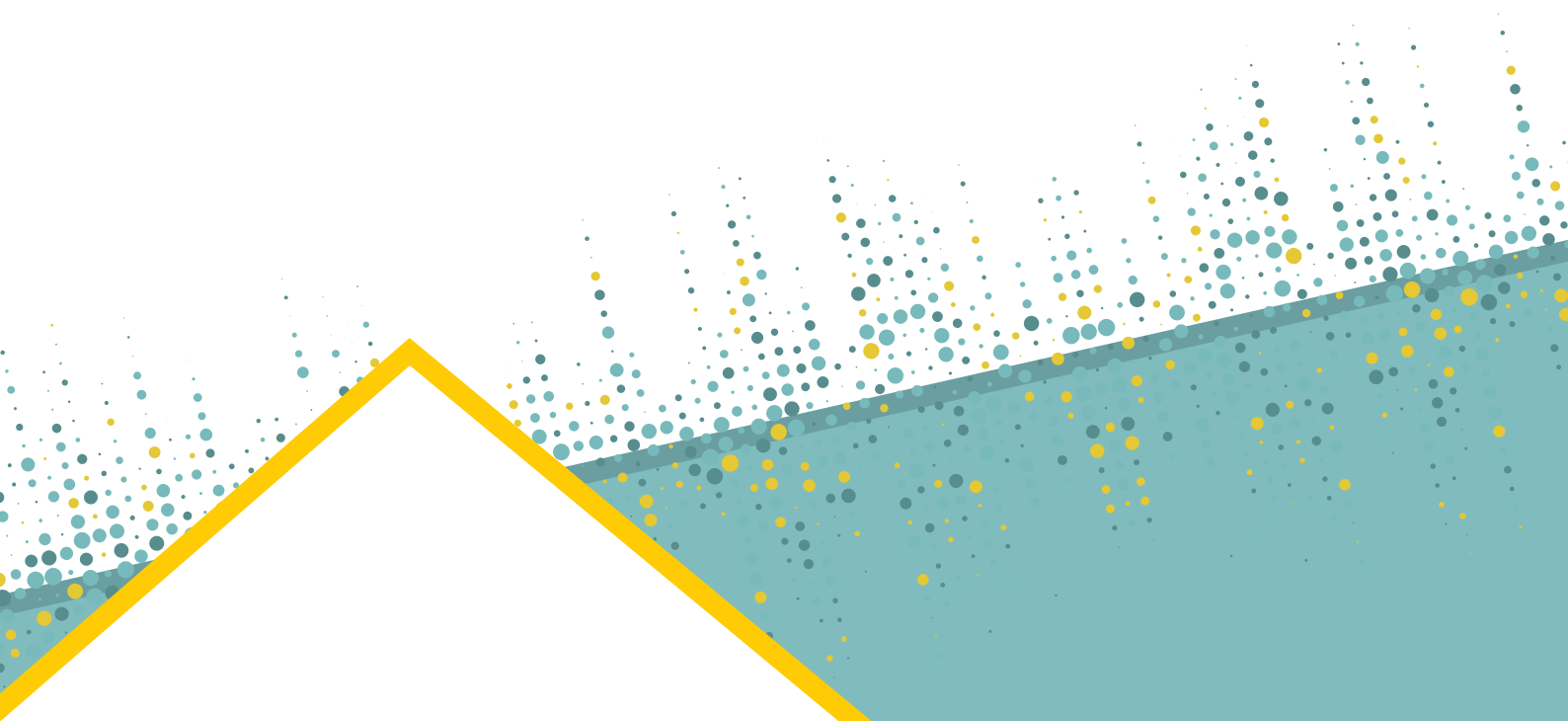


PRODUCE
PLUS
MEDIA KIT
2026

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

EUROFRUIT

FRESH PRODUCE

JOURNAL

FRUCHTHANDEL

MAGAZIN

ASIAFRUIT

EUROFRUIT

ASIAFRUIT

亚洲水果

ASIAFRUIT

EUROFRUIT

ASIAFRUIT

PRODUCE

PLUS

ASIAFRUIT

PRODUCE

PLUS

INPRINT READERSHIP DATA

Rest of the world

4%

61%
Australia

35%
New Zealand



PRODUCE

PLUS

ABOUT US

CONTACT

editorial@fruitnet.com

Fresh ideas. Fresh insights.

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More information at fruitnet.com/produce-plus



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



SPONSORED BY

PRESENTED BY

INTERNATIONAL
FRESH
PRODUCE
AWARDS

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://www.moya.com.au).

