



Fruitnet is the fresh produce industry's global source of news, insight & analysis

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.

Fruitnet Daily News launches in late October 2014

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.

Fruitnet International Media Group

The Fruitnet International Media Group comprises Eurofruit, Asiafruit, Americafruit, Fresh Produce Journal, Produce Plus and Germany's leading fresh produce trade publication Fruchthandel Magazine.

For more information, please contact:

Europe, Middle East, Africa & Americas

Mike Knowles +44 20 7501 3702 michael@fruitnet.com

Artur Wiselka +48 1 2209 2129 artur@fruitnet.com

Asia-Pacific

John Hey +61 3 9040 1602 john@fruitnet.com

Kate Riches +61 3 9040 1601 kate@fruitnet.com

To receive Fruitnet Daily News, visit fruitnet.com/eurofruit and enter your email address to sign up for free news updates, or contact Ed Livingstone via ed@fruitnet.com or by calling +44 20 7501 0311.



BANNER ADVERTISING RATES 2014

SINGLE WEBSITE — EUROFRUIT, ASIAFRUIT OR AMERICAFRUIT

| BANNER | WIDTH x HEIGHT (pixels) | | PRICE (WEEK) | | | FILE TYPES ACCEPTED |
|-------------------------------|-------------------------|-----------|--------------|-----|-----|------------------------|
| | DESKTOP | MOBILE | EUR | USD | GBP | |
| 1 Super banner ¹ | 980 X 100 | 490 X 100 | 500 | 685 | 395 | JPG, PNG, GIF |
| 2 Shared banner ² | 468 X 60 | 468 X 60 | 100 | 135 | 80 | JPG, PNG, GIF |
| 3 Central banner ³ | 700 X 90 | 980 X 100 | 150 | 205 | 120 | JPG, PNG, GIF |
| 4 Small side banner | 240 X 160 | 980 X 100 | 100 | 135 | 80 | JPG, GIF (STATIC ONLY) |
| 5 Large side banner | 240 X 400 | 490 X 100 | 150 | 205 | 120 | JPG, PNG, GIF |

ALL THREE WEBSITES — EUROFRUIT, ASIAFRUIT AND AMERICAFRUIT

| BANNER | WIDTH x HEIGHT (pixels) | | PRICE (WEEK) | | | FILE TYPES ACCEPTED |
|-------------------------------|-------------------------|-----------|--------------|-------|-----|------------------------|
| | DESKTOP | MOBILE | EUR | USD | GBP | |
| 1 Super banner ¹ | 980 X 100 | 490 X 100 | 1,200 | 1,644 | 948 | JPG, PNG, GIF |
| 2 Shared banner ² | 468 X 60 | 468 X 60 | 240 | 324 | 192 | JPG, PNG, GIF |
| 3 Central banner ³ | 700 X 90 | 980 X 100 | 360 | 492 | 288 | JPG, PNG, GIF |
| 4 Small side banner | 240 X 160 | 980 X 100 | 240 | 324 | 192 | JPG, GIF (STATIC ONLY) |
| 5 Large side banner | 240 X 400 | 490 X 100 | 360 | 492 | 288 | JPG, PNG, GIF |

FRUITNET DAILY NEWS — FREE EMAIL NEWSLETTER SERVICE

| BANNER | WIDTH x HEIGHT (pixels) | PRICE (WEEK) | | | FILE TYPES ACCEPTED |
|---------------------------|-------------------------|--------------|-----|-----|-----------------------------|
| | | EUR | USD | GBP | |
| 6 Email central banner | 468 X 60 | 300 | 410 | 240 | JPG, PNG, GIF (STATIC ONLY) |
| 7 Email small side banner | 240 X 160 | 75 | 240 | 140 | JPG, PNG, GIF (STATIC ONLY) |
| 8 Email large side banner | 240 X 400 | 250 | 345 | 200 | JPG, PNG, GIF (STATIC ONLY) |

DISCOUNTS

| PROGRAMME DURATION | DISCOUNT |
|--------------------|----------|
| 52 weeks | 35% |
| 26 weeks | 25% |
| 12 weeks | 15% |
| 8 weeks | 10% |
| 4 weeks | 5% |

PRODUCTION (DISCOUNT NOT APPLICABLE)

| BANNER | PRODUCTION COST |
|-----------------|-----------------|
| Animated banner | € 90 |
| Static banner | € 60 |

Supplying artwork

Please submit banners via email to design@fruitnet.com (maximum 70kb) no later than one week prior to the publication date, making sure to include the following:

- alternative size for mobile version (website only)
- banner url link (flash only)
- web link for banner click
- contact email address and name

Postal address: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, United Kingdom.

