

PRODUCE

PLUS

THE MAGAZINE FOR FRESH PRODUCE MARKETING IN AUSTRALIA & NEW ZEALAND

**MEDIA
KIT 2021**
fruitnet.com/produceplus

FRUITNET

Part of Fruitnet Media International
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PUBLICATIONS

Fresh ideas. Fresh insight.

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 4 times a year, in print and online.

More information at fruitnet.com/produceplus



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/produceplus

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 PMA 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, PMA Fresh Summit, Asia Fruit Logistica and all Fruitnet events.

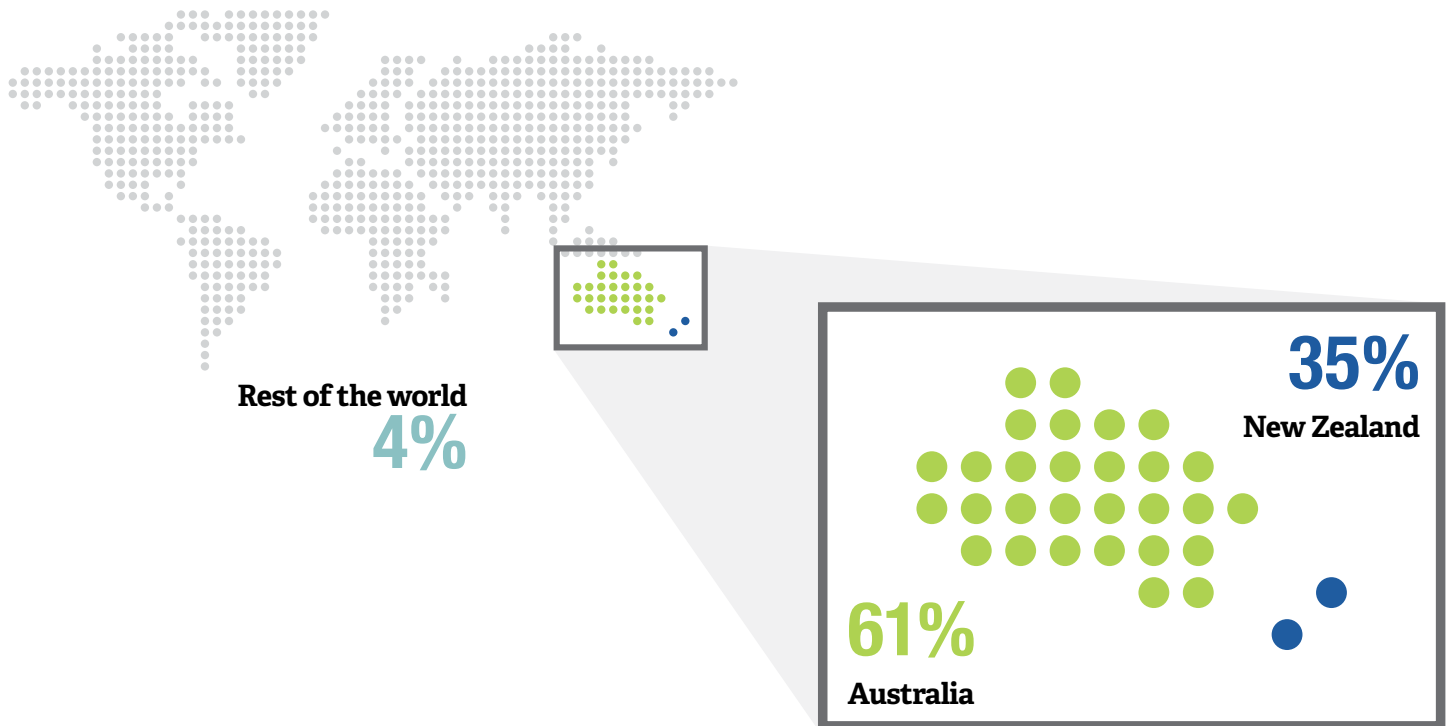
READERSHIP

Global coverage

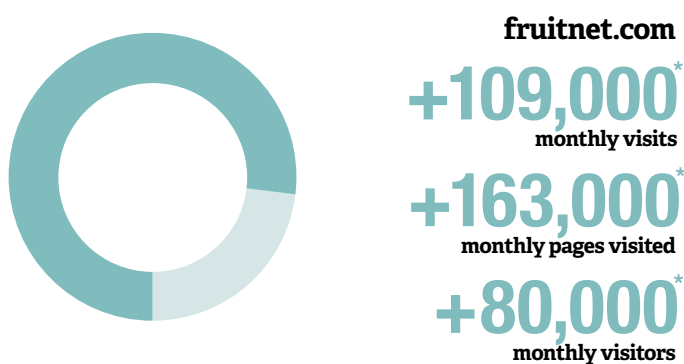
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, ASIAFRUIT CHINA, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



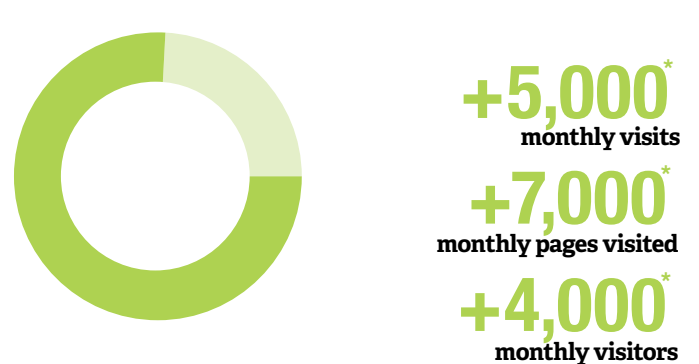
In print readership data



Online readership data



fruitnet.com/produceplus



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

EDITORIAL PROGRAMME

ISSUE 40 AUTUMN, MARCH 2021

Distributed at
Fruit Logistica 2021

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: 02/03/2021

ISSUE 41 WINTER, MAY 2021

Distributed at
Hort Connections 2021

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

Products
Citrus
Avocados
Kiwifruit
Nuts & Dried Fruit

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

Booking Deadline: 08/05/2021

ISSUE 42 SPRING, AUGUST 2021

Distributed at
Asiafruit Congress 2021

Special Features
