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
1R/95 Lambeth Street, Kensington, VIC 3031, Australia.
Tel +61 3 9040 1602 | Fax +61 3 9372 6681 | fruitnet.com

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

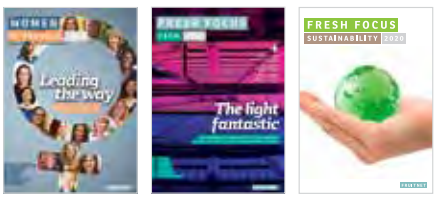
The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.

MOYA
MARKETER OF THE YEAR AWARD 2020

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

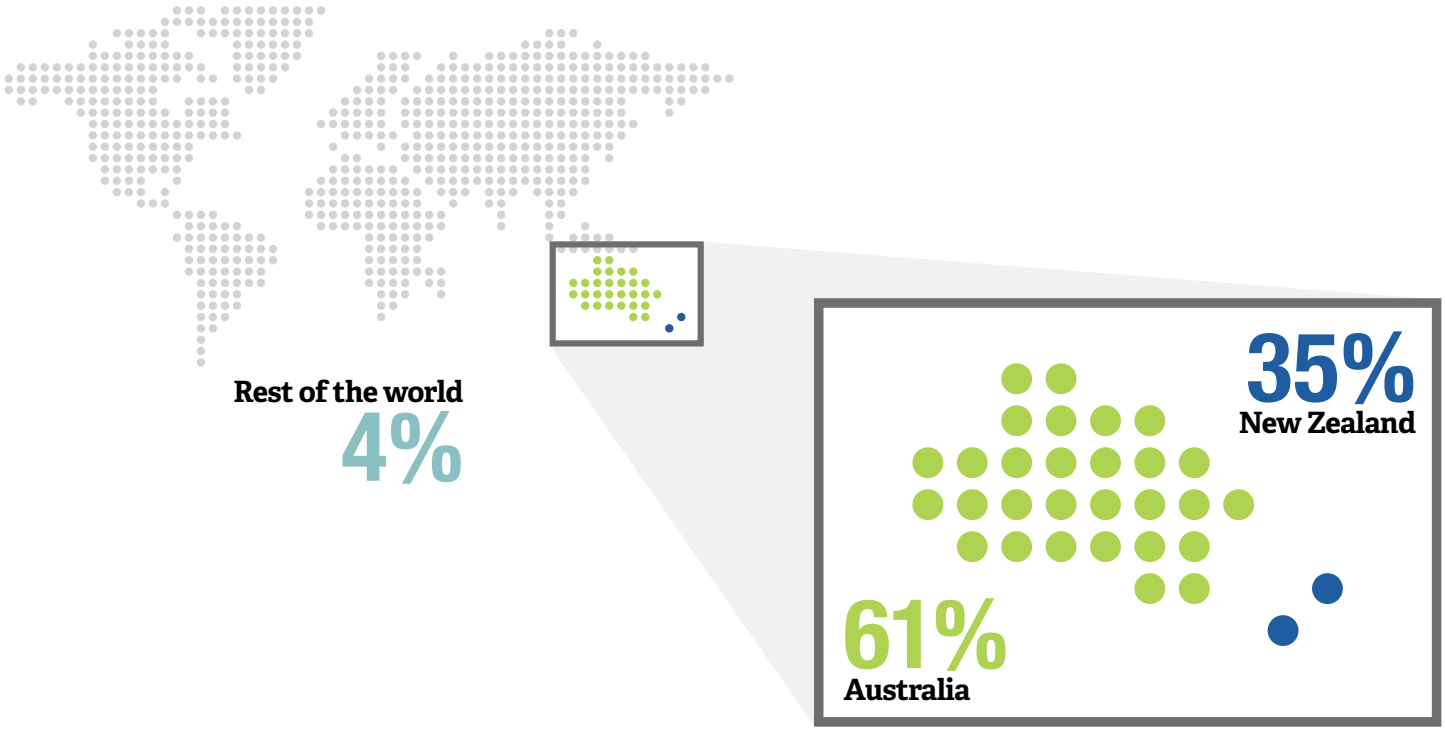
Global coverage

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



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

Distributed at
Fresh Produce India 2020 (India)

