

**EUROFRUIT**

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

**MEDIA  
KIT 2019**

**[fruitnet.com/eurofruit](http://fruitnet.com/eurofruit)**

**FRUITNET**

Part of Fruitnet Media International  
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# PUBLICATIONS

## Fresh ideas. Fresh insight.

EUROFRUIT is Europe's leading supplier of news, information and analysis for the international fresh fruit and vegetable business. Available as a printed magazine or online 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.

EUROFRUIT provides the fruit and vegetable trade with fresh ideas and fresh insight – in print, on screen and in person.

EUROFRUIT is published 10 times a year at the start of each month, with double issues for July/August and November/December.

More information at [fruitnet.com/eurofruit](http://fruitnet.com/eurofruit)



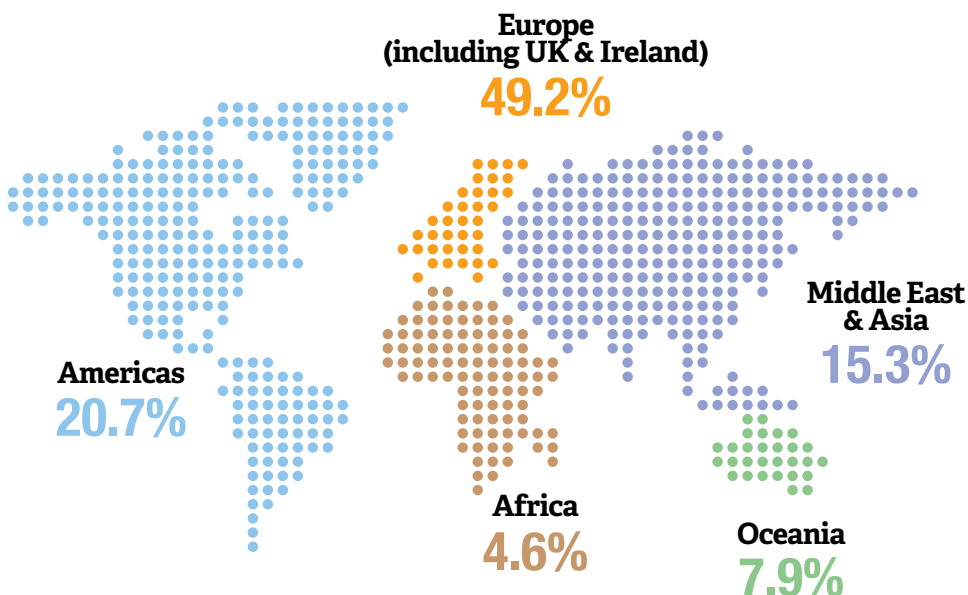
# READERSHIP

## Global coverage

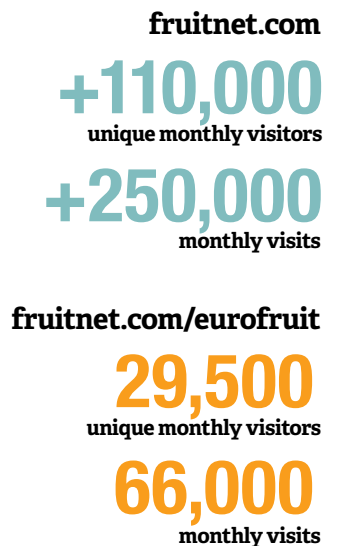
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: EUROFRUIT, ASIAFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## In print readership data



## Online readership data



# PUBLICATIONS

## Special publications\*:

\*All EUROFRUIT supplements are distributed and available at: Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA, WOP Dubai and all Fruitnet Media International events.



### FRESH FOCUS LATIN AMERICA 2019

EUROFRUIT's flagship annual Fresh Focus Latin America supplement provides essential analysis of the region's thriving fruit and vegetable export business.

**Publication date:**  
June 2019

### FRESH FOCUS SPAIN 2019



Our supplement charts Spain's progress as an exporter and identifies the leaders in the pack when it comes to supplying safe, dependable and high-quality products.

**Publication date:**  
September 2019

### FRESH FOCUS MIDDLE EAST 2019



Our annual supplement can help identify the right opportunities and business partners in the Middle East a key component when it comes to making that growth a reality.

**Publication date:**  
March 2019



### FRESH FOCUS TECH 2019

Fruitnet Media International's annual Fresh Focus Tech supplement keeps track of technological innovation and ideas in the world of fresh produce.

**Publication date:**  
July 2019

### FRESH FOCUS CHERRY 2019



What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.

