

PRODUCE

PLUS

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

MEDIA KIT 2020

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



Produce Plus Monthly Newsletter and Online News

Follow quality news and information online 24/7 at 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

Nielsen - Produce Plus Top 20

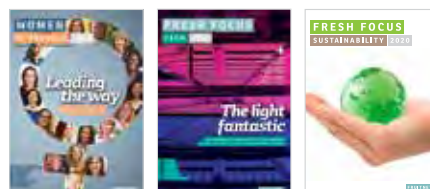
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



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**



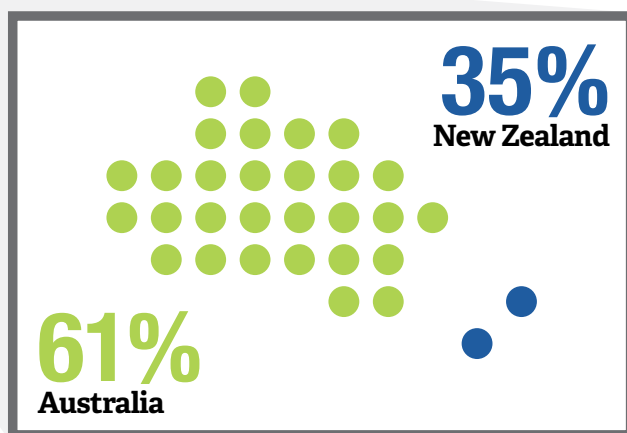
4,000

**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

US\$3,400

Inside front cover

US\$3,275

Inside back cover

US\$2,800

Front section

US\$3,085

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



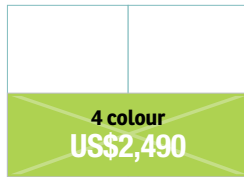
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

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

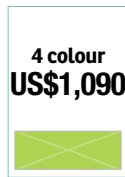


420mm x 144mm +3mm bleed on all sides (426mm x 150mm)
(logos and text should be at least 5mm from the edge of page)



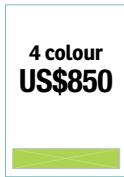
71mm x 256mm, bleeding ad - 88mm x 297mm
+3mm on all sides (94mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

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)

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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



US\$3,310

Belly Wrap



FROM
US\$5,260

Further Options

Brochure on page
(With a full page ad)* US\$3,370
*brochure supplied by a client

Fold-out pages
Double (three pages) US\$3,380
Triple (five pages) US\$4,040

Magazine inserts
On page US\$2,460
Inside front cover US\$2,310

Bound-in Card



US\$3,590

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

Fold-out Cover



US\$4,210

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



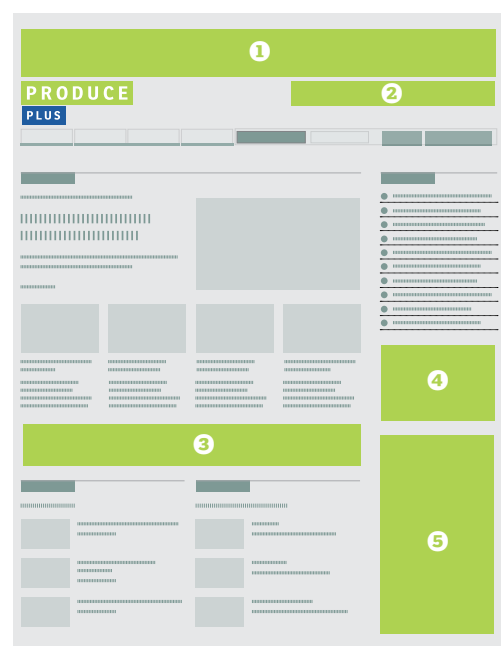
Maximum 1000 words & 2 pictures

ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

	FILE TYPES	SIZE – PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner ¹	JPG · PNG · GIF	980 x 100	980 x 100	US\$655	US\$2620
2 Top Banner ¹	JPG · PNG · GIF	468 x 60	980 x 100	US\$170	US\$680
3 Central Banner ¹	JPG · PNG · GIF	700 x 90	-	US\$230	US\$920
4 Small Side Banner ¹	JPG · PNG · GIF	240 x 160	-	US\$170	US\$680
5 Large Side Banner ¹	JPG · PNG · GIF	240 x 400	-	US\$230	US\$920
4 Video Banner ³	LINK	240 x 160	-	US\$420	US\$1680
Website Take Over				Starting from US\$735/week	
Advertorial				Up to 500 words - US\$725	

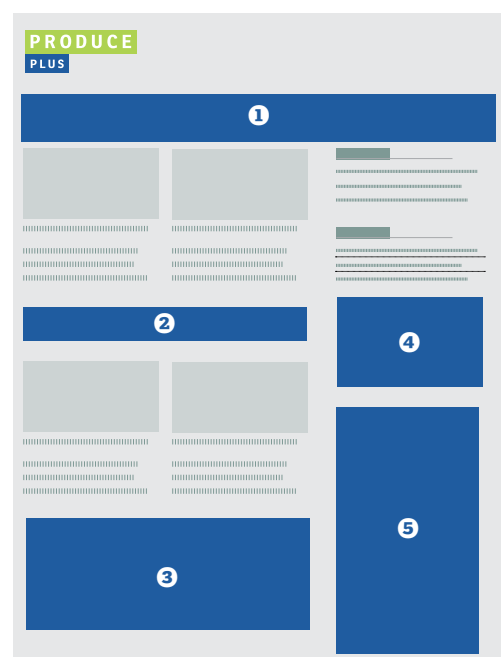
 **7,500***
fruitnet.com/produceplus
monthly visits



Produce Plus News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner ²	JPG · PNG	600 x 120	US\$400
2 Central Banner ²	JPG · PNG	468 x 100	US\$275
3 Large Central Banner ²	JPG · PNG	468 x 200	US\$335
4 Small Side Banner ²	JPG · PNG	240 x 160	US\$250
5 Large Side Banner ²	JPG · PNG	240 x 400	US\$230
Advertorial			Up to 500 words - US\$580

 **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 quoted are in American Dollars (US\$)

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	US\$150
Static banner production	US\$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 please contact our subscriptions team:

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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

EPF
EUROPEAN PACKAGING FORUM
14 May 2020
Düsseldorf
fruchthandel.de/packagingforum

FPJLIVE
05-06 October 2020
United Kingdom
fpjlive.com

FFSEE
FRUITNET FORUM SOUTH-EAST EUROPE
November 2020
Belgrade
fruitnetforumsee.com

ECF
EUROPEAN CONVENIENCE FORUM
03-04 June 2020
Düsseldorf
fruchthandel.de/convenience-forum

FPI
22-24 April 2020
Mumbai
freshproduceindia.com

FFAC
亚洲水果牛油果论坛
FRUITNET FORUM AVOCADO CHINA
Shanghai 2020
fruitnetforumavocado.com

DOGK
DEUTSCHER OBST & GEMÜSE KONGRESS
14-15 September 2020
Düsseldorf
dogkongress.de

AFC
ASIAFRUIT CONGRESS
15 September 2020
Singapore
asiafruitcongress.com

GTC
GLOBAL TOMATO CONGRESS
24 November 2020
Rotterdam
fruitnet.com/globaltomato



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