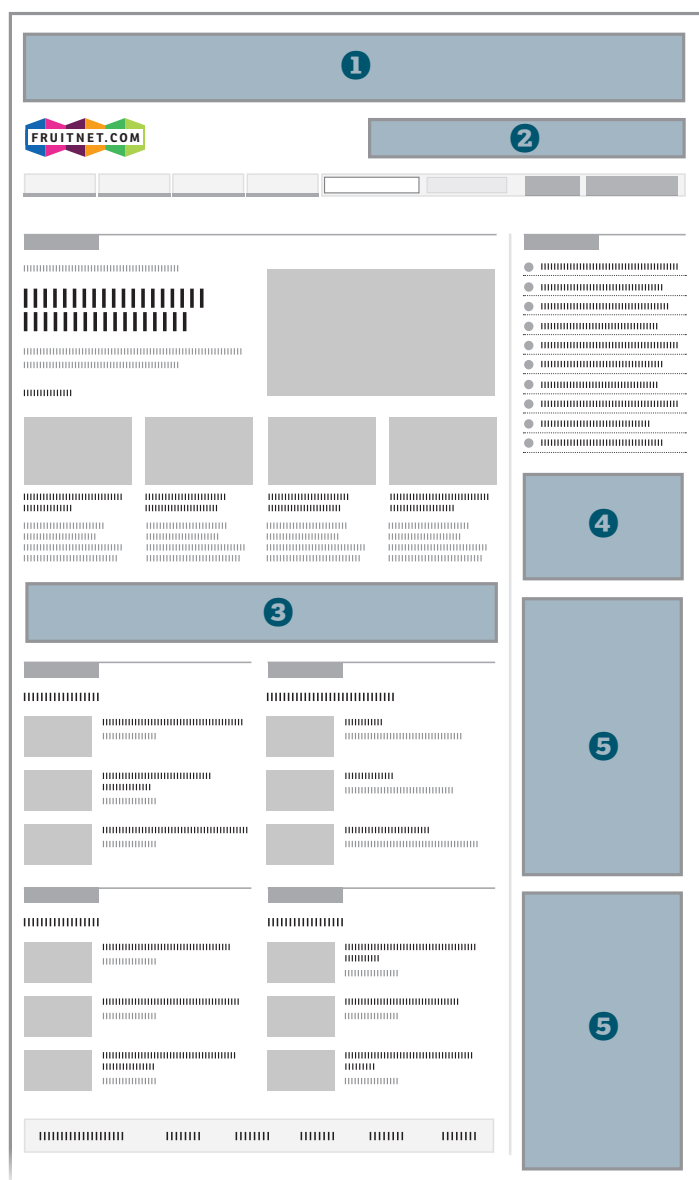
Notes

- 1 Exclusive banner on all magazine's web pages
- 2 Rotating space shared equally with max four advertisers
- 3 Central banners only available on website home page



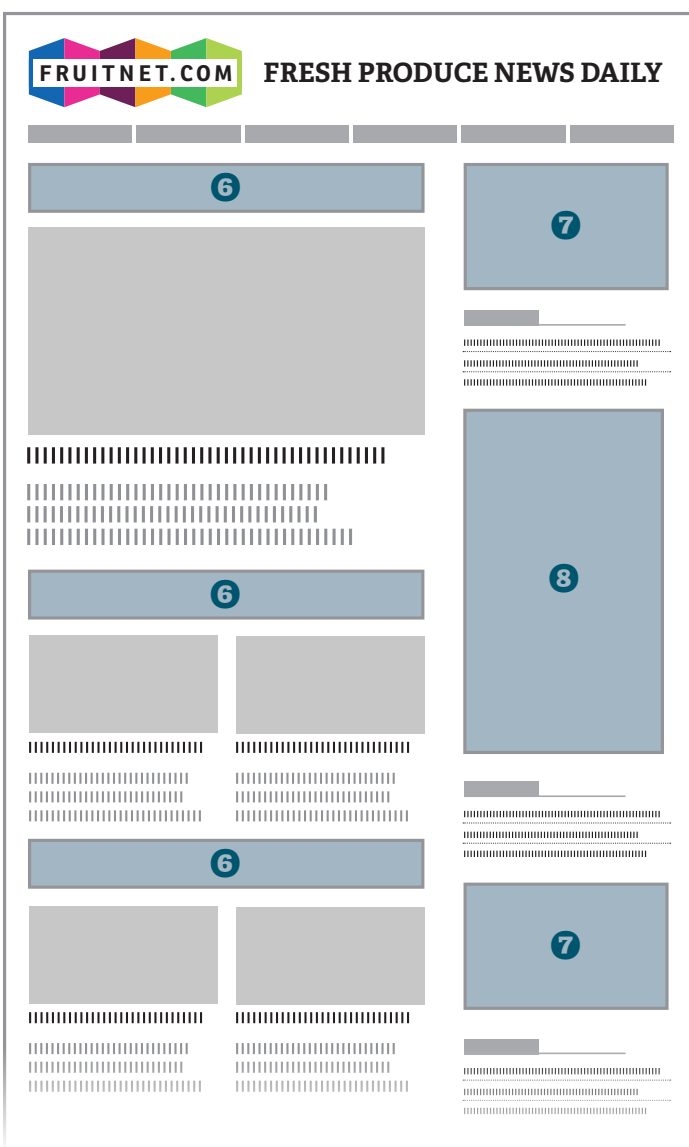
BANNER ADVERTISING FORMATS 2014

Online Banners



- 1 Super banner** 980 x 100 pixels
- 2 Shared banner†** 468 x 60 pixels
- 3 Central banner** 700 x 90 pixels
- 4 Small side banner** 240 x 160 pixels
- 5 Large side banner** 240 x 400 pixels