**Publication date:**  
November 2019



### FRESH FOCUS ITALY 2019

Discover what the very best of Italy's fruit and vegetable industry are doing to improve and expand their business in annual publication Fresh Focus Italy.

**Publication date:**  
May 2019

# EDITORIAL PROGRAMME

**KEY**  
**A** Asia      **CA** Central America      **LA** Latin America      **NA** North America      **NZ** New Zealand  
**E** Europe      **M** Mediterranean      **NH** Northern Hemisphere      **SH** Southern Hemisphere

## January

**Distributed at**  
 Fruit Logistica, International Soft Fruit Congress

**Event Preview**  
 Fruit Logistica

### Features

Asparagus **M NA**  
 Blueberries **M NA**  
 Mangoes **SH**  
 Melons **CA**  
 Chile  
 Italy  
 Nordics  
 Africa  
 Convenience  
 Marketing & PR  
 Retail Trends  
 Packaging & Technology

**Supplement**  
 Fresh Focus Cherry

**DEADLINE: 19/11/2018**

## February

**Distributed at**  
 Fruit Logistica, BioFach, Gulfood

**Event Preview**  
 Fruit Logistica, Biofach

### Features

Apples & Pears **SH**  
 Exotics **A LA**  
 Pineapples  
 Pomegranates **SH**  
 Strawberries **E**  
 Brazil  
 Colombia  
 Mexico  
 South Africa  
 Organics  
 Social Media  
 Start-ups

**Supplement**  
 Fresh Focus Bio

**DEADLINE: 7/1/2019**

## March

**Distributed at**  
 Global Berry Congress

**Event Preview**  
 Global Berry Congress

### Features

Apricots  
 Berries  
 Herbs  
 Mushrooms  
 Peppers **E**  
 Persimmons **SH**  
 Plums **M**  
 Tomatoes  
 Belgium  
 Malaysia  
 Central Asia  
 Brexit Countdown  
 Health

**DEADLINE: 13/2/2019**

## April

**Distributed at**  
 Fresh Produce India, Freskon, Medfel

**Event Preview**  
 Fresh Produce India

### Features

Apples **NZ**  
 Asparagus **E**  
 Bananas  
 Jackfruit  
 Kiwifruit **SH**  
 Mangoes  
 Onions  
 Vegetables  
 Argentina  
 France  
 India  
 South-East Asia  
 Brands  
 New Varieties

**DEADLINE: 4/3/2019**

## May

**Distributed at**  
 China Fruit Logistica, FPFC, Macfrut

**Event Preview**  
 China Fruit Logistica

### Features

Avocados **SH**  
 Citrus **SH**  
 Grapes **NH**  
 Melons **M**  
 Salads  
 Stonefruit **M**  
 Ecuador  
 Israel  
 Eastern Europe

**Supplement**  
 Fresh Focus Italy

**DEADLINE: 1/4/2019**

## June

**Distributed at**  
 European Packaging Forum, AgroMashov

**Event Preview**  
 European Packaging Forum

### Features

Brassicas  
 Cherries **NH**  
 Dragon Fruit  
 Figs **E**  
 Grapefruit  
 Raspberries  
 Peru  
 Poland  
 West Africa  
 Corporate Responsibility  
 Packaging

**Supplement**  
 Fresh Focus Latin America

**DEADLINE: 30/4/2019**

## July/August

**Distributed at**  
 Asiafruit Congress, Asia Fruit Logistica, Prognosfruit

**Event Preview**  
 Asiafruit Congress, AFL

### Features

Exotics **E**  
 Grapes  
 Lemons  
 Pears **NH**  
 Plums  
 Pomegranates **NH**  
 Benelux  
 Germany  
 Turkey  
 Uzbekistan  
 Emerging Markets

**Supplement**  
 Fresh Focus Tech

**DEADLINE: 10/6/2019**

## September

**Distributed at**  
 DOGK, WFMoscow, Cool Logistics, Freshmarket

**Event Preview**  
 DOGK, World Food Moscow

### Features

Apples **NH**  
 Asparagus **SH**  
 Avocados  
 Blueberries **SH**  
 Mangoes  
 Papayas  
 Sweet Potatoes  
 Vegetables **E**  
 Brazil  
 France  
 Egypt  
 Portugal

**DEADLINE: 26/7/2019**

## October

**Distributed at**  
 Fruit Attraction, FPJ Live, PMA Fresh Summit

**Event Preview**  
 Fruit Attraction, FPJ Live

### Features

Bananas  
 Berries **NH**  
 Cherries **SH**  
 Peppers **M**  
 Persimmons **M**  
 Soft Citrus **M**  
 Tomatoes **M**  
 Cuba  
 South Africa  
 North America  
 Labelling

