [fruitnet.com/produceplus](http://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](http://fruitnet.com/produceplus)



## 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](#).

## HORT CONNECTIONS

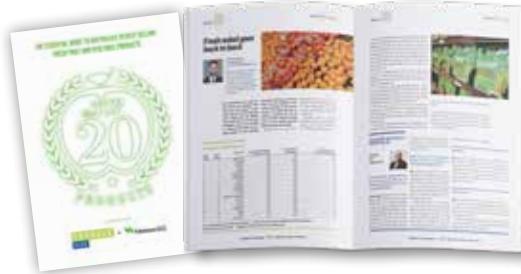
Grow. Connect. Thrive.

## Hort Connections

*Produce Plus* is an official media partner of Hort Connections, Australasia's largest fresh produce trade show and conference. *Produce Plus*' Winter edition is distributed at Hort Connections and previews all you need to know about the event. This is the perfect platform to promote your business to visitors.

## 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.



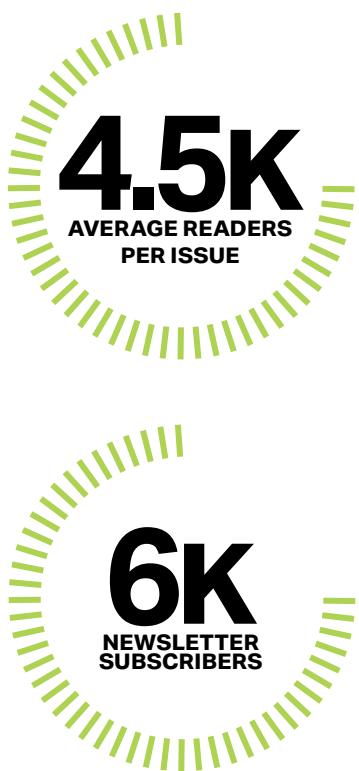
## Event media partnership

*Produce Plus* offers bespoke media partnerships for your fresh fruit and vegetable event. Through a media partnership *Produce Plus* can deliver comprehensive and extended coverage across our channels to promote your events and provide added value to event attendees with magazine distribution.

# PRODUCE PLUS

## IN FIGURES

CONTACT  
[editorial@fruitnet.com](mailto:editorial@fruitnet.com)



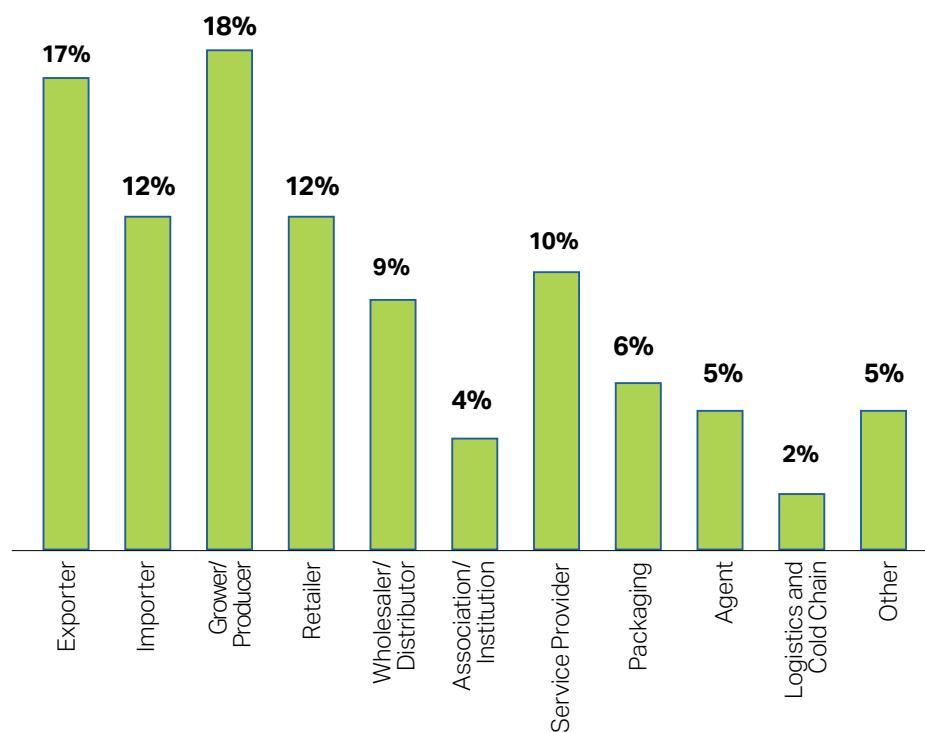
PRODUCE  
PLUS

**74,700**  
ANNUAL VISITORS

**13,000**  
MONTHLY PAGES VISITED

Online data based on 2025 figures. Statistics based on GA4

### READERSHIP BY AREA OF BUSINESS



PRODUCE

PLUS

# EDITORIAL PROGRAMME

CONTACT

[editorial@fruitnet.com](mailto: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 2026**

