

PUBLISHED BY

FRUITNET

IN PRINT • ON SCREEN • IN PERSON

PRODUCE

PLUS

Media Kit

2017

PRODUCE

PLUS

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



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.



ONLINE NEWS SERVICE

Quality news and information is available online 24/7 at www.fruitnet.com/produceplus, covering the latest stories from Australia and New Zealand's fresh fruit and vegetable industry. The email service Produce Plus News brings subscribers up-to-date with the latest news delivered straight into their inbox, while the magazine's team of journalists and international correspondents provide regular updates and news flashes via Twitter @ProducePlus.

MOYA
MARKETER OF THE YEAR AWARD 2017

PRESENTED BY

PRODUCE
PLUS

pma
AUSTRALIA-NEW ZEALAND

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

GLOBAL COVERAGE

Produce Plus is part of the Fruitnet Media International Group, the world's leading fresh produce publisher with titles including Asiafruit, Eurofruit, Americafruit and Fresh Produce Journal and Fruchthandel Magazine.

fruitnet.com/produceplus

Member of the Fruitnet Media International Group. Market Intelligence Asia Ltd.
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2017 Editorial programme

2 4 AUTUMN ISSUE MARCH

Special features: Technology
Seeds & Crop Care
Food Safety

Market spotlight: Sydney

Products: Apples & Pears
Kiwifruit
Tomatoes
Capsicums
Pomegranates
Beetroot & Kale
Persimmons

Regulars: Retail Reviews
Expert Columns
Keynote interviews
News & Events

Advertising deadline: 20 February
Artwork deadline: 23 February

2 5 WINTER ISSUE APRIL

Distributed at: Hort Connections 2017
(15-17 May, Adelaide)

- **Marketer of the Year Award Finalist Focus**
- **Hort Connections Exhibitor Preview**

Special features: North American Imports
Packaging & Grading
Sustainability
Organics

Market spotlight: Adelaide

Products: Citrus
Australian Avocados
New Zealand Kiwifruit
Queensland Vegetables
Nuts & Dried Fruit

Regulars: Retail Reviews
Expert Columns
Keynote interviews
News & Events

Advertising deadline: 19 April
Artwork deadline: 24 April

2 6 SPRING ISSUE AUGUST

Distributed at: Asia Fruit Logistica 2017
(6-8 September, Hong Kong)

Special features: Transport & Logistics
Protected Cropping

Market spotlight: Melbourne

Products: Bananas Asparagus
Melons New Zealand
Australian Berries Avocados
Salads & Herbs Mushrooms
Asian Vegetables

Regulars: Retail Reviews
Expert Columns
Keynote interviews
News & Events

Advertising deadline: 07 August
Artwork deadline: 11 August

2 7 SUMMER ISSUE NOVEMBER

Distributed at: Fruit Logistica 2018
(7-9 February, Berlin)

Special features: Finance & Insurance
E-commerce

Market spotlight: Perth

Products: Stonefruit & Cherries
Table Grapes
California Navels
Tropical Fruit
Mangoes
New Zealand Berries
Potatoes & Hard Produce
Lemons & Limes

Regulars: Retail Reviews
Expert Columns
Keynote interviews
News & Events

Advertising deadline: 08 November
Artwork deadline: 14 November

Print advertising rates 2017

PREMIUM POSITIONS

Back cover	US\$ 3,240
Inside front cover	US\$ 3,120
Inside back cover	US\$ 2,685
News page left	US\$ 2,785
News page right	US\$ 2,940

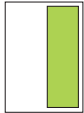
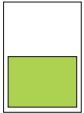
Bleed size
(216mm x 303mm)
Page size
(210mm x 297mm)



Full page

4 colour	US\$ 2,435
B&W	US\$ 1,465

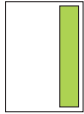
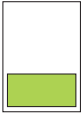
(171mm x 127mm) (71mm x 256mm)



Half page

4 colour	US\$ 1,395
B&W	US\$ 840

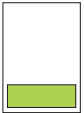
(171mm x 83mm) (46mm x 256mm)



Third page

4 colour	US\$ 1,040
B&W	US\$ 625

(171mm x 61mm) (71mm x 127mm)



Quarter page

4 colour	US\$ 810
B&W	US\$ 445

(Bleed size - 426mm x 303mm)
(Page size - 420mm x 297mm)