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.



**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.

INTERNATIONAL
FRESH PRODUCE SAFETY
Symposium

BQI
25

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



PRODUCE

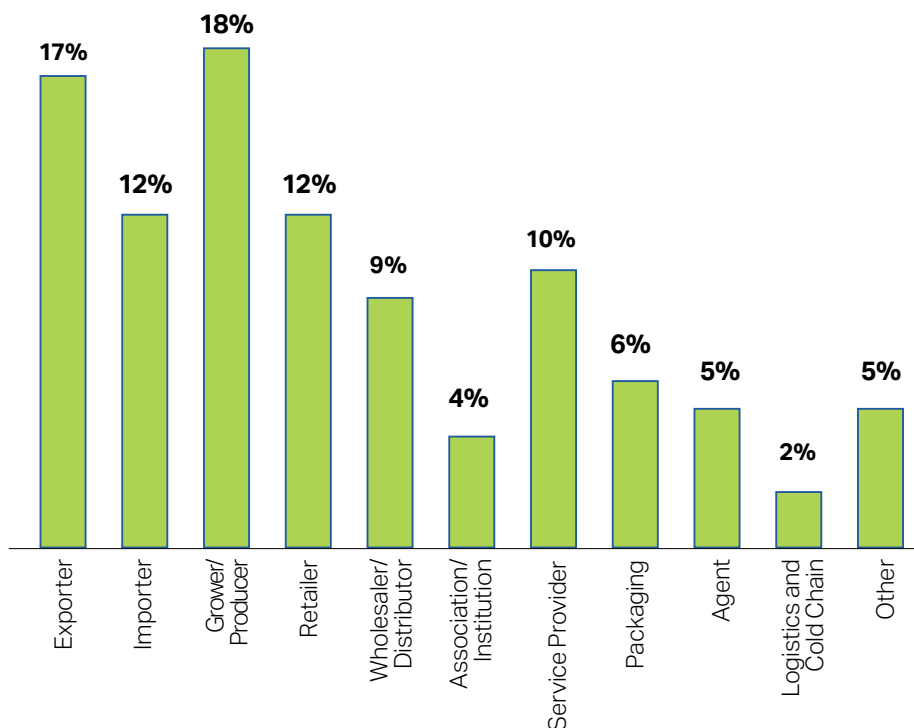
PLUS

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

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 commission	10%
Other agency commission	15%

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\$2,800



— 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

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

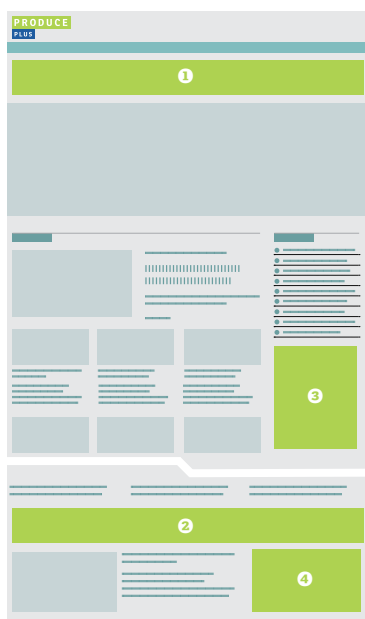
PRODUCE

PLUS

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



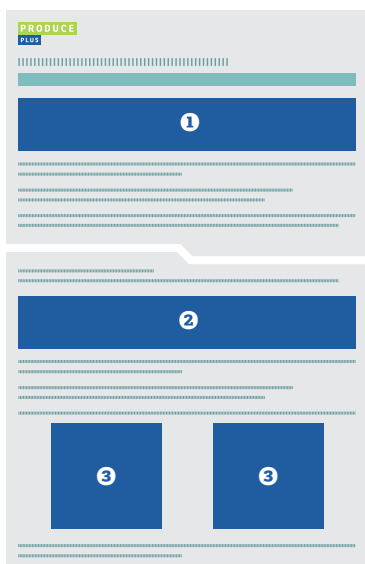
STANDARD DISPLAY PRODUCEPLUS.COM

FORMAT	DESKTOP	MOBILE	WEEK (A\$)	MONTH (A\$)
Super banner ①	1180x130	370x140	675	2,700
Central banner ②	1180x130	370x140	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
Advertorial – up to 500 words plus 2 images*				1,100

|||||

+9,000

MONTHLY VISITS



PRODUCE PLUS NEWSLETTER

FORMAT	DESKTOP	RATE(A\$)
Super Banner ①	600x120	600
Central Banner ②	468x200	470
Side banner ③	240x400	400
Advertorial – 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