EVENT DISTRIBUTION  
**Fresh Produce India**

## 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  
**1 May 2026**

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  
**3 August 2026**

EVENT DISTRIBUTION  
**Asiafruit Congress & Asia Fruit Logistica**

## 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  
**3 November 2026**

EVENT DISTRIBUTION  
**Fruit Logistica**

# PRODUCE

## PLUS

# FRUITNET SPECIALS

### CONTACT

editorial@fruitnet.com

MARCH



**FRESH FOCUS**  
BERRY

DISTRIBUTED AT  
•Fruitnet Berry Congress

BOOKING DEADLINE  
9 February 2026

APRIL



**FRESH FOCUS**  
ITALY

DISTRIBUTED AT  
•Macfrut

BOOKING DEADLINE  
13 March 2026

JUNE

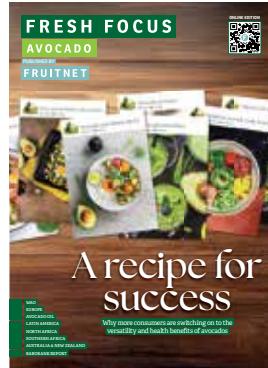


**FRESH FOCUS**  
PACKAGING & TECHNOLOGY

DISTRIBUTED AT  
•Greentech

BOOKING DEADLINE  
5 May 2026

JULY



**FRESH FOCUS**  
AVOCADO

DISTRIBUTED AT  
•Fruitnet Tropicals Congress

BOOKING DEADLINE  
11 June 2026

AUGUST



**FRESH FOCUS**  
APPLE & PEAR

DISTRIBUTED AT  
•Prognosfruit  
•Fruit Attraction  
•Interpoma

BOOKING DEADLINE  
2 July 2026

OCTOBER



**FRESH FOCUS**  
GRAPE

DISTRIBUTED AT  
•Fruitnet Grape Congress

BOOKING DEADLINE  
21 August 2026

NOVEMBER



**FRESH FOCUS**  
TOMATO

DISTRIBUTED AT  
•Fruitnet Tomato Congress

BOOKING DEADLINE  
2 October 2026

NOVEMBER



**FRESH FOCUS**  
CHERRY

DISTRIBUTED AT  
•Fresh Produce India  
•Asia Fruit Logistica

BOOKING DEADLINE  
9 October 2026

DECEMBER



**FRESH FOCUS**  
CITRUS

DISTRIBUTED AT  
•Fruitnet Citrus Congress

BOOKING DEADLINE  
30 October 2026

### TARGETED DISTRIBUTION

Produce Plus's series of annual *Fresh Focus* specials focuses attention on specific product categories, countries, or themes. These publications offer a valuable opportunity to position your brand as a leader in those specific areas, and to be seen by a targeted audience of industry decision-makers.

Every special edition is available to view on the *Produce Plus* app.

# PRODUCE

## PLUS

# PRINT ADVERTISING

## CONTACT

advertising@fruitnet.com

### Premium positions

Back cover  
**A\$3,700**

Inside front cover  
**A\$3,600**

Inside back cover  
**A\$3,070**

Front section  
**A\$3,250**

(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](mailto:design@fruitnet.com)  
(max 25MB)
- » Via [WeTransfer.com](https://wetransfer.com)  
(larger files)

