

EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

MEDIA KIT 2021

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>

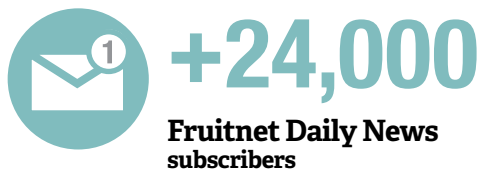
More information at fruitnet.com/eurofruit



READERSHIP

Global coverage

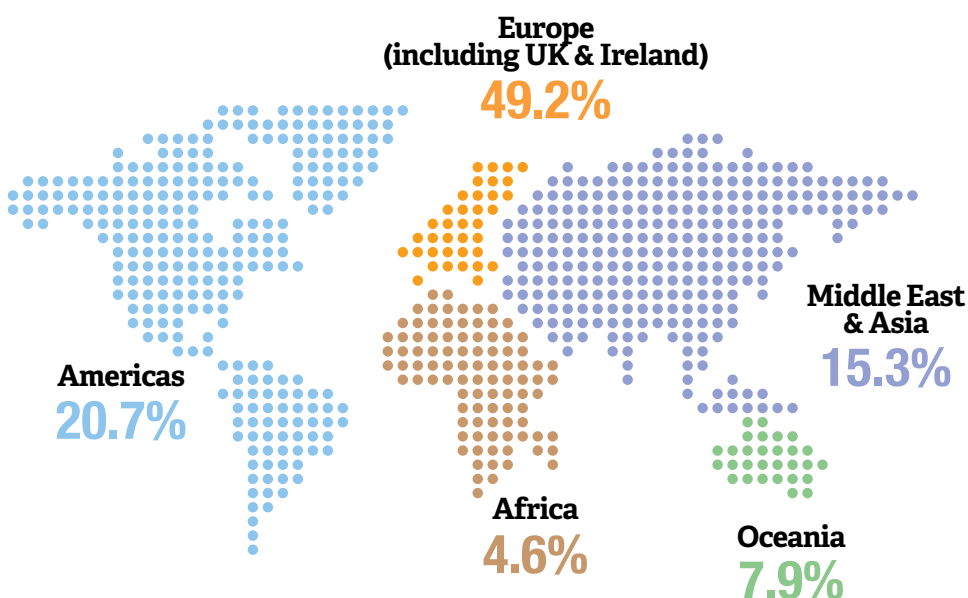
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, ASIAFRUIT CHINA, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



Online readership data



In print readership data



fruitnet.com/eurofruit



*Online data based on 2020 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

Following the recent success of the first ever Global Citrus Congress, we report on the most important developments currently shaping the fresh citrus category.

Publication date:
January 2021



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:
February 2021



FRESH FOCUS TOMATO

Timed to coincide with the second edition of Global Tomato Congress, we take a look at the most interesting and innovative companies operating in the tomato sector.

Publication date:
March 2021



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:
April 2021



FRESH FOCUS BANANA

Our brand new banana special will demonstrate how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.

Publication date:
May 2021



FRESH FOCUS GRAPE

Another new publication for 2021, Fresh Focus Grape will offer insight, ideas and inspiration for those companies aiming to grow their business in the table grape category.

Publication date:
June 2021



FRESH FOCUS TECH

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

Publication date:
August 2021



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:
September 2021



FRESH FOCUS SPAIN

Our Spain special continues to chart the country's progress as an exporter and features those companies leading the supply of safe, high-quality products.

Publication date:
October 2021



FRESH FOCUS BERRY

Recently added to the Fruitnet roster of specials, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

Publication date:
November 2021

EDITORIAL PROGRAMME

JANUARY

Fruitnet Special
Fresh Focus Citrus

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

Booking Deadline: 20/11/2020

FEBRUARY

Fruitnet Special
Fresh Focus Italy

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

Booking Deadline: 08/01/2021

MARCH

Fruitnet Special
Fresh Focus Tomato

Plus
Suppliers
Glasshouse vegetables
Persimmons
Herbs
Convenience
Berries
Belgium
Machinery & Technology

Event Distribution
Global Tomato Congress

Booking Deadline: 05/02/2021

APRIL

Fruitnet Special
Fresh Focus Sustainability

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

Event Distribution
Fresh Produce India

Booking Deadline: 12/03/2021

MAY

**WORLD OF FRESH
IDEAS SPECIAL**

Fruitnet Special
Fresh Focus Banana

Plus
Stonefruit
Melons
Netherlands
Israel
Eastern Europe
Wholesale Markets
Ripening
World of Fresh Ideas

Event Distribution
World of Fresh Ideas

Booking Deadline: 03/05/2021

JUNE

Fruitnet Special
Fresh Focus Grape

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

Event Distribution
Global Grape Congress

Booking Deadline: 31/05/2021

JUL/AUG

Fruitnet Special
Fresh Focus Tech

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

Booking Deadline: 18/06/2021

SEPTEMBER

Fruitnet Special
Fresh Focus Avocado

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

Event Distribution
Asiafruit Congress
Global Avocado Congress

Booking Deadline: 02/08/2021

OCTOBER

Fruitnet Special
Fresh Focus Spain

Plus
Bananas
SH Berries
Citrus
Brassicas
Peppers
Pumpkins & Squash
Peru
Greece
Argentina
North America
Seed Companies

Event Distribution
Fruit Attraction
Global Berry Congress

Booking Deadline: 06/09/2021

NOV/DEC

Fruitnet Special
Fresh Focus Berry

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

Booking Deadline: 04/10/2021

MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

Premium positions

Back cover

\$5,520

Inside front cover

\$5,240

Inside back cover

\$4,210

Front section

\$4,830

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 \$3,850



Double Page Spread \$6,830



Half Page Spread \$4,420



Half Page \$2,750



Only landscape design available on digital version.

