

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

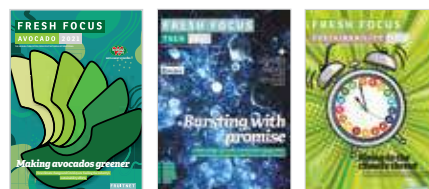
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



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.



+5,500

**Produce Plus News
Recipients**



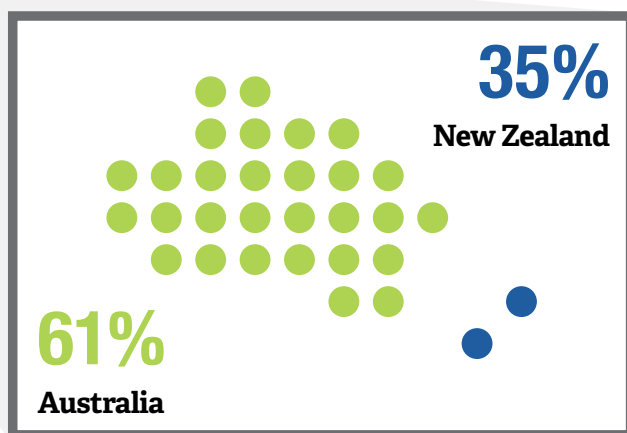
4,000

**Produce Plus Magazine
Average readers per issue**

In print readership data



**Rest of the world
4%**



Online readership data

fruitnet.com



+109,000*
monthly visits

+163,000*
monthly pages visited

+80,000*
monthly visitors

fruitnet.com/produceplus



+5,000*
monthly visits

+7,000*
monthly pages visited

+4,000*
monthly visitors

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

EDITORIAL PROGRAMME

ISSUE 40 AUTUMN, MARCH 2021

Distributed at
Fruit Logistica 2021 (Germany)

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 (Australia)

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
Asia Fruit Logistica 2021 (Hong Kong)
Asiafruit Congress 2021 (Hong Kong)

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 (Germany)

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

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



Double Page Spread US\$4,360



Half Page Spread US\$2,490



Half Page US\$1,465



Only landscape design available on digital version.

Third Page US\$1,090



Only landscape design available on digital version.

Quarter Page US\$850



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)* 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



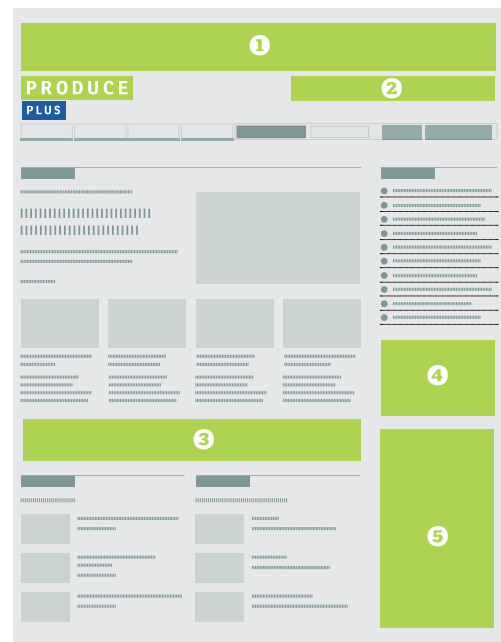
Maximum 700 words, up to 4 pictures, logo & graphics.

ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

	FILE TYPES	SIZE - PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner ¹	JPG · PNG · GIF	980 x 100	980 x 100	US\$655	US\$2620
2 Top Banner ¹	JPG · PNG · GIF	468 x 60	980 x 100	US\$170	US\$680
3 Central Banner ¹	JPG · PNG · GIF	700 x 90	-	US\$230	US\$920
4 Small Side Banner ¹	JPG · PNG · GIF	240 x 160	-	US\$170	US\$680
5 Large Side Banner ¹	JPG · PNG · GIF	240 x 400	-	US\$230	US\$920
4 Video Banner ³	LINK	240 x 160	-	US\$420	US\$1680
Website Take Over				Starting from US\$735/week	
Advertorial				Up to 500 words - US\$725	

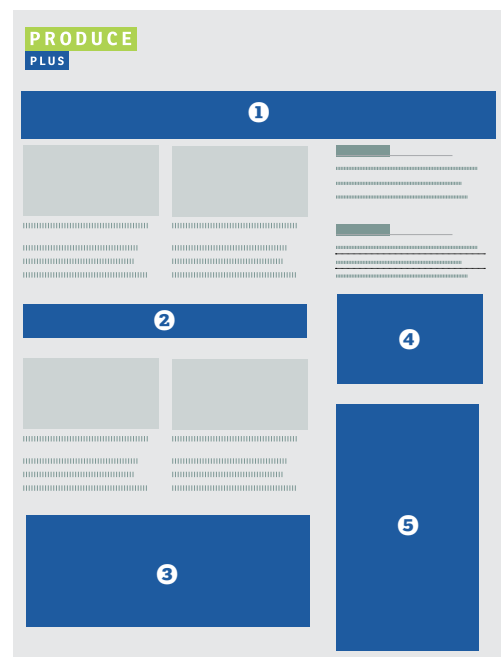
 **+5,000***
fruitnet.com/produceplus
monthly visits



Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	MONTHLY
		DESKTOP	
1 Super Banner ²	JPG · PNG · GIF	600 x 120	US\$400
2 Central Banner ²	JPG · PNG · GIF	468 x 100	US\$275
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\$250
5 Large Side Banner ²	JPG · PNG · GIF	240 x 400	US\$230
Advertorial			Up to 500 words - US\$580

 **5,500**
Produce Plus News
Recipients



*Online data based on 2020 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.

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

Bespoke packages available for your team or company

Volume discount for 3+ subscribers

Personalised account management

For information about how to subscribe, please contact:

subscriptions@fruitnet.com

+44 20 7501 0311

+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 \$3500

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

\$5800 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 \$5800

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

**FRUITNET
PRESENTS**

Support the best new quality online content from Fruitnet

Contact our team: advertising@fruitnet.com | +61 3 9040 1602



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