

EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

IN PRINT, ON SCREEN, IN PERSON

Eurofruit is Europe's leading supplier of news, information for the international fresh fruit and vegetable business. Available in print, on screen and in person, Eurofruit is the reference point of choice for business leaders working in Europe's fresh fruit and vegetable supply chain. They are the decision makers who operate from the supermarket shelf to the farm gate. They want quality news and information to give them the best competitive edge. They use Eurofruit as a platform to present their products and services to buyers in the business.



Print and digital editions

Eurofruit's print edition provides the best industry analysis as well as in-depth company, product and country profiles. Published eleven times a year, it is also available as a digital edition to read on your computer or tablet, and is available for the iPad via the App Store.



Online news service

Eurofruit's quality news and information is available online 24/7. The magazine's team of journalists and international correspondents post regular updates on Fruitnet.com/eurofruit, which can be viewed on your computer and mobile smartphone. Plus, you can receive daily news alerts by signing up to the Fruitnet Daily News email service.



Live networking events

Eurofruit also organises fresh produce conference events all over the world – the best way to explore commercial opportunities and make new business contacts. Its annual conference events now include Global Berry Congress, Eurofruit Congress Southern Hemisphere, and Eurofruit Business Forum. Eurofruit is also co-organiser of European Vegetable Strategies.

• **NEW** •
**IMPROVED
& EXTENDED**

print and digital
information service



Wide distribution

Eurofruit is present at the world's leading fresh produce trade shows. It is distributed in large number – free of charge – at Fruit Logistica in Berlin and at Asia Fruit Logistica in Hong Kong. It is also present at World Food Moscow, PMA in the US, Macfrut in Italy, Fruit Attraction in Madrid and a number of other regional exhibitions.



Information network

Eurofruit is part of the Fruitnet International Media Group. It is the sister magazine of Asiafruit (for fresh buyers in Asia, first published in 1995), Fresh Produce Journal (the magazine for the UK fresh produce market, first published in 1895), Americafruit (the news service for North America since 2000) and Produce Plus (the magazine for Australia and New Zealand since 2012). It is also a partner of Fruchthandel Magazine, Germany's leading fresh fruit and vegetable trade magazine.

EUROFRUIT

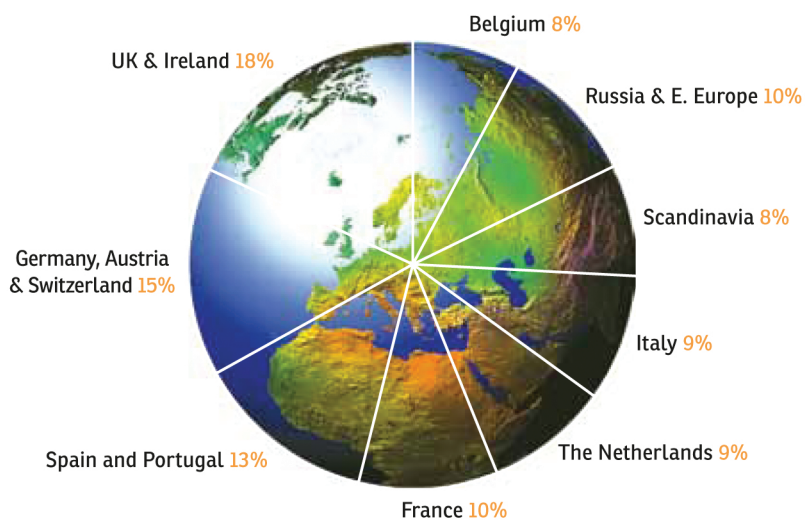
THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

