

**PRODUCE**

**PLUS**

THE MAGAZINE FOR FRESH PRODUCE MARKETING IN AUSTRALIA & NEW ZEALAND

# MEDIA KIT 2022

[fruitnet.com/produceplus](https://fruitnet.com/produceplus)

**FRUITNET**

Part of Fruitnet Media International  
1R/95 Lambeth Street, Kensington, VIC 3031, Australia.  
Tel +61 3 9040 1602 | Fax +61 3 9372 6681 | [fruitnet.com](https://fruitnet.com)

# 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](http://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](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)

## 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.

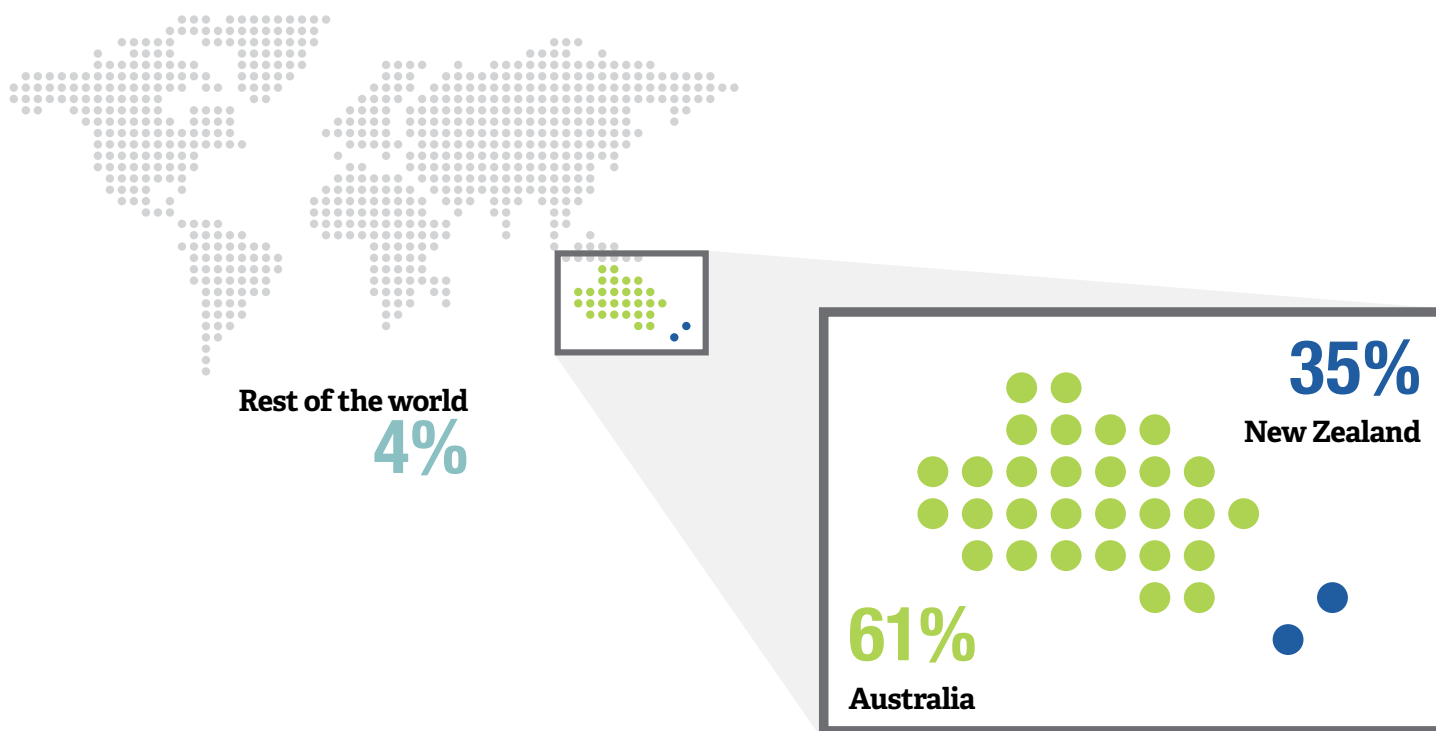
# READERSHIP

## Global coverage

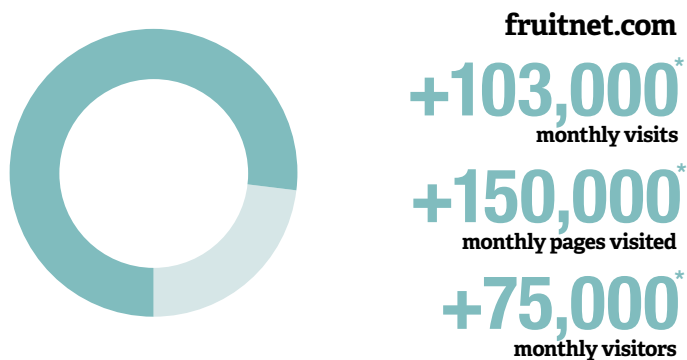
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, ASIAFRUIT CHINA, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



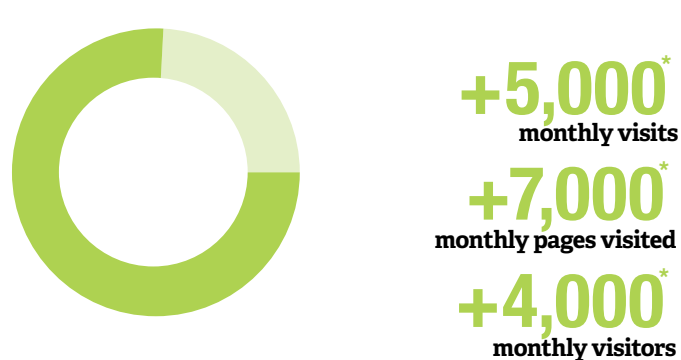
## In print readership data



## Online readership data



## fruitnet.com/produceplus



\*Online data based on 2021 figures. Statistics based on Google Analytics

# EDITORIAL PROGRAMME

## ISSUE 44 AUTUMN, MARCH 2022

**Distributed at**  
Fruit Logistica 2022  
Fresh Produce India 2022

**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: 04/03/2022**

## ISSUE 45 WINTER, MAY 2022

**Distributed at**  
Hort Connections 2022

**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: 10/05/2022**

## ISSUE 46 SPRING, JULY 2022

**Distributed at**  
Asiafruit Congress 2022  
Asia Fruit Logistica 2022

**Special Features**  
Marketer of the Year Award Winner Spotlight

**Products**  
Bananas  
Salads & Herbs  
Asparagus  
