

**PRODUCE**

**PLUS**

THE MAGAZINE FOR FRESH FRUIT AND VEGETABLE MARKETING IN AUSTRALIA & NEW ZEALAND

# MEDIA KIT 2020

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

**FRUITNET**

Part of Fruitnet Media International  
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# 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)



## 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

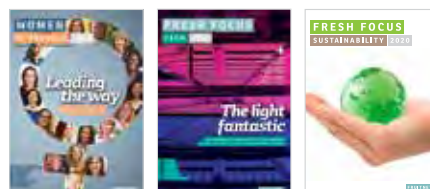
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



## 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, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



**+4,500**

**Produce Plus News  
Recipients**



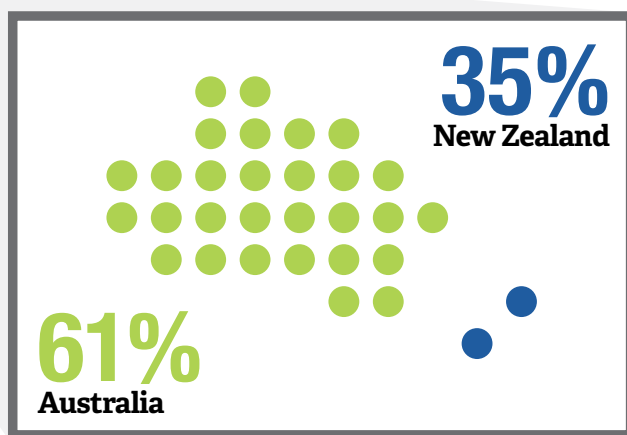
**4,000**

**Produce Plus Magazine  
Average readers per issue**

## In print readership data



**Rest of the world  
4%**



## Online readership data

fruitnet.com



**+110,000\***  
unique monthly visitors

**+250,000\***  
fruitnet.com  
monthly visits



**3,500\***  
fruitnet.com/produceplus  
unique monthly visitors

**7,500\***  
fruitnet.com/produceplus  
monthly visits

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

# EDITORIAL PROGRAMME

## ISSUE 36

AUTUMN, MARCH 2020

### 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: 02/03/2020

## ISSUE 37

WINTER, MAY 2020

### 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: 15/05/2020

## ISSUE 38

SPRING, AUGUST 2020

### Distributed at

Asia Fruit Logistica 2020 (Singapore)  
Asiafruit Congress 2020 (Singapore)  
PMA Fresh Summit 2020 (USA)

### Special Features

Transport & Logistics  
Protected Cropping

### Products

Bananas  
Melons  
Berries  
Salads & Herbs  
Asparagus  
Avocados  
Mushrooms

### Regulars

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

Booking Deadline: 03/08/2020

## ISSUE 39

SUMMER, NOVEMBER 2020

### Distributed at

Fruit Logistica 2021 (Germany)  
Global Berry Congress 2021 (The Netherlands)

### Special Features

Finance & Insurance  
E-commerce

### Products

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

### Regulars

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

Booking Deadline: 06/11/2020

# MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

## Premium positions

Back cover

**A\$3,365**

Inside front cover

**A\$3,235**

Inside back cover

**A\$2,780**

Front section

**A\$3,035**

## Discounts

Two adverts 10%  
Three - Four adverts 15%

## Agencies

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



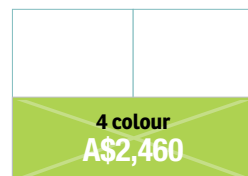
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page

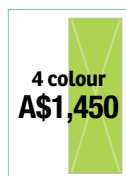


171mm x 127mm, bleeding ad - 210mm x 143mm  
+3mm on all sides (216mm x 149mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page Spread

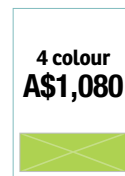


420mm x 144mm +3mm bleed on all sides (426mm x 150mm)  
(logos and text should be at least 5mm from the edge of page)



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:

### Advertising team:

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## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2020 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2020 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



# CREATIVE MARKETING

## Bound-in Bookmark



**A\$3,990**

## Belly Wrap



**FROM  
A\$5,260**

### 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 Card



**A\$4,355**

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

## Fold-out Cover



**A\$5,050**

3 PAGES OF ADVERTISEMENT



## Advertorials

### Creative

### Full Page



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

### Double Page Spread



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

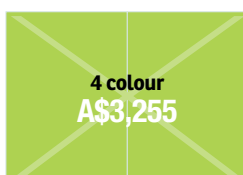
### Standard

### Full Page



Maximum 500 words & 1 picture

### Double Page Spread



Maximum 1000 words & 2 pictures

# 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 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 160	-	A\$170	A\$680
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 400	-	A\$230	A\$920
4 Video Banner <sup>3</sup>	LINK	240 x 160	-	A\$420	A\$1680
Website Take Over				Starting from A\$735/week	
Advertorial				Up to 500 words - A\$725	