Transport & Logistics
Protected Cropping

Products
Bananas
Melons
Berries
Salads & Herbs
Asparagus
Avocados
Mushrooms

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

Booking Deadline: 12/07/2021

ISSUE 43 SUMMER, NOVEMBER 2021

Distributed at
Fruit Logistica 2022

Special Features
Finance & Insurance
E-commerce

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

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

Booking Deadline: 05/11/2021

MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

Premium positions

Back cover
A\$3,365

Inside front cover
A\$3,235

Inside back cover
A\$2,780

Front section
A\$3,035

Discounts

Two adverts 10%
Three - Four adverts 15%

Agencies

Agency commission 15%

Full Page A\$2,530



Double Page Spread A\$4,305



Half Page Spread A\$2,460



Half Page A\$1,450



Third Page A\$1,080



Quarter Page A\$840



Contact:

For more information please contact our advertising team:
alexandra@fruitnet.com +61 4 1642 8561 | kate@fruitnet.com +61 3 9040 1601

CREATIVE MARKETING

Further Options

Brochure on page
(With a full page ad)* A\$4,160
*brochure supplied by a client

Fold-out pages
Double (three pages) A\$4,190
Triple (five pages) A\$5,050

Magazine inserts
On page A\$2,840
Inside front cover A\$2,670

Bound-in bookmark A\$3,990



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

Belly wrap FROM A\$5,260



Your advert displays as a digital bellywrap.

Bound-in Card A\$4,355

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



Your advert displays as two consecutive full page adverts.