Avocados  
Mushrooms

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

**Booking Deadline: 02/08/2022**

## ISSUE 47 SUMMER, NOVEMBER 2022

**Distributed at**  
Fruit Logistica 2023

**Special Features**  
Finance & Insurance  
E-commerce  
Protected Cropping

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

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

**Booking Deadline: 08/11/2022**

# MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

## Premium positions

Back cover

**A\$3,465**

Inside front cover

**A\$3,335**

Inside back cover

**A\$2,845**

Front section

**A\$3,125**

## Discounts

Two adverts 10%  
Three - Four adverts 15%

## Agencies

Agency commission 15%

## Full Page **A\$2,605**



210mm x 297mm +3mm bleed \*

## Double Page Spread **A\$4,435**



420mm x 297mm +3mm bleed \*

## Half Page Spread **A\$2,535**



420mm x 144mm +3mm bleed \*

## Half Page **A\$1,495**



Horizontal advert - 171mm x 127mm\*

Horizontal bleeding advert - 210mm x 143mm +3mm bleed \*



Vertical advert - 71mm x 256mm\*

Vertical bleeding advert - 88mm x 297mm +3mm bleed \*

Only landscape design available on digital version

## Third Page **A\$1,115**



Horizontal advert - 171mm x 83mm\*

Horizontal bleeding advert - 210mm x 99mm\*



Vertical advert - 46mm x 256mm\*

Vertical bleeding advert - 63mm x 297mm\*

Only landscape design available on digital version

## Quarter Page **A\$865**



Horizontal advert - 171mm x 61mm\*

\* logos and text should be at least 8mm from the edge of page



Vertical advert - 71mm x 127mm\*

Only landscape design available on digital version.