**Supplement**  
 Fresh Focus Spain

**DEADLINE: 6/9/2019**

## Nov/Dec

**Distributed at**  
 World of Perishables, FFME, FFSEE

**Event Preview**  
 WOP, FFME, FFSEE

### Features

Dried Fruit & Nuts  
 Grapes **SH**  
 Kiwifruit **E**  
 Oranges **NH**  
 Potatoes **E**  
 Stonefruit **SH**  
 Ecuador  
 Peru  
 Serbia  
 Southern Africa  
 Transport & Logistics

**DEADLINE: 4/10/2019**

# MAGAZINE ADVERTISING

For Print and Digital editions of Eurofruit Magazine

## Premium positions

Back cover

€4,000

Inside front cover

€3,800

Inside back cover

€3,100

Front section

€3,500

## Discounts

Two or more adverts 5%

Four or more adverts 10%

Six or more adverts 15%

Eight or more adverts 20%

Ten or more adverts 25%

(Applied to adverts within 12-month period)

## Agencies

UK agency commission 10%

Other agency commission 15%

## Full Page



216mm x 303mm including set up bleeds on all sides  
(logos and text should be at least 8mm from the edge of page)

## Double Page Spread



420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page



171mm x 127mm, bleeding ad - 210mm x 143mm  
+3mm on all sides (216mm x 149mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page Spread



420mm x 144mm +3mm bleed on all sides (426mm x 150mm)  
(logos and text should be at least 5mm from the edge of page)



71mm x 256mm, bleeding ad - 88mm x 297mm  
+3mm on all sides (94mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Third Page



171mm x 83mm, bleeding ad - 210mm x 99mm  
+3mm on all sides (216mm x 105mm)  
(logos and text should be at least 5mm from the edge of page)

## Quarter Page



171mm x 61mm



71mm x 127mm



46mm x 256mm, bleeding ad - 63mm x 297mm  
+3mm on all sides (69mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Contact:

For more information please contact our advertising team:

[advertising@fruitnet.com](mailto:advertising@fruitnet.com)

+44 2075010309

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2019 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2019 or earlier:
  - Saved as JPG, TIFF or EPS (**CMYK only**)
  - Minimum 300 DPI

### How to send your artwork

– To [design@fruitnet.com](mailto:design@fruitnet.com) (max 25MB)

– Via WeTransfer for larger files



# CREATIVE MARKETING

## Bound-in bookmark



€4,200

## Belly wrap



FROM  
€3,600

### Further Options

**Brochure on page**  
(With a full page ad)\* €4,600  
\*brochure supplied by a client

**Fold-out pages**  
Double (three pages) €4,200  
Triple (five pages) €5,600

**Magazine inserts**  
On page €2,790  
Inside front cover €2,500

## Bound-in Card



€5,500

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

## Fold-out cover



€6,500

3 PAGES OF ADVERTISEMENT



## Advertorials

### Standard

### Full Page



Maximum 500 words & 1 picture

### Double Page Spread



Maximum 1000 words & 2 pictures

### Creative

### Full Page



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

### Double Page Spread



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

# ONLINE ADVERTISING

## fruitnet.com/eurofruit – 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	€500	€2,000
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 X 60	980 X 100	€200	€800
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 X 90	-	€150	€600
4 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 X 160	-	€100	€400
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 X 400	-	€150	€600
4 Video Banner <sup>3</sup>	LINK	240 X 160	-	€350	€1,400
● Website Take Over				Starting from €750/week	
● Advertorial				Up to 500 words - €990	