## FULL PAGE A\$2,800



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

## PRODUCE PLUS APP

Your advert will also appear on the Produce Plus app



and online <https://desktop.eurofruitmagazine.com/>

## DOUBLE PAGE SPREAD A\$4,750



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

## HALF PAGE SPREAD A\$2,970



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

## HALF PAGE A\$1,610



**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

## THIRD PAGE A\$1,200



**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

## QUARTER PAGE A\$935



**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

# PRODUCE

## PLUS

# CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

## BOUND-IN BOOKMARK A\$4,310



### Digital Edition

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

## BELLY WRAP

Standard A\$5,690 Creative A\$5,950



### Digital Edition

Your advert displays as a digital bellywrap

## BOUND-IN CARD A\$4,700

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\$5,500

THREE PAGES OF ADVERTISEMENT



### Digital Edition

Your advert displays as three consecutive pages in Digital format

## ADVERTORIALS

### Full page A\$2,800



Maximum 350 words and two images plus one logo

### Double-page spread A\$4,750



Maximum 700 words and four images plus one logo

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

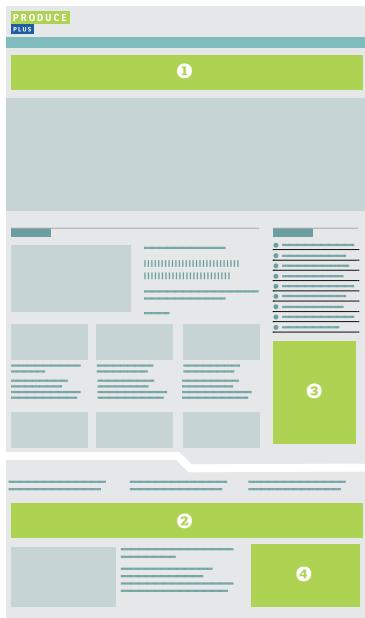
# PRODUCE

## PLUS

# ONLINE ADVERTISING

CONTACT

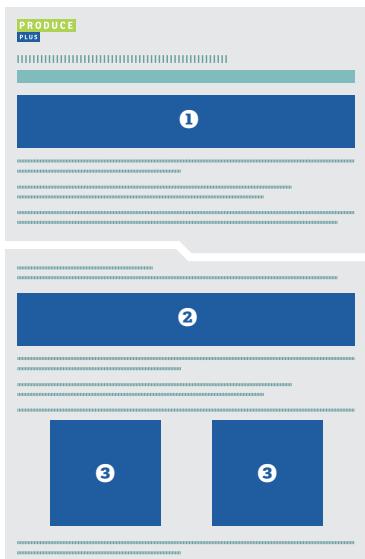
advertising@fruitnet.com



## STANDARD DISPLAY PRODUCEPLUS.COM

FORMAT	DESKTOP	MOBILE	WEEK (A\$)	MONTH (A\$)
Super banner ①	1180x130	370x140	675	2,700
Central banner ②	1180x130	370x140	400	1,600
Large side banner ③	375x440	375x440	400	1,600
Small side banner ④	375x225	375x225	300	1,200
Video banner	375x225	375x225	500	2,000
Advertisorial – up to 500 words plus 2 images*				1,100

**+9,000**  
MONTHLY VISITS



## PRODUCE PLUS NEWSLETTER

FORMAT	DESKTOP	RATE(A\$)
Premium banner ①	600x200	600
Standard banner ②	600x200	470
Central banner ③	240x400	400
Advertisorial – up to 500words plus 2 images		
Web site and newsletter placement *		1,300

**6,000**  
NEWSLETTERSUBSCRIBERS

\* A\$200 for a video and/or an advertorial of 500+ words.



# FRUITNET

## PODCASTS

### CONTACT

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)

### THE FRESH IDEAS SHOW

**Starting from €1500**

Every episode of The Fresh Ideas Show dives deep into the trends, technologies, and game-changing strategies that will shape the future of fresh produce. With a global audience of business leaders, retailers, suppliers, and marketers, Fruitnet's new video podcast is a brilliant opportunity for your brand to be seen and heard.

**Targeted message** Connect with decision-makers in the fresh produce business.

**Great company** Align your business with smart, forward-looking conversations.

**Authentic voices** Adverts delivered by our presenters build trust and credibility.

**Multi-channel reach** Benefit from promotion via newsletters and social media.

**Industry support** Help to maintain a vital media platform for the produce business.

More info at <https://www.fruitnet.com/freshideas>



### THE FPJ PODCAST

**Starting from £500**

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, expect exclusive interviews with high profile guests and on-the-ground reporting from Fruitnet's team of journalists.

More info at <https://www.fruitnet.com/fresh-produce-journal/podcast>



### FRUITBOX

**Starting from €500**

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.

New episodes are uploaded regularly to Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

More info at <https://www.fruitnet.com/fruitbox>



# PRODUCE

## PLUS

# RATE CARD

CONTACT

advertising@fruitnet.com

## DISPLAY

MAGAZINE	RATE (A\$)
Double page spread	4,750
Back cover	3,700
Inside front cover	3,600
Full page in first third	3,250
Inside back cover	3,070
Half page spread	2,970
Full page	2,800
Half page	1,610
Third page	1,200
Quarter page	935

## PRINT MARKETING

Magazine insert	3,000
Full page advertorial	2,800
DPS advertorial	4,750
Belly wrap – standard	5,690
Belly wrap – to page	5,950
Bound-in bookmark	from 4,310
Bound-in card	from 4,700
Fold-out cover	from 5,500