Double page spread

4 colour	US\$ 4,155
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(Bleed size - 426mm x 150mm)
(Page size - 420mm x 144mm)



Half page spread

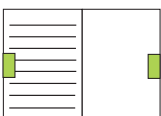
4 colour	US\$ 2,375
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CREATIVE MARKETING



Belly wrap around exterior

4 colour	US\$ 5,010
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Belly wrap to page

4 colour	US\$ 5,210
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SUPPLYING ARTWORK

SUPPLYING ARTWORK FOR MAGAZINE AND ONLINE:

InDesign CS5.5/PDF/Illustrator CSS

NB: All fonts must not be outlined and supplied. All images must be supplied/embedded.

WE ACCEPT ARTWORK SUPPLIED AS:

- Photoshop CS5.5: Saved as jpg, tiff or eps (minimum 300dpi)
- Freehand MX/Illustrator CSS

With fonts outlined. All images must be supplied/embedded.

NB: Artwork supplied in the above formats will NOT be interactive online.

WE CANNOT ACCEPT ARTWORK SUPPLIED IN:

Powerpoint/Word/Excel/Corel Draw

SENDING ARTWORK:

Email: design@fruitnet.com (no files larger than 20MB)

FTP: design@fruitnet.com for our FTP details

COLOUR PROOF:..... Supply high-res digital colour proof or cromalin

DESIGN AND PRODUCTION CHARGE:.....10% of list price

BLEED ADVERTISEMENTS:.....15% extra

SERIES DISCOUNT:

2 adverts (10% discount):

Full page:..... US\$ 2,191.50

Half page:..... US\$ 1,255.50

Third page:..... US\$ 936

Quarter page:..... US\$ 729

3-4 adverts (15% discount):

Full page:..... US\$ 2,048.50

Half page:..... US\$ 1,173

Third page:..... US\$ 875.50

Quarter page:..... US\$ 680

Magazine size (trim):.....297mm deep x 210mm wide

Magazine size (bleed):.....303mm deep x 216mm wide

Type area:.....260mm deep x 170mm wide

Publication date:.....Week before cover date

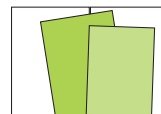
Copy deadline:.....Two weeks before cover date

AGENCY COMMISSION:.....15%

TERMS OF PAYMENT:.....30 days from date of invoice

CANCELLATION:

Cancellation less than 14 days before publication date or supply of unacceptable artwork results in fee of 25% of space plus any other costs



Insert

4 colour	US\$ 2,745
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Belly wrap to page

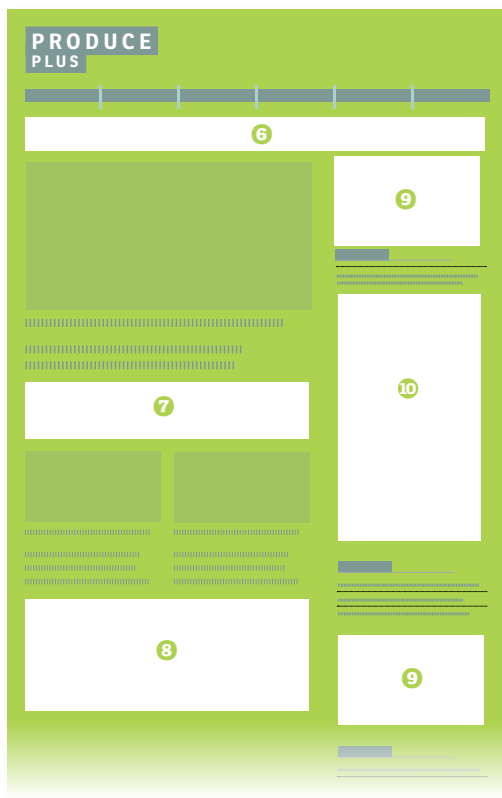
4 colour	US\$ 6,035
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Online advertising rates 2017

