

PUBLISHED BY

FRUITNET

IN PRINT • ON SCREEN • IN PERSON

EUROFRUIT

Media Kit

2017

*Fresh ideas.
Fresh insight.*



About EUROFRUIT

EUROFRUIT is Europe's leading supplier of news, information for the international fresh fruit and vegetable business. Available as a printed magazine or tablet edition, EUROFRUIT is the reference point for business leaders working in the European fresh produce supply chain, providing decision-makers – anywhere from seed to supermarket shelf – with quality news and timely information that gives them a competitive edge. In short, EUROFRUIT provides the fruit and vegetable trade with fresh ideas and fresh insight – **in print, on screen and in person.**



Publication dates

EUROFRUIT is published 10 times a year at the start of each month, with double issues for July-August and November-December. Advertising and editorial deadlines are usually in the second week of the previous month. For precise dates, **see p4-5 or fruitnet.com/eurofruit**



Subscriptions

A subscription to EUROFRUIT is the most effective way to stay ahead of key trends and news developments in the European fresh produce business. A subscription gives you access to all of our latest news stories, feature reports, interviews, comment and analysis. It also enables you to read the magazine in print, tablet and smartphone formats, as well as premium, subscriber-only content on our website. **fruitnet.com/eurofruit/subscribe**



EUROFRUIT
21,500
UNIQUE VISITORS
PER MONTH

EUROFRUIT
68,300
MONTHLY
VISITS

EUROFRUIT
MAGAZINE
AVERAGE MONTHLY
CIRCULATION
8,000

FRUITNET.COM
UNIQUE VISITORS
84,000
PER MONTH

FRUITNET.COM
MONTHLY VISITS
280,000

FRUITNET
DAILY NEWS
22,400+
RECIPIENTS

ONLINE

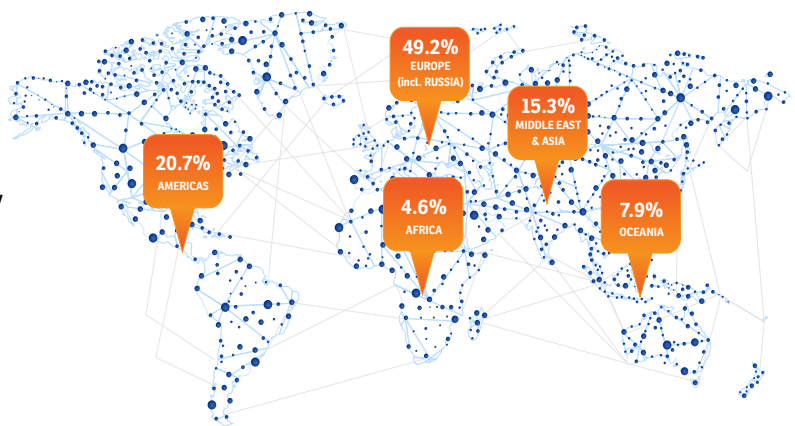
Publishing the latest news and up-to-date information on the global fresh produce industry portal Fruitnet.com, EUROFRUIT delivers useful, up-to-date and relevant content to an extensive network of readers around the world via its homepage, its daily email service Fruitnet Daily News and various social media including Twitter, Facebook and LinkedIn.

PRINT

With a worldwide monthly circulation that averages 8,000 readers, EUROFRUIT is the leading print publication for senior executives and decision-makers in the international fresh produce business. More than 80 per cent of the magazine's monthly mailed circulation are paying subscribers, and a large number of copies are distributed at all major industry trade events across the globe. EUROFRUIT is also distributed via a dedicated app available on iPad and Android devices.

GLOBAL COVERAGE

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



Online data from AWStats and Google Analytics show average figures for November 2015–October 2016

Fruitnet.com — the global fresh produce industry's best online source of news and analysis

Keeping you posted

Fruitnet.com brings together several of the fresh produce industry's leading publications to provide a single, reliable source of news, insight and analysis. Fruitnet.com 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.com's editors select only the most relevant and important stories for publication.

Grow your business

Advertising on Fruitnet.com 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.