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	RATE (GBP)
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

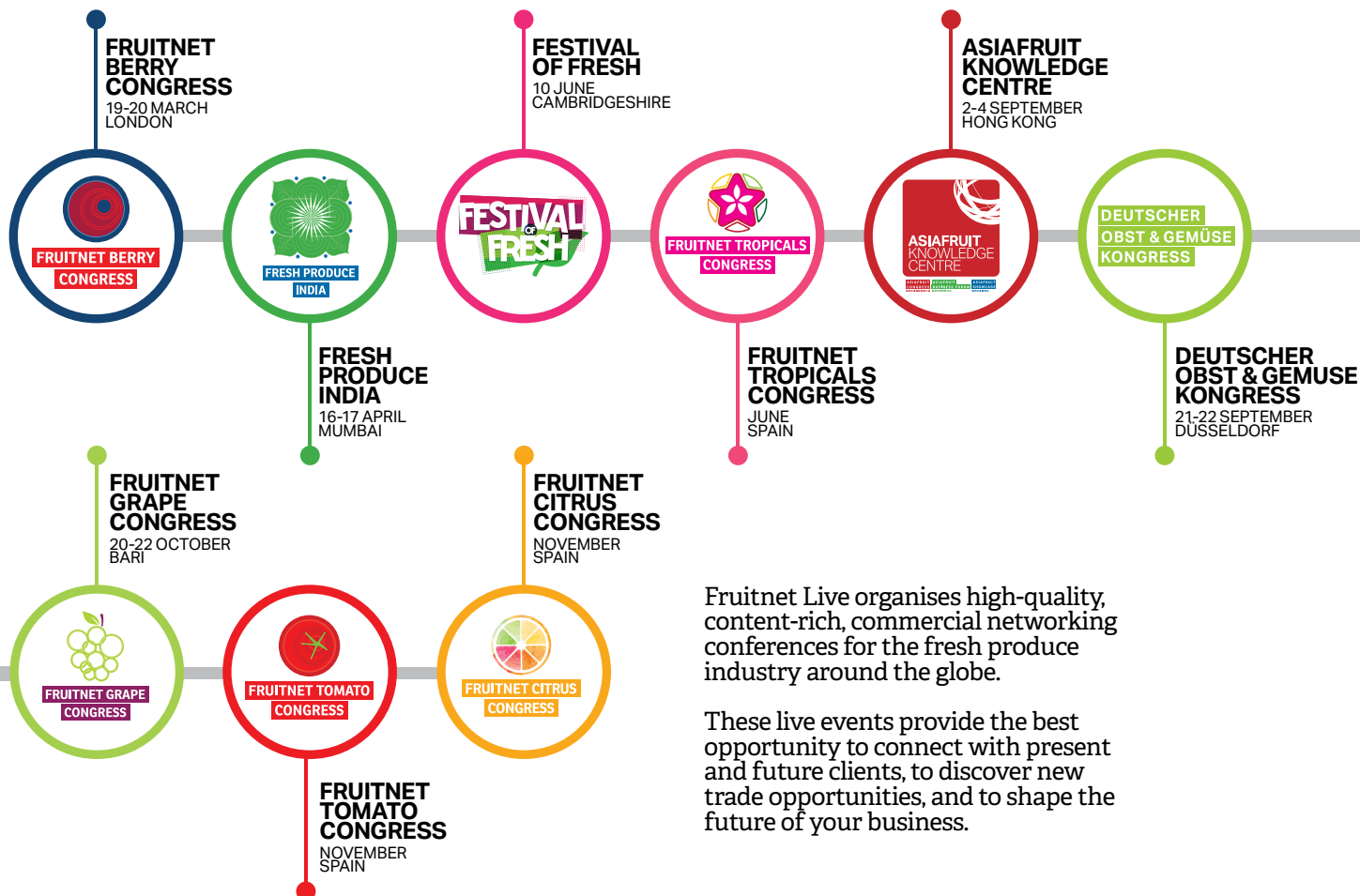
Microsite sponsor	from 12,000
plus content, min 3mo	
Video series sponsor	POA
Video episode sponsor	5,500
Video banner	450 1,800
Fruitnet Presents	5,500

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



FRUIT LOGISTICA
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER



ASIA FRUIT LOGISTICA
2-4 SEPTEMBER 2026 · 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

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Volume discount for 3+ subscribers

Personalised account management

CONTACT

subscriptions@fruitnet.com



Download the free Produceplus app!



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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