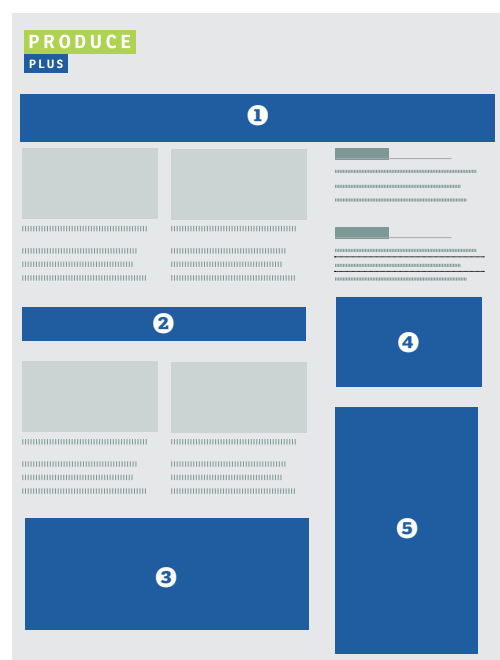
 **7,500\***  
fruitnet.com/produceplus  
monthly visits



## Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG	600 x 120	A\$380
2 Central Banner <sup>2</sup>	JPG · PNG	468 x 100	A\$250
3 Large Central Banner <sup>2</sup>	JPG · PNG	468 x 200	A\$295
4 Small Side Banner <sup>2</sup>	JPG · PNG	240 x 160	A\$250
5 Large Side Banner <sup>2</sup>	JPG · PNG	240 x 400	A\$295
Advertorial			Up to 500 words - A\$575

 **4,500**  
Produce Plus 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

All prices are subject to Australian GST

All prices quoted are in Australian Dollars (A\$).

## 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	A\$150
Static banner production	A\$100

## Notes

1—Appears on all PRODUCE PLUS online pages, except Central banners, which is only available on the PRODUCE PLUS 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 PRODUCE PLUS website.

\*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.

# ■ 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 2014

**PRODUCE PLUS NEWS:** Your monthly update on the latest fruit and vegetable marketing news in Australia and New Zealand delivered to your inbox

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

**FRUITNET.COM:** Read the latest online news

## SUBSCRIBE NOW!

### PRINT & DIGITAL

**A\$88** per year

For information about how to subscribe, please contact:

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All postage & delivery costs are included in your subscription. Prices are subject to GST.



READ A SAMPLE ISSUE OF  
PRODUCE PLUS FOR FREE



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# EVENTS 2020

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.

**GBC**  
GLOBAL BERRY CONGRESS  
30 March-01 April 2020  
Rotterdam  
[berrycongress.com](http://berrycongress.com)

**EPF**  
EUROPEAN PACKAGING FORUM  
14 May 2020  
Düsseldorf  
[fruchthandel.de/packagingforum](http://fruchthandel.de/packagingforum)

**FPJLIVE**  
05-06 October 2020  
United Kingdom  
[fpjlive.com](http://fpjlive.com)

**FFSEE**  
FRUITNET FORUM SOUTH-EAST EUROPE  
November 2020  
Belgrade  
[fruitnetforumsee.com](http://fruitnetforumsee.com)

**ECF**  
EUROPEAN CONVENIENCE FORUM  
03-04 June 2020  
Düsseldorf  
[fruchthandel.de/convenience-forum](http://fruchthandel.de/convenience-forum)

**FPI**  
22-24 April 2020  
Mumbai  
[freshproduceindia.com](http://freshproduceindia.com)

**FFAC**  
亚洲水果牛油果论坛  
FRUITNET FORUM AVOCADO CHINA  
Shanghai 2020  
[fruitnetforumavocado.com](http://fruitnetforumavocado.com)

**DOGK**  
DEUTSCHER OBST & GEMÜSE KONGRESS  
14-15 September 2020  
Düsseldorf  
[dogkongress.de](http://dogkongress.de)

**AFC**  
ASIAFRUIT CONGRESS  
15 September 2020  
Singapore  
[asiafruitcongress.com](http://asiafruitcongress.com)

**GTC**  
GLOBAL TOMATO CONGRESS  
24 November 2020  
Rotterdam  
[fruitnet.com/globaltomato](http://fruitnet.com/globaltomato)



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