Daily news service

Fruitnet Daily News is a free, premium-quality news service sent via email to more than 19,600 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/eurofruit and enter your email address, or contact: **Michelle Walsh: michelle@fruitnet.com**
Subscriptions: +44 20 7501 0311

Live events

Fruitnet Media International also organises live events for the fresh produce business all over the world. These are excellent opportunities to see emerging markets and make new contacts. The group's events include Asiafruit Congress, Deutscher Obst & Gemüse Kongress, Eurofruit Business Forum @ WOP Dubai, Eurofruit Congress Southern Hemisphere, FPJ Live, Global Berry Congress, Asiafruit Market Insight, Fresh Produce Forum China, Fresh Produce India and Fruitnet Peru-Asia Export Forum.





Published
July 2017

FRESH FOCUS LATIN AMERICA 2016/17

EUROFRUIT's flagship annual Fresh Focus Latin America supplement provides essential analysis of the region's thriving fruit and vegetable export business. Distributed to a broad global subscriber base and widely available at trade shows throughout the year, this is an invaluable marketing tool for any company involved in Latin American produce.

Deadline
9 June 2017

Distribution
Sent to subscribers and distributed free to visitors at:

- Asia Fruit Logistica
- Fruit Attraction
- Fruit Logistica
- Macfrut
- PMA Fresh Summit
- World of Perishables



Published
August 2017

THE EUROFRUIT GUIDE TO FRESH PRODUCE TECHNOLOGY & PACKAGING

A special supplement showcasing cutting-edge technologies that are helping the business to grow by driving improvement in fresh produce. Distributed at several of the industry's major international trade events, this publication represents a valuable opportunity to present your product or service to thousands of key buyers.

Deadline
17 July 2017

Distribution
Sent to subscribers and distributed free to visitors at:

- Asia Fruit Logistica
- Fruit Attraction
- Fruit Logistica
- Macfrut
- World of Perishables



Published
September 2017

FRESH FOCUS SPAIN 2017

Firmly established as a powerhouse of production as well as a major market, Spain is a fundamental player in not just Europe's fruit and vegetable business but the entire global fresh produce supply chain. Our supplement charts its progress as an exporter and identifies the leaders in the pack when it comes to supplying safe, dependable and high-quality products.

Deadline
4 September 2017

Distribution
Sent to subscribers and distributed free to visitors at:

- Asia Fruit Logistica
- Fruit Attraction
- Fruit Logistica
- PMA Fresh Summit
- World of Perishables



Published
January 2017

FRESH FOCUS MIDDLE EAST 2017

As a region, rapidly expanding economies and populations in the Middle East are providing suppliers around the globe with an increasing array of commercial options outside of their traditional markets. Our annual supplement can help identify the right opportunities and business partners, a key component when it comes to making that growth a reality.

Deadline
9 January 2017

Distribution
Sent to subscribers and distributed free to visitors at:

- Eurofruit Business Forum
- Fruit Logistica
- World of Perishables
- GULF Food
- SIAL Middle East