## 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\$2,605



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

## Double Page Spread A\$4,435



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



# ONLINE ADVERTISING

## fruitnet.com/produceplus – Banner options

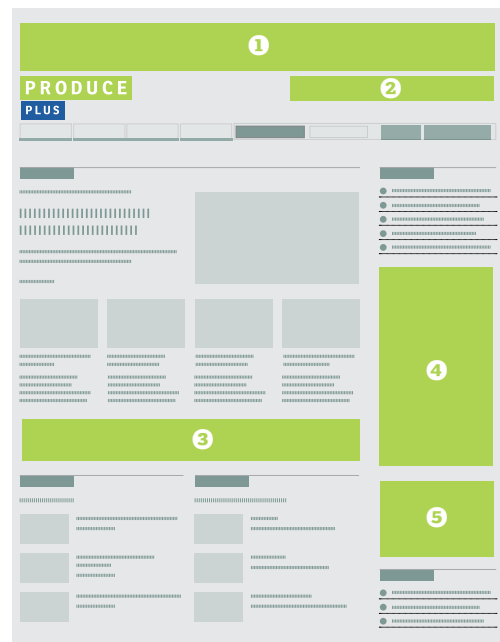
	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 x 100	980 x 100	A\$655	A\$2530
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 x 60	980 x 100	A\$170	A\$680
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 x 90	-	A\$230	A\$920
4 Large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

- Website Take Over
- Advertorial

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

 +5,000\*

fruitnet.com/produceplus  
monthly visits



## Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG · GIF	600 x 120	A\$500
2 Central Banner <sup>2</sup>	JPG · PNG · GIF	468 x 100	A\$330
3 Large Central Banner <sup>2</sup>	JPG · PNG · GIF	468 x 200	A\$390
4 Large Side Banner <sup>2</sup>	JPG · PNG · GIF	240 x 400	A\$390
5 Small Side Banner <sup>2</sup>	JPG · PNG · GIF	240 x 160	A\$330

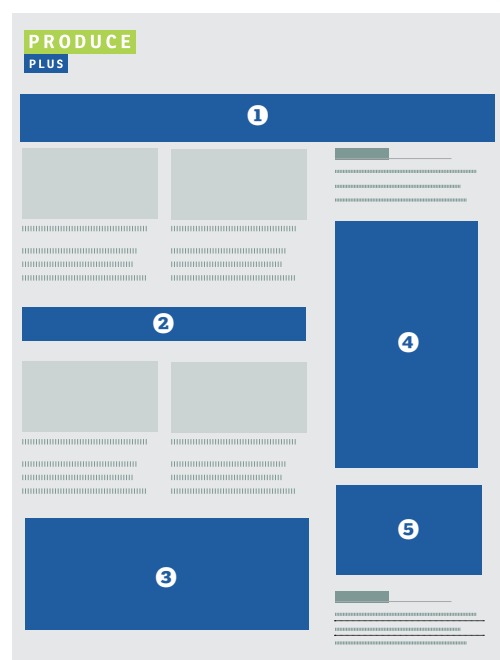
- Advertorial Package  
Website and newsletter placement

Up to 500 words plus one image - A\$1230

 5,500

Produce Plus News  
Recipients

\*Online data based on 2021 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

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](mailto: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](http://shop.fruitnet.com)



All delivery costs are included in your subscription.