# 66,000

fruitnet.com/eurofruit  
monthly visits

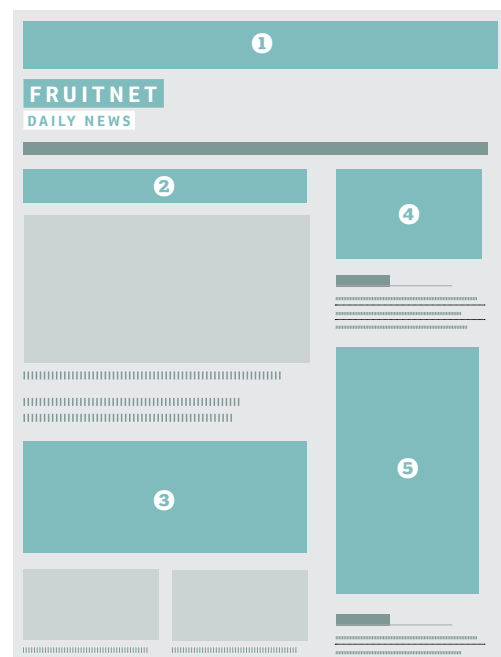
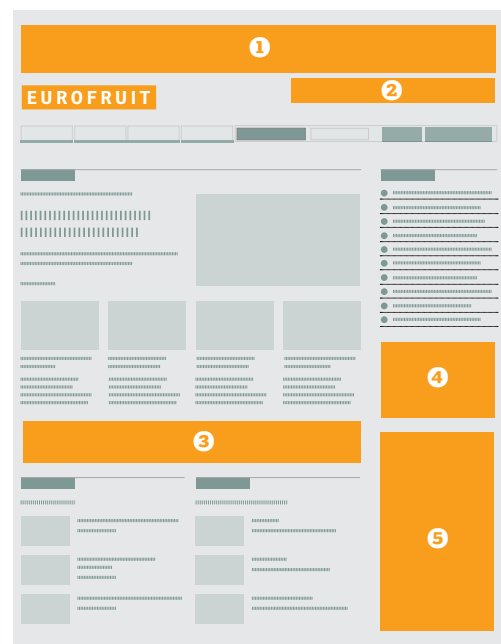
## Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP		WEEKLY	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG	980 X 100		€650	€2,600
2 Central Banner <sup>2</sup>	JPG · PNG	468 X 100		€300	€1,200
3 Large Central Banner <sup>2</sup>	JPG · PNG	468 X 200		€450	€1,800
4 Small Side Banner <sup>2</sup>	JPG · PNG	240 X 160		€175	€700
5 Large Side Banner <sup>2</sup>	JPG · PNG	240 X 400		€250	€1,000
● Advertorial				Up to 500 words - €1,100	



# +18,500

Fruitnet Daily News  
Recipients



## 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	€100
Static banner production	€75
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

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



## We've got all the major markets covered

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

**PRINTED MAGAZINE:** The best marketing information for fresh produce buyers

**DIGITAL EDITION:** Online access included with your subscription

Fully searchable digital archive, including every magazine issue since 2006

**FRUITNET DAILY NEWS:** Regular fresh news updates direct to your inbox

**FRUITNET.COM:** Full access to online news

## SUBSCRIBE NOW!

**CORPORATE\***  
**€375** per year

**PRINT & DIGITAL**  
**€250** per year

For information about how to subscribe, please contact:  
[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)

TEL +44 20 7501 0311

\*Corporate: includes one print and digital, plus two digital only subscriptions.  
All postage & delivery costs are included in your subscription. Prices are subject to VAT.



READ A SAMPLE ISSUE OF EUROFRUIT  
FOR FREE



# CONTACTS

## Editorial



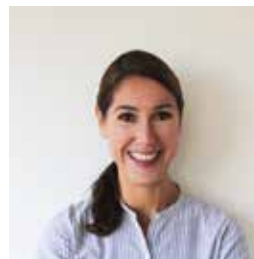
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# EVENTS

Official Cooperation Partner



Fruitnet Media International 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 3725 | [events@fruitnet.com](mailto:events@fruitnet.com)



## FPI

24-26 April 2019  
Mumbai  
[freshproduceindia.com](http://freshproduceindia.com)



## GBC

GLOBAL BERRY CONGRESS  
25-27 March 2019  
Rotterdam  
[berrycongress.com](http://berrycongress.com)



## FPFC

FRESH PRODUCE FORUM CHINA  
29-31 May 2019  
Shanghai  
[chinafruitlogistica.cn](http://chinafruitlogistica.cn)

## EPF

EUROPEAN PACKAGING FORUM

04-05 June, 2019  
Düsseldorf  
[fruchthandel.de/packagingforum](http://fruchthandel.de/packagingforum)

## DOGK

16-17 September 2019  
Düsseldorf  
[dogkongress.de](http://dogkongress.de)

DEUTSCHER OBST & GEMÜSE KONGRESS

ASIAFRUIT CONGRESS  
亚洲水果国际果蔬大会

03 September 2019  
Hong Kong  
[asiafruitcongress.com](http://asiafruitcongress.com)

## AFC



## FFME

[fruitnetforumme.com](http://fruitnetforumme.com)

## FFC

[fruitnetforumcolombia.com](http://fruitnetforumcolombia.com)



## FPJLIVE

[fpjlive.com](http://fpjlive.com)



## FFSEE

[fruitnetforumsee.com](http://fruitnetforumsee.com)



For more information contact events team:  
+44 20 7501 3725 | [events@fruitnet.com](mailto:events@fruitnet.com)