Third Page \$2,470



Only landscape design available on digital version.

Quarter Page \$2,190



Only landscape design available on digital version.

Contact:

For more information please contact our advertising team: advertising@fruitnet.com | +44 20 7501 0309

CREATIVE MARKETING

Further Options

Belly Wrap	
Creative	\$5,500
Standard	\$5,000
Fold-out pages	
Double (three pages)	\$4,950
Triple (five pages)	\$5,700
Magazine insert	\$3,850

Bound-in bookmark \$5,700



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

Belly wrap ^{FROM} \$5,000



Your advert displays as a digital bellywrap.

Bound-in Card \$6,700

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



Your advert displays as two consecutive full page adverts.

Fold-out cover \$8,000

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials

Standard

Full Page \$2,750



Maximum 500 words & 1 picture.

Double Page Spread \$5,500



Maximum 1000 words & 2 pictures.

Creative

Full Page \$3,850



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

Double Page Spread \$6,830



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 ¹	JPG · PNG · GIF	980 x 100	980 x 100	\$685	\$2,740
2 Top Banner ¹	JPG · PNG · GIF	468 x 60	980 x 100	\$135	\$540
3 Central Banner ¹	JPG · PNG · GIF	700 x 90	-	\$205	\$820
4 Small Side Banner ¹	JPG · PNG · GIF	240 x 160	-	\$135	\$540
5 Large Side Banner ¹	JPG · PNG · GIF	240 x 400	-	\$205	\$820
4 Video Banner ³	LINK	240 x 160	-	\$450	\$1,800
Website Take Over				Starting from \$950/week	
Advertorial				Up to 500 words - \$1,350	

 **35,000***

fruitnet.com/eurofruit
monthly visits



Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
		DESKTOP	WEEKLY	MONTHLY
1 Super Banner ²	JPG · PNG	752 x 100	\$650	\$2,600
2 Central Banner ²	JPG · PNG	468 x 100	\$410	\$1,640
3 Large Central Banner ²	JPG · PNG	468 x 200	\$600	\$2,400
4 Small Side Banner ²	JPG · PNG	240 x 160	\$240	\$960
5 Large Side Banner ²	JPG · PNG	240 x 400	\$345	\$1,380

● Advertorial

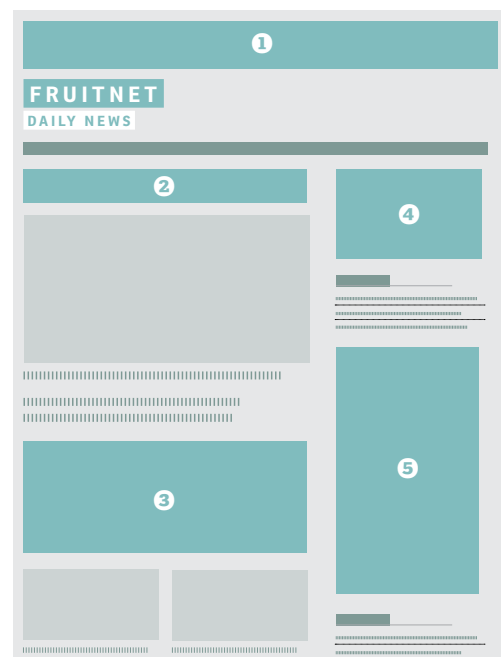
Appears once in Newsletter (up to 500 words)

One off charge

\$1,550

 **+24,000**

Fruitnet Daily News
subscribers



*Online data based on 2020 figures.
Statistics based on Google Analytics

Digital Only Advertising Options

Video content



\$3,850

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

Top banner



\$3,500

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

premium position
1600x400px

Floating banner bottom



\$5,500

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:

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plus Fruitnet Specials

Digital edition: online access
included

Fruitnet Daily News: fresh news
updates sent to your inbox

DIGITAL ONLY €200 PER YEAR

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Magazine plus all Fruitnet
Specials

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download content to read offline

Fruitnet Daily News: fresh news
updates sent to your inbox

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**GLOBAL CITRUS
CONGRESS**
16-17.11.21



**WORLD
OF FRESH IDEAS**
26-27.05.21



**GLOBAL GRAPE
CONGRESS**
30.06.21



**DEUTSCHER
OBST & GEMÜSE
KONGRESS**
13-14.09.21



**ASIAFRUIT
CONGRESS**
亚洲水果国际果蔬大会
28-29.09.21



**FRESH PRODUCE
INDIA**
22.04.21



**GLOBAL BERRY
CONGRESS**
21.10.21



**GLOBAL TOMATO
CONGRESS**
16.03.21



**FESTIVAL
FRESH 21**
13.07.21



**EUROPEAN
PACKAGING FORUM**
03-04.11.21



**GLOBAL AVOCADO
CONGRESS**
02.09.21

**FRUITNET
LIVE**

EVENTS 2021

INCREASE VISIBILITY AND BRAND AWARENESS

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 \$3,500

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.

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

\$5,800 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 \$5,800

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media International's 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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