

PRODUCE

PLUS

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

MEDIA KIT 2019

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



MOYA

MARKETER OF THE YEAR AWARD 2018

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.



Online News Service

Quality news and information online 24/7 at fruitnet.com/produceplus, covering the latest stories from Australia and New Zealand's fresh fruit and vegetable industry.

Our PRODUCE PLUS News email service delivers the latest news to subscribers inboxes, while the magazine's team of journalists and international correspondents provide regular updates and news flashes via Twitter, @ProducePlus and LinkedIn.

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.



+3,800

**Produce Plus News
Recipients**



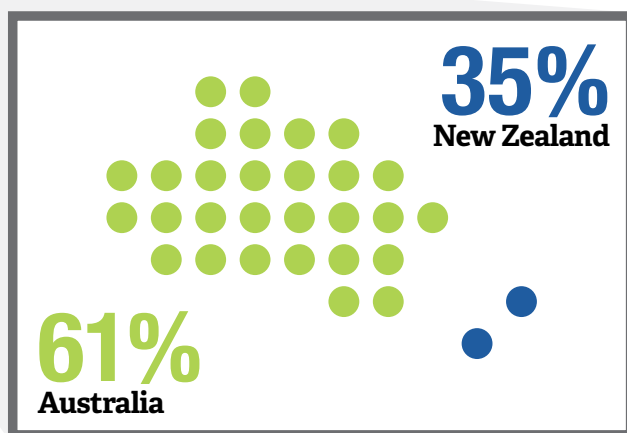
4,000

**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

EDITORIAL PROGRAMME

Issue 32 Autumn, March 2019

Distributed at

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

DEADLINE: 04/03/2019

Issue 33 Winter, May 2019

Distributed at

Hort Connections 2019 (Australia)

Special Features

Marketer of the Year Award Finalist Focus
Hort Connections Exhibitor Preview
North American Imports
Packaging & Grading
Sustainability
Organics

Products

Citrus
Avocados
Kiwifruit
Nuts & Dried Fruit

Regulars

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

DEADLINE: 17/05/2019

Issue 34 Spring, August 2019

Distributed at

Asia Fruit Logistica 2019 (Hong Kong)

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

DEADLINE: 05/08/2019

Issue 35 Summer, November 2019

Distributed at

Fruit Logistica 2020 (Germany)

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

DEADLINE: 11/11/2019

MAGAZINE ADVERTISING

For Print and Digital editions of Produce Plus

Premium positions

Back cover

A\$3,205

Inside front cover

A\$3,080

Inside back cover

A\$2,650

Front section

A\$2,890

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



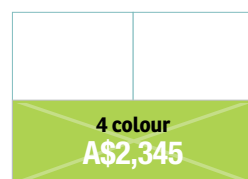
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)
(logos and text should be at least 5mm from the edge of page)

Half Page

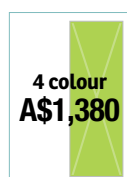


171mm x 127mm, bleeding ad - 210mm x 143mm
+3mm on all sides (216mm x 149mm)
(logos and text should be at least 5mm from the edge of page)

Half Page Spread

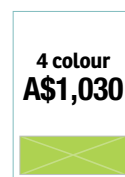


420mm x 144mm +3mm bleed on all sides (426mm x 150mm)
(logos and text should be at least 5mm from the edge of page)



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 CC2019 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2019 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\$3,800

Belly Wrap



FROM
A\$5,010

Further Options

Brochure on page
(With a full page ad)* **A\$3,960**
*brochure supplied by a client

Fold-out pages
Double (three pages) **A\$3,990**
Triple (five pages) **A\$4,810**