# FRUITNET LIVE EVENTS 2022

**INCREASE  
VISIBILITY  
AND BRAND  
AWARENESS**

2022



**GLOBAL GRAPE  
CONGRESS**

**17 MARCH  
DIGITAL**



**FRESH PRODUCE  
INDIA**

**28 APRIL  
DIGITAL**



**GLOBAL TOMATO  
CONGRESS**

**MAY  
ROTTERDAM**



**IDSCF2022**  
Digital Supply Chain Forum  
1./2. Juni 2022 Düsseldorf

**01-02 JUNE  
DÜSSELDORF**



**FESTIVAL  
of  
FRESH 22**

**14 JUNE  
UK**



**GLOBAL AVOCADO  
CONGRESS**

**07 JULY  
DIGITAL**



**ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会

**SEPTEMBER  
HONG KONG**



**EUROPEAN  
SUSTAINABILITY FORUM**  
19-20 September 2022

**09-10 SEPTEMBER  
BONN**



**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**

**12-13 SEPTEMBER  
DÜSSELDORF**



**GLOBAL BERRY  
CONGRESS**

**NOVEMBER  
ROTTERDAM**

**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.

Official Cooperation Partner



For more information contact events team:  
+44 20 7501 3708 | [events@fruitnet.com](mailto:events@fruitnet.com)



## ■ 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 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](mailto:advertising@fruitnet.com) | +61 3 9040 1602**



# CONTACTS

## Editorial



**Matthew Jones**

EDITOR

+61 3 9040 1604

matthew@fruitnet.com

@mattfruitnet



**Liam O'Callaghan**

STAFF JOURNALIST

+61 3 9040 1605

liam@fruitnet.com

@limafruitnet

## Advertising



**Kate Riches**

HEAD OF ASIA-PACIFIC

+61 3 9040 1601

kate@fruitnet.com

@katefruitnet



**Alexandra Walker**

ASIA-PACIFIC

+61 4 1642 8561

alexandra@fruitnet.com

@alexfruitnet



**Jeff Long**

US & CANADA

+1 805 966 0815

jeff@fruitnet.com

## Management



**Chris White**

MANAGING DIRECTOR

+44 20 7501 3710

chris@fruitnet.com

@chrisfruitnet



**Ulrike Niggemann**

COMMERCIAL DIRECTOR

+49 211 99 10 425

un@fruchthandel.de

@ulrikefruitnet



**John Hey**

EDITORIAL DIRECTOR

+61 3 904 01602

john@fruitnet.com

@johnfruitnet

## Design & Production

**Simon Spreckley**

DESIGN MANAGER

+44 20 7501 3713

simon@fruitnet.com

**Qiong Wu**

GRAPHIC DESIGNER

+61 03 904001603

wobo@fruitnet.com

## Agents

**Artur Wiselka**

SALES DIRECTOR

+44 20 7501 0309

artur@fruitnet.com

**Giorgio Mancino**

SENIOR ACCOUNT MANAGER

+44 20 7501 3716

giorgio@fruitnet.com

**Panagiotis Chrisovergis**

GERMANY, AUSTRIA &

SWITZERLAND

+49 211 991 0429

pc@fruchthandel.de

**Irmelin Egelhoff**

FRANCE

+49 211 691 4523

irmelin@fruitnet.com

## Accounts

**Tracey Thomas**

ACCOUNTS MANAGER

+44 20 7501 3717

tracey@fruitnet.com

## Events & Marketing

**Laura Martín Nuñez**

HEAD OF EVENTS &

MARKETING

+44 20 7501 3720

laura@fruitnet.com

## Subscriptions

+44 20 7501 0311

subscriptions@fruitnet.com

**Carla Buono**

ITALY

+39 059 7863830

carla@ncx.it

**Giordano Giardi**

ITALY

+39 059 786 3839

giordano@fruitnet.com

**Fred Meintjes**

SOUTH AFRICA

+27 28 754 1418

fredmeintjes@fruitnet.com