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

Distributed at
Hort Connections 2020 (Australia)

Special Features
Marketer of the Year Award Finalist Focus
Hort Connections Exhibitor Preview
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: 08/05/2020

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)

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)

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)

Quarter Page

171mm x 61mm

71mm x 127mm

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 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)

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)

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)

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

Contact:

For more information please contact:

Advertising team:

Alexandra Walker
+61 4 1642 8561
alexandra@fruitnet.com

Kate Riches
+61 3 9040 1601
kate@fruitnet.com

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

4 colour
A$2,530

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

Double Page Spread

4 colour
A$4,305

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

Standard

Full Page

4 colour
A$1,680

Maximum 500 words & 1 picture

Double Page Spread

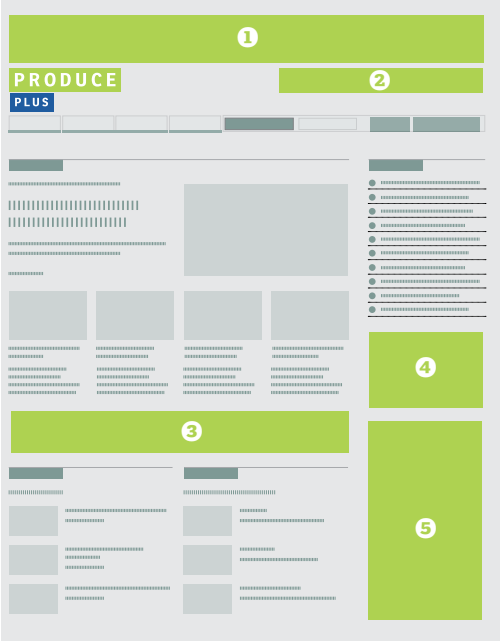
4 colour
A$3,255

Maximum 1000 words & 2 pictures

ONLINE ADVERTISING

fruitnet.com/produceplus – Banner options

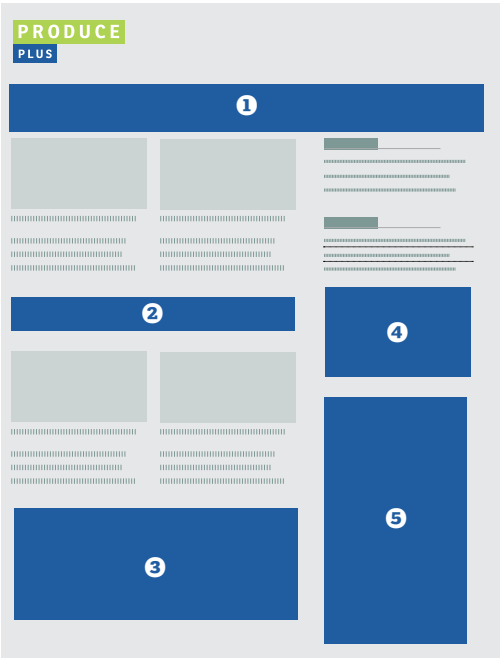
	FILE TYPES	(SIZE - PIXELS) DESKTOP	MOBILE*	(PRICE) WEEKLY	MONTHLY
1 Super Banner[1]	JPG · PNG · GIF	980 x 100	980 x 100	A$655	A$2530
2 Top Banner[1]	JPG · PNG · GIF	468 x 60	980 x 100	A$170	A$680
3 Central Banner[1]	JPG · PNG · GIF	700 x 90	-	A$230	A$920
4 Small Side Banner[1]	JPG · PNG · GIF	240 x 160	-	A$170	A$680
5 Large Side Banner[1]	JPG · PNG · GIF	240 x 400	-	A$230	A$920
4 Video Banner[3]	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) DESKTOP	(PRICE) MONTHLY
1 Super Banner[2]	JPG · PNG	600 x 120	A$380
2 Central Banner[2]	JPG · PNG	468 x 100	A$250
3 Large Central Banner[2]	JPG · PNG	468 x 200	A$295
4 Small Side Banner[2]	JPG · PNG	240 x 160	A$250
5 Large Side Banner[2]	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