	January DEADLINE: 21/11/2016	February DEADLINE: 9/1/2017	March DEADLINE: 13/2/2017
SPECIAL FOCUS	FRUIT LOGISTICA	SUSTAINABILITY	BERRIES
IMPORTERS	Netherlands	Belgium	Nordic countries
MARKETS	Germany	Austria & Switzerland	UK
PRODUCTS	Melons Mangoes Chicory Asparagus Aubergines Blueberries Mushrooms	Exotics Pineapples Pomegranates Dried Fruit & Nuts	Berries Pears Peppers Salads Persimmons Legumes
COUNTRY SOURCES	Chile Germany Peru Portugal Egypt France Italy	South Africa Colombia Israel Peru Mexico Latin America	India Belgium Malaysia
REGIONAL SOURCES	Huelva, Spain Sicily, Italy	Campania, Italy Patagonia, Argentina	Eastern Mediterranean Antalya, Turkey
DISTRIBUTION	New retail formats Wholesale markets	Supply chain efficiency Foodservice & Horeca	Shopper behaviour
SERVICES	Packaging Technology	European ports Logistics	Seed Companies Labelling
MARKETING TRENDS	Taste, Flavour, Quality Juices	Clubs and geographical designations Organics	Heirloom varieties Health
FEATURED EVENTS	Fruit Logistica	Fruit Logistica Biofach	Global Berry Congress
DISTRIBUTED AT... * DIGITAL ONLY	FRUIT LOGISTICA FRUITNET WORLD OF FRESH IDEAS	FRUIT LOGISTICA · BIOFACH · GULFOOD PROD EXPO*	GLOBAL BERRY CONGRESS
	April DEADLINE: 6/3/2017	May DEADLINE: 3/4/2017	June DEADLINE: 2/5/2017
SPECIAL FOCUS	NETHERLANDS	ITALY	TURKEY
IMPORTERS	France	Spain	UK
MARKETS	India	Italy	Brazil
PRODUCTS	Apples Tomatoes Bananas Asparagus Vegetables Onions Mangoes Citrus	Citrus Kiwifruit Melons Avocados Cherries Apricots Blackberries Grapes	Stonefruit Tomatoes Brassicas Herbs Raspberries Figs Grapefruit Dragon fruit
COUNTRY SOURCES	France Netherlands Jordan	Ecuador Austria Thailand Hungary	Turkey Poland Peru
REGIONAL SOURCES	Piura, Peru Catalonia, Spain	Emilia-Romagna, Italy Nile Valley, Egypt	West Africa Murcia, Spain
DISTRIBUTION	Retail packaging	Discounters	Nordic retail
SERVICES	Ripening & Coldstorage Airfreight	Sorting & Grading	Big data in supply chains Laboratories
MARKETING TRENDS	Mini vegetables	Bagged salads	Snack products Ramadan
FEATURED EVENTS	FPJ Live Medfel	Macfrut	European Tomato Forum
DISTRIBUTED AT... * DIGITAL ONLY	FPJ LIVE · FRESH PRODUCE INDIA MEDFEL · FRESKON*	MACFRUT · FRESH PRODUCE FORUM CHINA	EUROPEAN TOMATO FORUM FRESH AGROMASHOV*

	July/August DEADLINE: 19/6/2017	September DEADLINE: 31/7/2017	October DEADLINE: 4/9/2017
SPECIAL FOCUS	UK	FRANCE	SPAIN
IMPORTERS	Germany, South-East Asia	Russia, Eastern Europe	North America
MARKETS	Middle East, China	France, North Africa	Spain
PRODUCTS	Grapes Lemons Plums Pomegranates Mangoes & Papayas Pears Avocados Pineapples	Apples Exotics Asparagus Peppers Carrots Vegetables Blueberries Sweet Potatoes	Berries Citrus Avocados Tomatoes Peppers Bananas Brussels Sprouts Cherries
COUNTRY SOURCES	Serbia Switzerland Brazil Poland Portugal Israel	Italy France Germany Cyprus US Peru	Spain South Africa Mexico United States Israel
REGIONAL SOURCES	Flanders, Belgium Loire, France	Brittany, France Lake Constance, Germany	Valencia, Spain Veneto, Italy
DISTRIBUTION	Convenience stores Merchandising	Local sourcing	Category management
SERVICES	Road transport Ports	Crop Protection	Post-harvest
MARKETING TRENDS	CSR & Sustainability	Social Media	New marketing strategies
FEATURED EVENTS	Asia Fruit Logistica	World Food Moscow	Fruit Attraction, DOGK PMA Fresh Summit
DISTRIBUTED AT... * DIGITAL ONLY	ASIA FRUIT LOGISTICA · ASIAFRUIT CONGRESS FRUIT FOCUS	COOL LOGISTICS GLOBAL · FRESHMARKET WORLD FOOD MOSCOW*	FRUIT ATTRACTION · PMA FRESH SUMMIT DEUTSCHE OBST & GEMÜSE KONGRESS
	Nov/Dec DEADLINE: 2/10/2017		
SPECIAL FOCUS	MIDDLE EAST		
IMPORTERS	Germany		
MARKETS	Poland		
PRODUCTS	Stonefruit Oranges Grapes Kiwifruit Dried Fruit & Nuts Chillies Lychees Mangoes		
COUNTRY SOURCES	Peru Morocco Ecuador Senegal Turkey		
REGIONAL SOURCES	South Tyrol, Italy Almeria, Spain		
DISTRIBUTION	Premium retail		
SERVICES	Customs brokers Software		
MARKETING TRENDS	Recipe kits Christmas promotions		
FEATURED EVENTS	Eurofruit Business Forum WOP Dubai		
DISTRIBUTED AT... * DIGITAL ONLY	EUROFRUIT BUSINESS FORUM WOP DUBAI		