Display advertisements appear in our print and digital editions

## DIGITAL

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

## FRUITBOX

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

## THE FPJ PODCAST

Platinum sponsor	from 2,000
Gold sponsor	from 1,500

Silver sponsor	from 1,000
Bronze sponsor	from 500

## WEBSITE (A\$) WEEK MONTH

Super banner	675	2,700
Central banner	400	1,600
Large side banner	400	1,600
Small side banner	300	1,200
News sponsor	500	2,000
Advertorial		1,100

PRODUCE PLUS NEWSLETTER	RATE (A\$)
Super banner	600
Central banner	470
Side banner	400
Advertorial	1,300

## VIDEO CONTENT

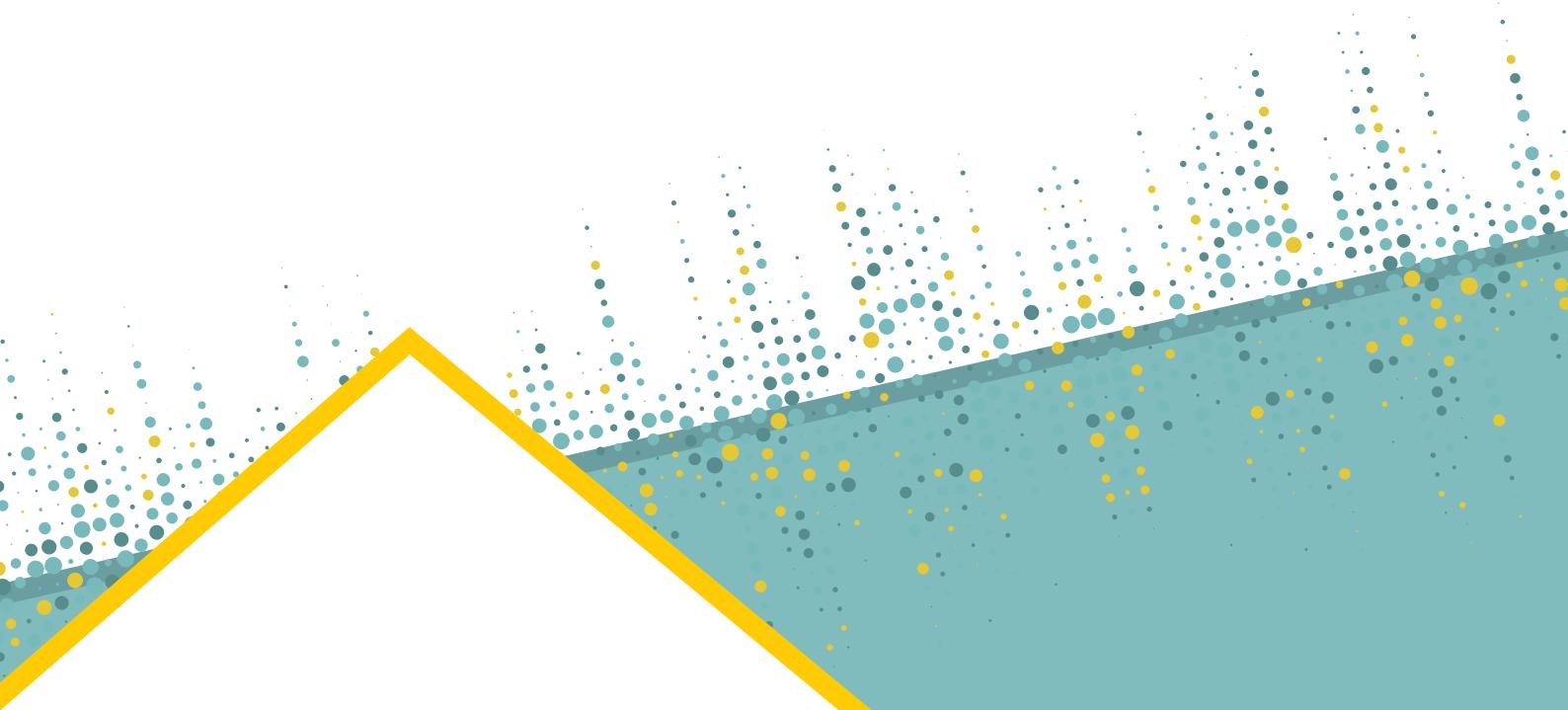
Microsite sponsor	from 12,000
plus content, min 3mo	
Video series sponsor	POA
Video episode sponsor	5,500
Video banner	450
Fruitnet Presents	5,500