Email Banners



- 6 Email central banner*** 468 x 60 pixels
- 7 Email small side banner*** 240 x 160 pixels
- 8 Email large side banner*** 240 x 400 pixels

Availability

* Banner types marked with an asterisk are available in unlimited number and arranged vertically according to when they were booked, on a first-come, first-served basis.
 † Shared banner position available to maximum five clients.
 All other banner types available in quantities shown.

CONTACTS 2014

EDITORIAL

EDITOR—EUROPE, AFRICA
& MIDDLE EAST
Mike Knowles
+44 20 7501 3702
michael@fruitnet.com

EDITOR—ASIA-PACIFIC
John Hey
+61 3 9040 1602
michael@fruitnet.com

EDITOR—NORTH AMERICA
Carl Collen
+44 20 7501 3703
carl@fruitnet.com

EDITOR—LATIN AMERICA
Maura Maxwell
+44 20 7501 3706
maura@fruitnet.com

SENIOR REPORTER
Tom Joyce
+44 20 7501 3704
tom@fruitnet.com

STAFF JOURNALIST
Luisa Cheshire
+44 20 7501 3729
luisa@fruitnet.com

STAFF JOURNALIST
Gabrielle Easter
+61 3 9040 1603
gabrielle@fruitnet.com

STAFF JOURNALIST
Matthew Jones
+61 3 9040 1604
matthew@fruitnet.com

ADVERTISING

ACCOUNT MANAGER
Artur Wiselka
+48 1 2209 2129
artur@fruitnet.com

SALES EXECUTIVE
Felix Moritz
+44 20 7501 0313
felix@fruitnet.com

US & CANADA
Jeff Long
TEL +1 805 966 0815
FAX +1 805 966 0061
jeff@fruitnet.com

FRANCE
Irmelin Egelhoff
TEL +49 211 691 4523
FAX +49 211 691 1746
irmelin@fruitnet.com

ITALY
Giordano Giardi
TEL +39 059 786 3830
FAX +39 059 786 3868
giordano@fruitnet.com

SPAIN & PORTUGAL
Raquel Herce
+34 91 791 2941
raquel@fruitnet.com

SOUTH AFRICA
Fred Meintjes
TEL +27 21 712 8817
FAX +27 21 712 8817
fred@fruitnet.com

ASIA PACIFIC
Kate Riches
+61 3 9040 1601
kate@fruitnet.com

ASIA PACIFIC
Alexandra Walker
+61 2 8005 3495
alexandra@fruitnet.com

CHILE
Isabel Quiroz
+56 229 424 059
isabel@fruitnet.com

PERU
Michael Rehmer
+51 441 8616
michaelrehmer@fruitnet.com

DESIGN & PRODUCTION

DESIGN MANAGER
Simon Spreckley
+44 20 7501 3713
simon@fruitnet.com

SENIOR GRAPHIC DESIGNER
Ligia Durán Murphy
+44 20 7501 3715
ligia@fruitnet.com

COMMERCIAL GRAPHIC DESIGNER
Cat Barylak
+44 20 7501 3721
cat@fruitnet.com

JUNIOR CREATIVE ARTWORKER
Angelika Juszczyk
+44 20 7501 0317
angelika@fruitnet.com

EVENTS

GROUP EVENTS MANAGER
Marija Cvetkovic
+44 20 7501 3707
marija@fruitnet.com

EVENTS EXECUTIVE
Laura Martín Nuñez
+44 20 7501 3720
laura@fruitnet.com

ADMINISTRATION

FINANCIAL CONTROLLER
Elvan Gul
+44 20 7501 3711
elvan@fruitnet.com

ACCOUNTS MANAGER
Tracey Thomas
+44 20 7501 3717
tracey@fruitnet.com

ASSISTANT ACCOUNTANT
Günal Yildiz
+44 20 7501 3714
gunal@fruitnet.com

OFFICE MANAGER
Mandy Emeny-Smith
+44 20 7501 0310
mandy@fruitnet.com

SUBSCRIPTIONS &
SALES SUPPORT
Ed Livingstone
+44 20 7501 0311
ed@fruitnet.com

MANAGEMENT

MANAGING DIRECTOR
Chris White
+44 20 7501 3710
chris@fruitnet.com