Extensive distribution

Print and digital editions of EUROFRUIT are distributed free at these events:

JANUARY

- Fruitnet World of Fresh Ideas, Berlin
- Fruit Logistica, Berlin

FEBRUARY

- Fruit Logistica, Berlin
- Biofach, Nuremberg
- Gulfood, Dubai

MARCH

- Global Berry Congress, Rotterdam

APRIL

- Medfel, Perpignan
- Fresh Produce India, Mumbai
- FPJ Live, Birmingham

MAY

- Macfrut, Rimini
- Fresh Produce Forum China, Hangzhou

JUNE

- European Tomato Forum, Dusseldorf

SEPTEMBER

- Asiafruit Congress, Hong Kong
- Asia Fruit Logistica, Hong Kong
- DOGK, Dusseldorf
- Fresh Market, Warsaw
- Cool Logistics Global, Algeciras

OCTOBER

- Fruit Attraction, Madrid
- PMA Fresh Summit, New Orleans

NOVEMBER/DECEMBER

- Eurofruit Business Forum, Dubai
- World of Perishables, Dubai

Digital editions of EUROFRUIT can also be downloaded at these events:

FEBRUARY

- Friedrichshafen
- Prod Expo, Moscow

APRIL

- Freskon, Thessaloniki

MAY

- Fresh AgroMashov, Tel Aviv

SEPTEMBER

- World Food Moscow, Moscow



All prices quoted are in EUR. For other currencies, please speak to a member of the advertising team.

There are no additional charges for bleed or printing over centrefold, but the minimum advert size for this is 1/2 page.

All print materials should be submitted as PDF files saved at a resolution of 300dpi. Fonts should be embedded and pictures must be CMYK, not RGB.

We are happy to design and produce your advertisement, including translation if required, at cost price.

*The front section of EUROFRUIT consists of the Contents, Colophon, The Ripening Room and The Boardroom.

<p>Back cover</p> <p>210mm x 297mm + 3mm bleed on all sides</p> <p>€4,000</p>	<p>Inside front cover</p> <p>210mm x 297mm + 3mm bleed on all sides</p> <p>€3,800</p>	<p>Inside back cover</p> <p>210mm x 297mm + 3mm bleed on all sides</p> <p>€3,100</p>	<p>Double page spread</p> <p>420mm x 297mm + 3mm bleed on all sides</p> <p>€4,950</p>	<p>Front section*</p> <p>210mm x 297mm + 3mm bleed on all sides</p> <p>€3,500</p>	
<p>1/1 page bleed</p> <p>210mm x 297mm + 3mm bleed on all sides</p> <p>4 COLOUR €2,790 BLACK & WHITE €1,890</p>	<p>1/2 page horizontal</p> <p>171mm x 127mm Bleed 210mm x 143mm + 3mm on all sides</p> <p>4 COLOUR €1,990 BLACK & WHITE €1,090</p>	<p>1/2 page vertical</p> <p>71mm x 256mm Bleed 88mm x 297mm + 3mm on all sides</p> <p>4 COLOUR €1,990 BLACK & WHITE €1,090</p>	<p>1/2 page spread</p> <p>420mm x 144mm + 3mm bleed on all sides</p> <p>€3,200</p>	<p>1/3 page horizontal</p> <p>171mm x 83mm Bleed 210mm x 99mm + 3mm on all sides</p> <p>4 COLOUR €1,790 BLACK & WHITE €890</p>	<p>1/3 page vertical</p> <p>46mm x 256mm Bleed 63mm x 297mm + 3mm on all sides</p> <p>4 COLOUR €1,790 BLACK & WHITE €890</p>
<p>1/4 page horizontal</p> <p>171mm x 61mm</p> <p>4 COLOUR €1,590 BLACK & WHITE €690</p>	<p>1/4 page vertical</p> <p>71mm x 127mm</p> <p>4 COLOUR €1,590 BLACK & WHITE €690</p>	<p>Bound-in bookmark</p> <p>€4,200</p>	<p>Belly wrap</p> <p>€4,000</p>	<p>Fold-out cover</p> <p>€6,500</p>	