Magazine inserts
On page **A\$2,705**
Inside front cover **A\$2,570**

Bound-in Card



A\$4,150

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

Fold-out Cover



A\$4,810

3 PAGES OF ADVERTISEMENT



Advertorials

Creative

Full Page



4 colour
A\$2,410



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

Double Page Spread



4 colour
A\$4,100



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

Standard

Full Page



4 colour
A\$1,600



Maximum 500 words & 1 picture

Double Page Spread



4 colour
A\$3,100



Maximum 1000 words & 2 pictures

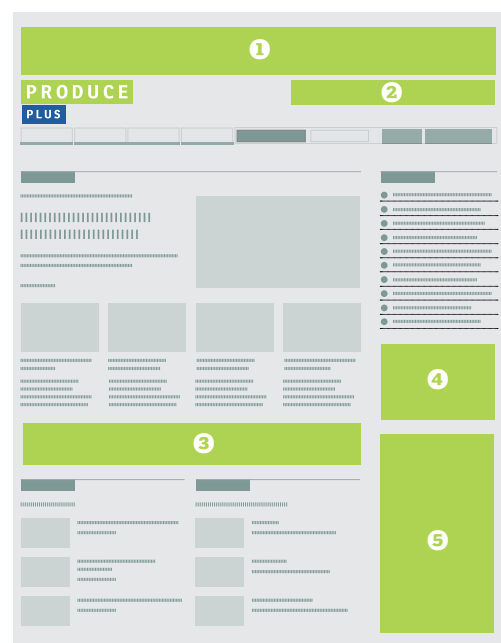
ONLINE ADVERTISING

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	A\$625	A\$2500
2 Top Banner ¹	JPG · PNG · GIF	468 x 60	980 x 100	A\$160	A\$640
3 Central Banner ¹	JPG · PNG · GIF	700 x 90	-	A\$220	A\$880
4 Small Side Banner ¹	JPG · PNG · GIF	240 x 160	-	A\$160	A\$640
5 Large Side Banner ¹	JPG · PNG · GIF	240 x 400	-	A\$220	A\$880
4 Video Banner ³	LINK	240 x 160	-	A\$400	A\$1600
Website Take Over				Starting from A\$700/week	
Advertorial				Up to 500 words - A\$690	

 **7,500**

fruitnet.com/produceplus
monthly visits



Produce Plus News – Free email service

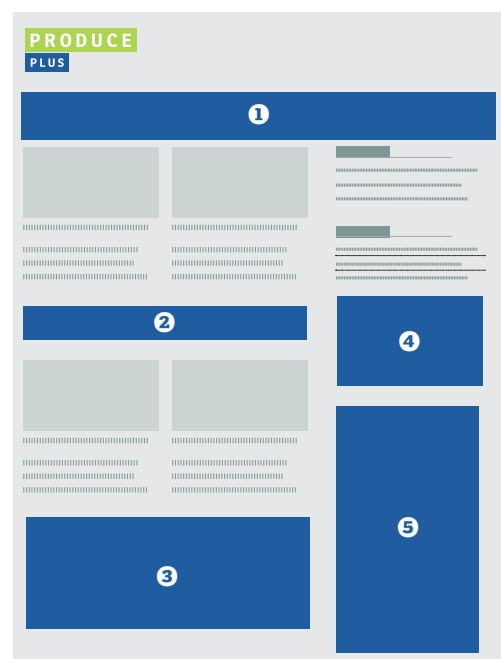
	FILE TYPES	SIZE (PIXELS)	(PRICE)
		DESKTOP	MONTHLY
1 Super Banner ²	JPG · PNG	600 x 120	A\$360
2 Central Banner ²	JPG · PNG	468 x 100	A\$240
3 Large Central Banner ²	JPG · PNG	468 x 200	A\$280
4 Small Side Banner ²	JPG · PNG	240 x 160	A\$190
5 Large Side Banner ²	JPG · PNG	240 x 400	A\$280

● Advertorial
Appears once in Newsletter (up to 500 words)

One off charge
A\$550

 **3,800**

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.

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: Full access to online news

SUBSCRIBE NOW!

PRINT & DIGITAL

A\$88 per year

For information about how to subscribe, please contact:

subscriptions@fruitnet.com

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



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READ A SAMPLE ISSUE OF
PRODUCE PLUS FOR FREE

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EVENTS

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.

For more information contact events team:
+44 20 7501 3725 | events@fruitnet.com



FPI

24-26 April 2019
Mumbai
freshproduceindia.com



GBC

25-27 March 2019
Rotterdam
berrycongress.com



FPFC

29-31 May 2019
Shanghai
chinafruitlogistica.cn

EPF

EUROPEAN
PACKAGING FORUM

04-05 June, 2019
Düsseldorf
fruchthandel.de/packagingforum

DOGK

16-17 September 2019
Düsseldorf
dogkongress.de



ASIAFRUIT
CONGRESS
亚洲水果国际果蔬大会

03 September 2019
Hong Kong
asiafruitcongress.com

AFC



FFME

fruitnetforumme.com

FFC

fruitnetforumcolombia.com



FPJLIVE

07-08 October 2019
United Kingdom
fpjlive.com



FFSEE

06-07 November 2019
Belgrade
fruitnetforumsee.com



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+44 20 7501 3725 | events@fruitnet.com