ONLINE AT FRUITNET.COM/PRODUCEPLUS



PRODUCE PLUS NEWS – FREE EMAIL SERVICE



	FILE TYPES	SIZE (PIXELS)		PRICE (USD) PER WEEK
		DESKTOP	MOBILE*	
1 Web – super ¹	JPG · PNG · GIF	980 x 100	490 x 100	625
2 Web – shared ²	JPG · PNG · GIF	468 x 60	468 x 60	160
3 Web – central ³	JPG · PNG · GIF	700 x 90	980 x 100	220
4 Web – small side ¹	JPG · PNG · STATIC GIF	240 x 160	980 x 100	160
5 Web – large side ¹	JPG · PNG · GIF	240 x 400	490 x 100	220
6 Email – super	JPG · PNG · STATIC GIF	600 x 120	—	200**
7 Email – central ⁴	JPG · PNG · STATIC GIF	468 x 100	—	130**
8 Email – large central ⁴	JPG · PNG · STATIC GIF	468 x 200	—	160**
9 Email – small side ⁴	JPG · PNG · STATIC GIF	240 x 160	—	99**
10 Email – large side ⁴	JPG · PNG · STATIC GIF	240 x 400	—	110**

INTRODUCTORY OFFER - DIGITAL BUNDLE DEAL

Receive a complimentary email banner advertisement of the same size when you book a banner advertisement on the Produce Plus website, subject to availability.

SUPPLYING ARTWORK

Please submit banners to design@fruitnet.com (max. 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 details

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.

PRODUCTION FEE (DISCOUNT NOT APPLICABLE)

Banners:	Production cost
Animated banner	US\$ 150
Static banner	US\$ 100

Notes

1—Appears on all Produce Plus pages

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

3—Central banners are only available on the Produce Plus 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.

**—Price quoted is per newsletter issue

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

Produce Plus readership figures by region:



AUSTRALIA 59%



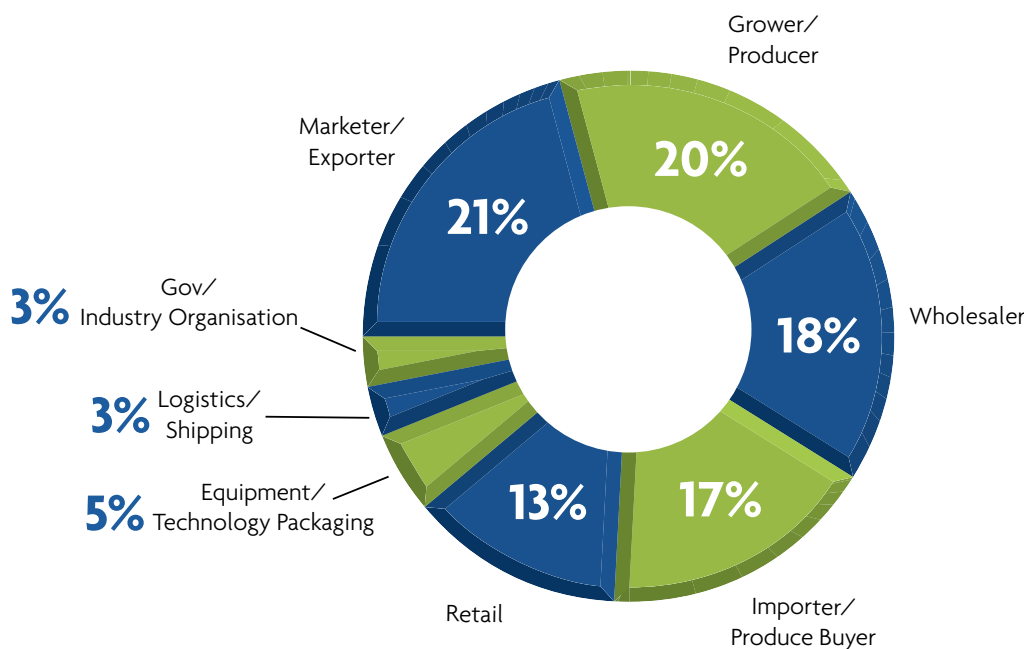
NEW ZEALAND 32%



REST OF THE WORLD 9%

With more than 4,000 readers in print and online, Produce Plus is recognised as the premier marketing magazine for the fresh fruit and vegetable business in Australia and New Zealand. Produce Plus is distributed annually to visitors at a number of national and international trade events and exhibitions, reaching industry professionals throughout the value chain.

Produce Plus readership figures by sector:



Produce Plus is brought to you by the Fruitnet Media International Group, the world's leading fresh produce publisher and conference event organiser, with titles covering each of the major world markets, including Asiafruit, Eurofruit, Americafruit and Fresh Produce Journal (UK).

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