

# AMERICA FRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE IMPORTERS IN THE UNITED STATES AND CANADA

# MEDIA KIT 2020

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

**FRUITNET**

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## INTERNATIONAL MARKETING NEWS FOR FRESH PRODUCE IMPORTERS IN THE UNITED STATES AND CANADA

### Fruitnet keeps you posted

Fruitnet brings together several of the fresh produce industry's leading publications to provide a single, reliable source of news, insight and analysis. Fruitnet is the only news provider that can deliver informed and high-profile coverage of the entire global fresh produce business, reporting on developments in all major markets via an international network of reporters. The coverage is comprehensive, but not congested; Fruitnet's editors select only the most relevant and important stories for publication.

### Fruitnet is a platform for growth

Advertising on Fruitnet puts your company in front of tens of thousands of key decision-makers in the global fresh produce business. For more details of banner options and prices, please see subsequent pages.

### Fruitnet delivers news daily

Fruitnet Daily News is a free, premium-quality news service sent via email to tens of thousands of fresh produce industry professionals worldwide every day. The service includes carefully selected stories, interviews and features produced by the editors

and journalists behind Eurofruit, Asiafruit and Americafruit, published by Market Intelligence.

To receive Fruitnet Daily News, visit [fruitnet.com/americafruit](http://fruitnet.com/americafruit) and enter your email address to sign up for free news updates, or contact Paul Poko via [paul@fruitnet.com](mailto:paul@fruitnet.com) or by calling +44 20 7501 0311.

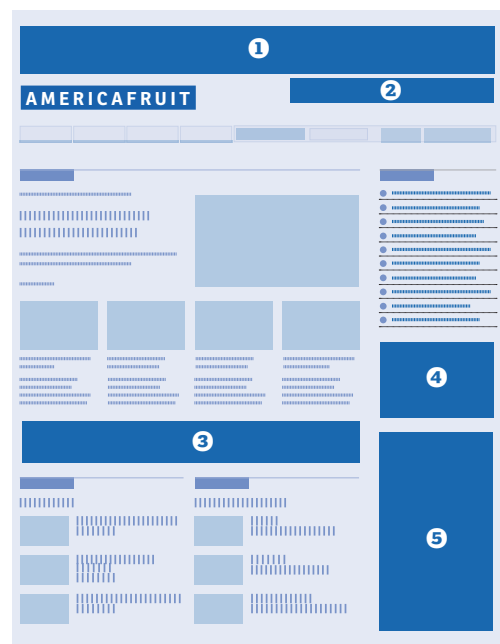
### Fruitnet Live Events

Fruitnet publications also organise fresh produce conference events all over the world – the best way to explore commercial opportunities and make new business contacts. The group's annual events now include Asiafruit Congress, Eurofruit Business Forum, Eurofruit Congress Southern Hemisphere, Global Berry Congress, Asiafruit Market Insight, Fresh Produce India and European Vegetable Strategies.

# ONLINE ADVERTISING

## fruitnet.com/americafruit – Banner options

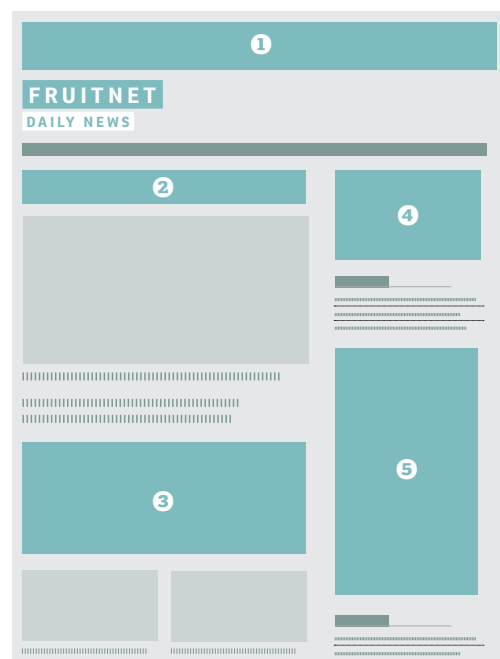
	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 x 100	980 x 100	\$685	\$2,740
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 x 60	980 x 100	\$135	\$540
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 x 90	-	\$205	\$820
4 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 160	-	\$135	\$540
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 400	-	\$205	\$820
4 Video Banner <sup>3</sup>	LINK	240 x 160	-	\$450	\$1,800
Website Take Over				Starting from \$950/week	
Advertorial				Up to 500 words - \$1,350	



## Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
		DESKTOP	WEEKLY	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG	752 x 100	\$650	\$2,600
2 Central Banner <sup>2</sup>	JPG · PNG	468 x 100	\$410	\$1,640
3 Large Central Banner <sup>2</sup>	JPG · PNG	468 x 200	\$600	\$2,400
4 Small Side Banner <sup>2</sup>	JPG · PNG	240 x 160	\$240	\$960
5 Large Side Banner <sup>2</sup>	JPG · PNG	240 x 400	\$345	\$1,380
Advertorial			One off charge \$1,550	

Appears once in Newsletter (up to 500 words)



## Artwork

### Please don't forget to send...

- A mobile version (\*website only)
- The banner URL location (flash files only)
- A web link for banner click
- A contact email address and name

### Where to send your artwork:

- design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files

## Discounts

### Agencies

UK agency commission	10%
Other agency commission	15%

### For online advertising

Four weeks	5%
Eight weeks	10%
12 weeks	15%
26 weeks	25%
52 weeks	35%

### Other rates

Animated banner production	\$135
Static banner production	\$100
VAT (UK companies only)	20%

## Notes

1—Appears on all EUROFRUIT online pages, except Central banner, which is only available on the EUROFRUIT homepage.

2—Email banner advertisements are positioned in the order that the bookings were made.

3—YouTube or Vimeo link to be provided by company. Video expands to a bigger size lightbox on EUROFRUIT website.

If client require to change an art work on a weekly basis 25% fee will apply

\*Online data based on 2018 figures.  
Statistics based on AWS and Google Analytics

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.

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