## AGENCY COMMISSION

UK agency	10
Other agency	15

## DISCOUNTS

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

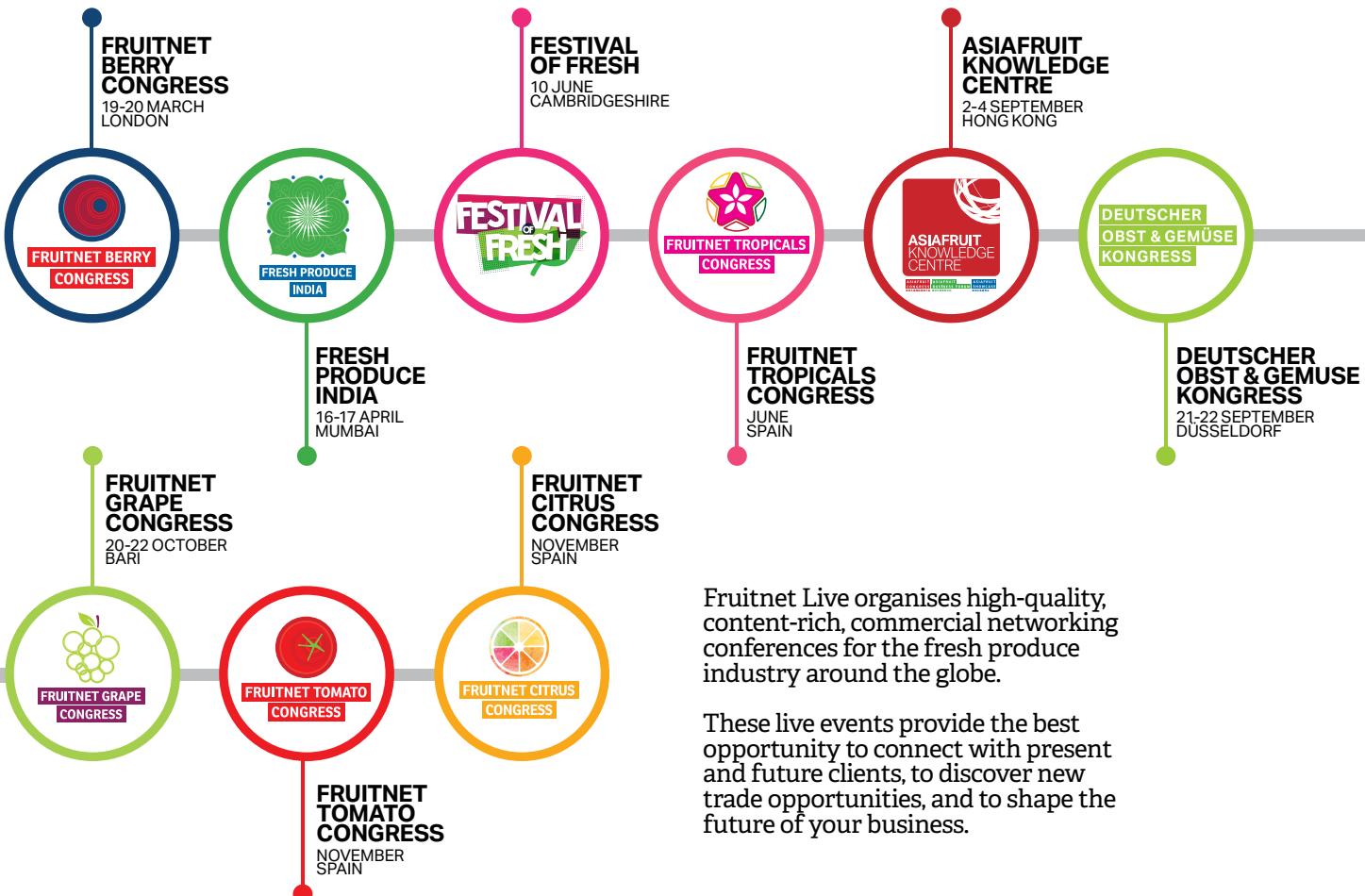


# FRUITNET

## EVENTS

### CONTACT

events@fruitnet.com



Fruitnet Live 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.

## ORGANISING EVENTS SINCE 1970

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

FRUIT  
LOGISTICA

FRUIT LOGISTICA  
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER

ASIA FRUIT  
LOGISTICA

ASIA FRUIT LOGISTICA  
2-4 SEPTEMBER 2026 · HONG KONG



# PRODUCE

## PLUS

# SUBSCRIPTIONS

### CONTACT

[subscriptions@fruitnet.com](mailto: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](mailto:subscriptions@fruitnet.com)



Download the free Produceplus app!





# PRODUCE PLUS

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# 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  
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[www.wearemint.com](http://www.wearemint.com)