

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 [fruitnet.com/produceplus](http://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.



PRESENTED BY



### 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](http://fruitnet.com/produceplus)

Member of the Fruitnet Media International Group. Market Intelligence Asia Pty 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

All prices are subject to Australian GST at 10%

## Print advertising rates 2017

### PREMIUM POSITIONS

Back cover .....	A\$ 3,205
Inside front cover .....	A\$ 3,080
Inside back cover .....	A\$ 2,650
News page left .....	A\$ 2,730
News page right .....	A\$ 2,890

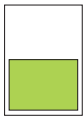
Bleed size  
(216mm x 303mm)  
Page size  
(210mm x 297mm)



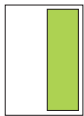
#### Full page

4 colour .....	A\$ 2,410
B&W .....	A\$ 1,450

(171mm x 127mm)



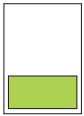
(71mm x 256mm)



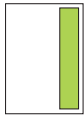
#### Half page

4 colour .....	A\$ 1,380
B&W .....	A\$ 830

(171mm x 83mm)



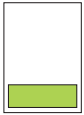
(46mm x 256mm)



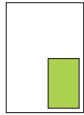
#### Third page

4 colour .....	A\$ 1,030
B&W .....	A\$ 620

(171mm x 61mm)



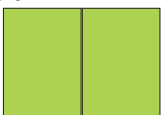
(71mm x 127mm)



#### Quarter page

4 colour .....	A\$ 800
B&W .....	A\$ 440

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



#### Double page spread

4 colour .....	A\$ 4,100
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(Bleed size - 426mm x 150mm)  
(Page size - 420mm x 144mm)



#### Half page spread

4 colour .....	A\$ 2,345
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### CREATIVE MARKETING



#### Belly wrap around exterior

4 colour .....	A\$ 5,010
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#### Belly wrap to page

4 colour .....	A\$ 5,125
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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:..... A\$ 2,169

Half page:..... A\$ 1,242

Third page:..... A\$ 927

Quarter page:..... A\$ 720

##### 3-4 adverts (15% discount):

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

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

Third page:..... A\$ 875.50

Quarter page:..... A\$ 680

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

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

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

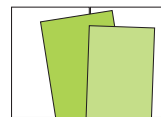
**Publication date:**.....Week before cover date

**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 .....	A\$ 2,705
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#### Belly wrap to page

4 colour .....	A\$ 5,945
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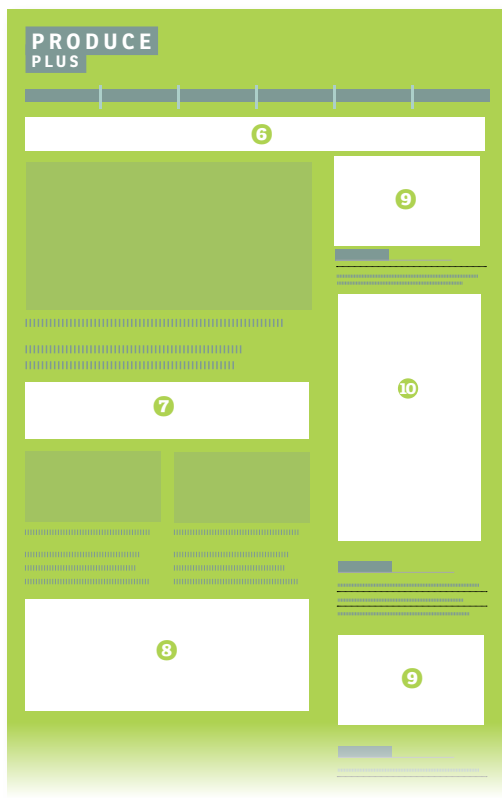
All prices are subject to Australian GST at 10%

## Online advertising rates 2017

ONLINE AT [FRUITNET.COM/PRODUCEPLUS](http://FRUITNET.COM/PRODUCEPLUS)