	EUR
Other rates	
Design & Production	10% of list price
Extra colour (with 4-colour advert)	€300
Special colours (eg Pantone)	€450
VAT (UK companies only)	20 per cent
Discounts	
Two or more adverts	5 per cent
Four or more adverts	10 per cent
Six or more adverts	15 per cent
Eight or more adverts	20 per cent
Ten or more adverts	25 per cent
(Applied to adverts within 12-month period)	
Discounts—agencies	
UK agency commission	10 per cent
Other agency commission	15 per cent

Artwork
Please supply artwork as one of following:
—Print-ready PDF
—InDesign or Illustrator CS5.5 or earlier
• All fonts must be supplied/outlined
• Images must be 300 DPI in CMYK
—Photoshop CS5.5 or earlier:
• Saved as JPG, TIFF or EPS (CMYK only)
• Minimum 300 DPI

How to send your artwork
—To design@fruitnet.com (max 25MB)
—Via WeTransfer for larger files
—Via FTP (contact us for details)
—On CD/DVD to: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, UK

	EUR
Bookmarks	€4,200
Brochure on page	
With full page	€3,600
Belly wrap	
To specific page	€4,000
Standard	€3,600
Fold-out covers	€4,500
Fold-out pages	
Double (three pages)	€3,600
Triple (five pages)	€4,200
Fold-out map	€3,800
Magazine inserts	
On page	€2,790
Inside front cover	€2,500
Article brochures	
2 pages, 1,000 copies	€1,300
2 pages, 2,000 copies	€1,700
4 pages, 1,000 copies	€1,700
4 pages, 2,000 copies	€2,100
Run-ons and reprints	
Custom-made advertising	

Would you prefer to speak to one of the EUROFRUIT team about our various advertising options?

Please feel free to contact:

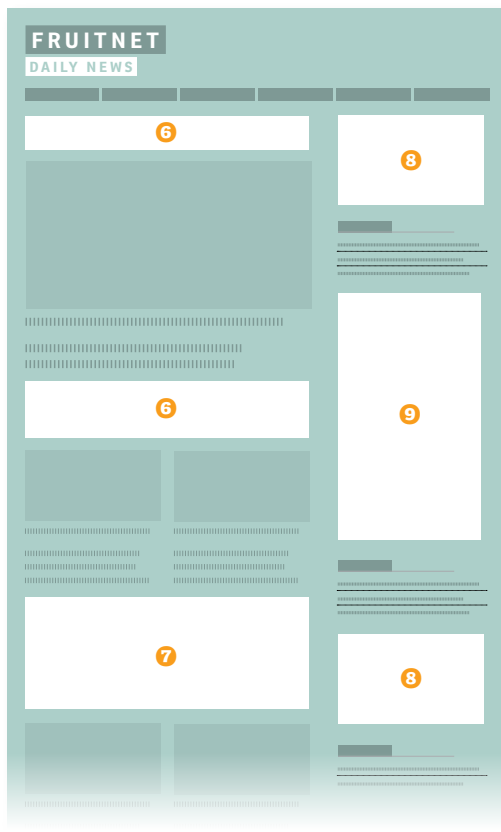
Advertising Manager
Artur Wiselka
+48 12 200 2129
artur@fruitnet.com

Or turn to p9 for a full list of advertising contact details...