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subscriptions@fruitnet.com
TEL +44 20 7501 0311

Alexandra Walker
alexandra@fruitnet.com
TEL +61 3 9040 1602

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

CONTACTS

Editorial

Matthew Jones
EDITOR
+61 3 9040 1604
matthew@fruitnet.com
@mattfruitnet

Liam O'Callaghan
STAFF JOURNALIST
+61 3 9040 1605
liam@fruitnet.com
@limafruitnet

Chris Komorek
STAFF JOURNALIST
+61 3 9040 1606
chris.komorek@fruitnet.com
@ckfruitnet

Advertising

Kate Riches
HEAD OF ASIA-PACIFIC
+61 3 9040 1601
kate@fruitnet.com
@katefruitnet

Alexandra Walker
ASIA-PACIFIC
+61 4 1642 8561
alexandra@fruitnet.com
@alexfruitnet

Jeff Long
US & CANADA
+1 805 966 0815
jeff@fruitnet.com

Management

Chris White
MANAGING DIRECTOR
+44 20 7501 3710
chris@fruitnet.com
@chrisfruitnet

Ulrike Niggemann
COMMERCIAL DIRECTOR
+49 211 99 10 425
un@fruchthandel.de
@ulrikefruitnet

John Hey
EDITORIAL DIRECTOR
+61 3 904 01602
john@fruitnet.com
@johnfruitnet

Design & Production

Simon Spreckley
DESIGN MANAGER
+44 20 7501 3713
simon@fruitnet.com

Qiong Wu
GRAPHIC DESIGNER
+61 03 904001603
wobo@fruitnet.com

Accounts

Tracey Thomas
ACCOUNTS MANAGER
+44 20 7501 3717
tracey@fruitnet.com

Subscriptions

Giuseppe Loiacono
SUBSCRIPTIONS SALES EXECUTIVE
+44 20 7501 0311
giuseppe@fruitnet.com

Events

Annalisa Bertacchini
EVENTS OPERATIONS MANAGER
+44 20 7501 3708
annalisa@fruitnet.com

Marketing

Laura Martín Nuñez
MARKETING MANAGER
+44 20 7501 3720
laura@fruitnet.com

Agents

Artur Wiselka
SALES DIRECTOR
+44 20 7501 0309
artur@fruitnet.com

Giorgio Mancino
SENIOR ACCOUNT MANAGER
+44 20 7501 3716
giorgio@fruitnet.com

Panagiotis Chrissovergis
GERMANY, AUSTRIA & SWITZERLAND
+49 211 991 0429
pc@fruchthandel.de

Irmelin Egelhoff
FRANCE
+49 211 691 4523
irmelin@fruitnet.com

Carla Buono
ITALY
+39 059 7863830
carla@ncx.it

Giordano Giardi
ITALY
+39 059 786 3839
giordano@fruitnet.com

Fred Meintjes
SOUTH AFRICA
+27 28 754 1418
fredmeintjes@fruitnet.com

EVENTS 2020

Official Cooperation Partner

ASIA FRUIT LOGISTICA | FRUIT LOGISTICA

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.

FPI
22-24 April 2020
Mumbai
freshproduceindia.com

FRESH PRODUCE INDIA

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

GBC
GLOBAL BERRY CONGRESS
30 March-01 April 2020
Rotterdam
berrycongress.com

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

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

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

FPJ LIVE
FPJLIVE
05-06 October 2020
United Kingdom
fpjlive.com

ASIAFRUIT CONGRESS 亚洲水果国际果蔬大会
15 September 2020
Singapore
asiafruitcongress.com
AFC

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

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

For more information contact events team:
+44 20 7501 3708 | events@fruitnet.com