### PRODUCE PLUS NEWS – FREE EMAIL SERVICE



	FILE TYPES	SIZE (PIXELS) DESKTOP	MOBILE*	PRICE (AUD) PER WEEK
1 Web – super <sup>1</sup>	JPG · PNG · GIF	980 x 100	490 x 100	625
2 Web – shared <sup>2</sup>	JPG · PNG · GIF	468 x 60	468 x 60	160
3 Web – central <sup>3</sup>	JPG · PNG · GIF	700 x 90	980 x 100	220
4 Web – small side <sup>1</sup>	JPG · PNG · STATIC GIF	240 x 160	980 x 100	160
5 Web – large side <sup>1</sup>	JPG · PNG · GIF	240 x 400	490 x 100	220
6 Email – super	JPG · PNG · STATIC GIF	600 x 120	—	200**
7 Email – central <sup>4</sup>	JPG · PNG · STATIC GIF	468 x 100	—	130**
8 Email – large central <sup>4</sup>	PG · PNG · STATIC GIF	468 x 200	—	160**
9 Email – small side <sup>4</sup>	JPG · PNG · STATIC GIF	240 x 160	—	99**
10 Email – large side <sup>4</sup>	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](mailto: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	A\$ 150
Static banner	A\$ 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.

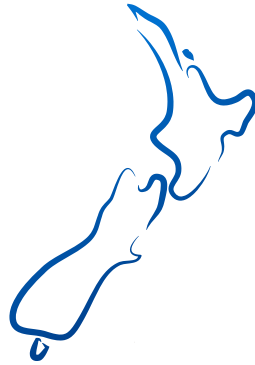
\*\*—Price quoted is per newsletter issue

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%**



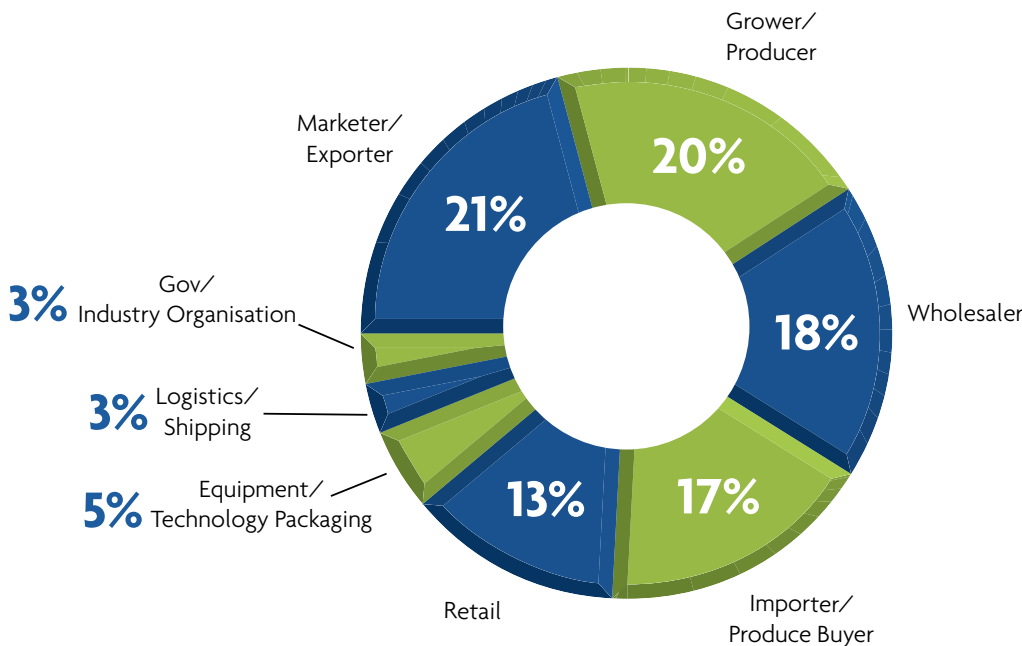
**NEW ZEALAND 32%**



**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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