ONLINE AT FRUITNET.COM/EUROFRUIT



FRUITNET DAILY NEWS – FREE EMAIL SERVICE



	FILE TYPES	SIZE (PIXELS)		(PRICE) EUR	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Web – super ¹	JPG · PNG · GIF	980 x 100	490 x 100	€500	€2,000
2 Web – shared ²	JPG · PNG · GIF	468 x 60	468 x 60	€100	€400
3 Web – central ³	JPG · PNG · GIF	700 x 90	980 x 100	€150	€600
4 Web – small side ¹	JPG · PNG · STATIC GIF	240 x 160	980 x 100	€100	€400
5 Web – large side ¹	JPG · PNG · GIF	240 x 400	490 x 100	€150	€600
6 Email – central ⁴	JPG · PNG · STATIC GIF	468 x 100	—	€300	€1,200
7 Email – large central ⁴	JPG · PNG · STATIC GIF	468 x 200	—	€450	€1,800
8 Email – small side ⁴	JPG · PNG · STATIC GIF	240 x 160	—	€175	€700
9 Email – large side ⁴	JPG · PNG · STATIC GIF	240 x 400	—	€250	€1,000

Notes

1—Appears on all EUROFRUIT online pages

2—Rotating position is shared equally between maximum of four advertisers

3—Central banners are only available on the eurofruit homepage

4—Email banner advertisements are positioned in the order that the respective bookings were made, which means banners purchased later will be placed further down the newsletter.

All prices quoted are in EUR. For other currencies, please speak to a member of the advertising team (see Contacts on p11).

All banner files should be submitted in one of the file formats above at a maximum resolution of 100dpi. Images must be RGB, not CMYK.

We are happy to design and produce your banner advert, including translation if required, at cost price (see right).

Animated banners are not permitted on Fruitnet Daily News or as a small side banner on Fruitnet.com.

Other rates

Animated banner production	EUR
Static banner production	€100
VAT (UK companies only)	€75
	20 per cent

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

Discounts—for online advertising

Four weeks	5 per cent
Eight weeks	10 per cent
12 weeks	15 per cent
26 weeks	25 per cent
52 weeks	35 per cent

Artwork

Please ensure you include the following:

- Mobile version (*website only)
- Banner URL location (flash files only)
- Web link for banner click
- Contact email address and name

Where to send your artwork

- design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files
- Via FTP (contact us for details)
- By post to: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, United Kingdom

EUROFRUIT



We've got all the major markets covered...

THE NUMBER ONE SOURCE OF FRESH PRODUCE INDUSTRY NEWS IN PRINT AND ONLINE

Print & Online subscribers receive the following:

Printed magazine: The best marketing information for fresh produce buyers

Digital Edition: Fully searchable online archive, including every magazine issue since 2006

Newsline: Regular news updates direct to your email inbox

Fruitnet.com: Full access to online news

iPad Edition: Access included



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B **PRINT & ONLINE**
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+ For information about how to subscribe, please contact:
Michelle Walsh: subscriptions@fruitnet.com | TEL +44 20 7501 0311

eurofruitmagazine.com/subscribe



*Corporate: Entitles 1 user to print and online access and 2 users to online access only
Please Note: All prices are subject to VAT





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FRUITNET

EVENTS 2016/2017

QUALITY EVENTS FOR THE GLOBAL FRESH PRODUCE INDUSTRY

DOGK

DÜSSELDORF · 21-22 SEPTEMBER 2017
dogkongress.de



EUROFRUIT BUSINESS FORUM

DUBAI · 13-15 NOVEMBER 2016
fruitnet.com/businessforum



FRESH PRODUCE FORUM CHINA

HANGZHOU · 23-25 MAY 2017
fpf-china.com



EUROPEAN TOMATO FORUM

DÜSSELDORF · 01-02 JUNE 2017
fruchthandel.de/tomatoforum



GLOBAL BERRY CONGRESS

ROTTERDAM · 27-29 MARCH 2017
berrycongress.com



FRESH PRODUCE INDIA

MUMBAI · 27-28 APRIL 2017
freshproduceindia.com



FPJ LIVE

THE BELFRY · 04 MAY 2017
fpjconferences.com



ASIAFRUIT CONGRESS

HONG KONG · 05 SEPTEMBER 2017
asiafruitcongress.com



FRUITNET FORUM SOUTH-EAST EUROPE

BELGRADE · 29-30 NOVEMBER 2016
fruitnetlive.com/forumsee

FOR MORE INFORMATION CONTACT EVENTS TEAM:

+44 20 7501 3725 • events@fruitnet.com