Fold-out cover A\$5,050

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials

Creative

Full Page A\$2,530



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

Double Page Spread A\$4,305



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

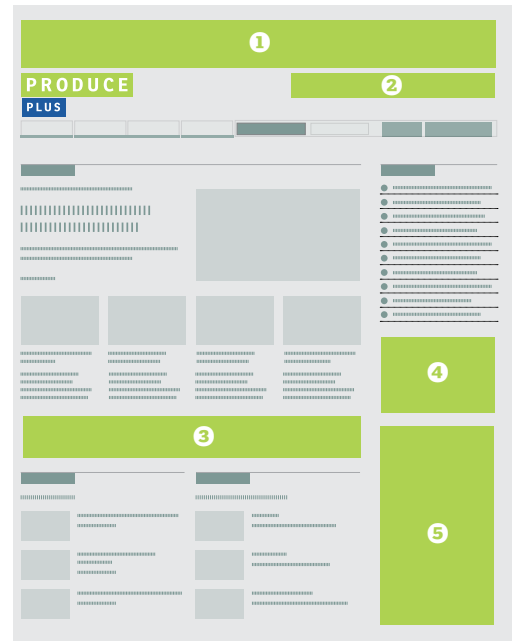
ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner ¹	JPG · PNG · GIF	980 X 100	980 X 100	A\$655	A\$2530
2 Top Banner ¹	JPG · PNG · GIF	468 X 60	980 X 100	A\$170	A\$680
3 Central Banner ¹	JPG · PNG · GIF	700 X 90	-	A\$230	A\$920
4 Small Side Banner ¹	JPG · PNG · GIF	240 X 160	-	A\$170	A\$680
5 Large Side Banner ¹	JPG · PNG · GIF	240 X 400	-	A\$230	A\$920
4 Video Banner ³	LINK	240 X 160	-	A\$420	A\$1680

Starting from A\$735/week
Up to 500 words - A\$725

 **+5,000***
fruitnet.com/produceplus
monthly visits

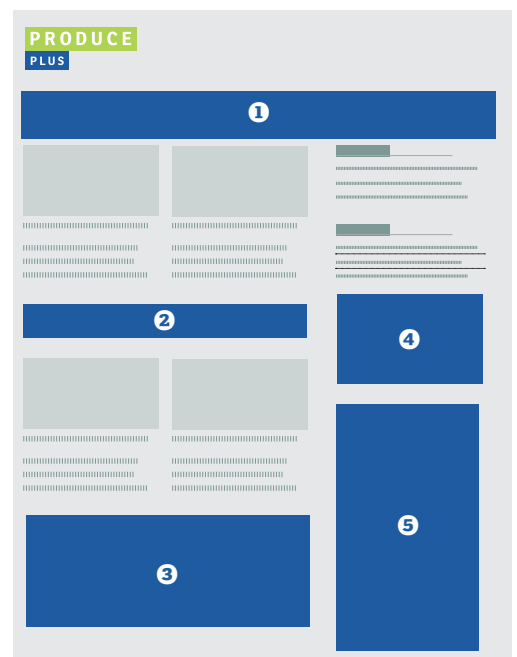


Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS) DESKTOP	(PRICE)
			MONTHLY
1 Super Banner ²	JPG · PNG · GIF	600 X 120	A\$455
2 Central Banner ²	JPG · PNG · GIF	468 X 100	A\$300
3 Large Central Banner ²	JPG · PNG · GIF	468 X 200	A\$355
4 Small Side Banner ²	JPG · PNG · GIF	240 X 160	A\$300
5 Large Side Banner ²	JPG · PNG · GIF	240 X 400	A\$355

Up to 500 words - A\$690

 **5,500**
Produce Plus News
Recipients



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

Digital Only Advertising Options

Video content



A\$2,530

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

Top banner



A\$2,050

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

premium position
1600x400px

Floating banner bottom



A\$4,050

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



SUBSCRIBE NOW!

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

PRINT & DIGITAL \$88 PER YEAR

4 printed copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

DIGITAL ONLY \$70 PER YEAR

4 digital copies of Produce Plus Magazine

Digital edition: online access included plus Fruitnet specials

Monthly Produce Plus newsletter

CORPORATE PRICES UPON REQUEST

All the benefits of print & digital

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Volume discount for 3+ subscribers

Personalised account management

For information about how to subscribe, please contact:

subscriptions@fruitnet.com

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+61 4 1 642 8561

ProducePlus app is available for download, try it for free now:



shop.fruitnet.com



All delivery costs are included in your subscription.



**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 \$4580

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

FRUITBOX

FRUITNET INSIGHTS \$7600 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
INSIGHTS

FRUITNET PRESENTS Starting from \$7600

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

FRUITNET
PRESENTS

Support the best new quality online content from Fruitnet
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