READERSHIP 2015

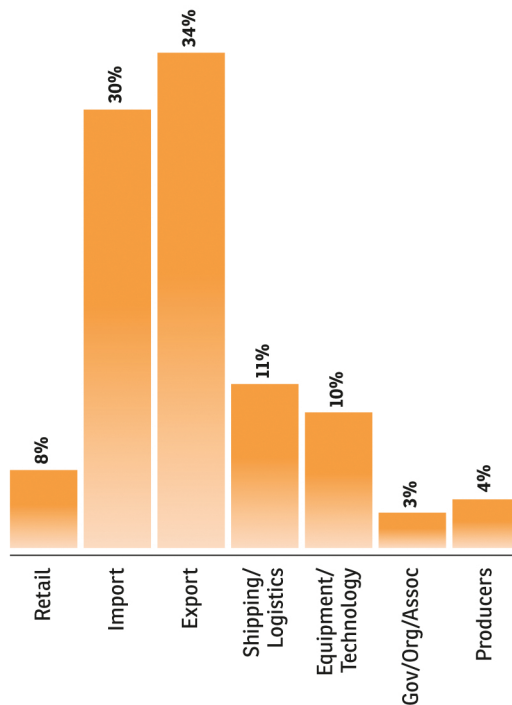
- Worldwide readership of over 8,000.
- A minimum of 80% of Eurofruit Magazine's monthly mailed circulation are paying subscribers.
- Additionally, the magazine is distributed free at all major trade events across Europe.

Europe 66%

BY REGION:

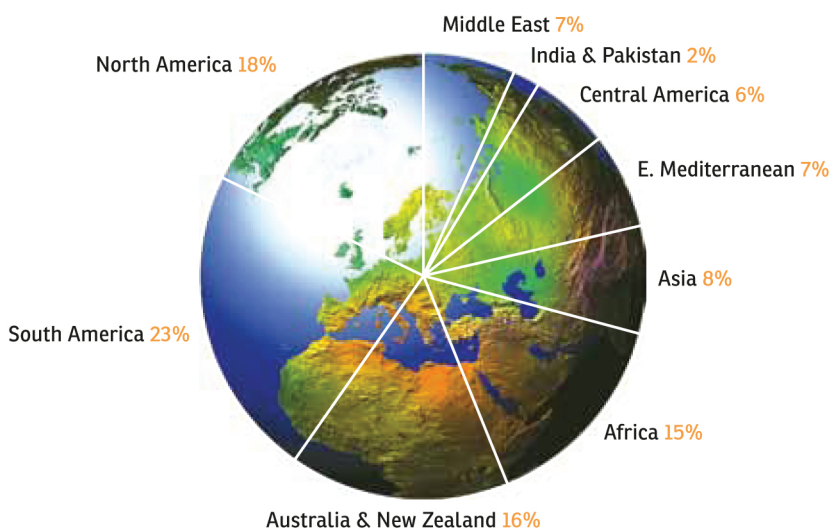


BY SECTOR:

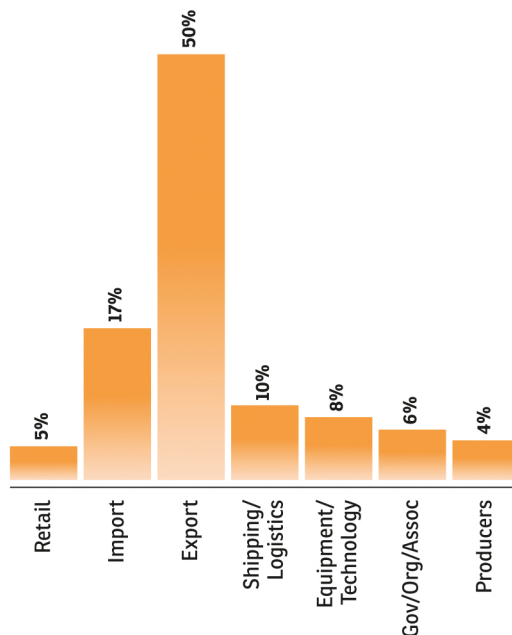


Rest of World 34%

BY REGION:



BY SECTOR:



For more information go to www.eurofruitmagazine.com

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BANNER ADVERTISING RATES 2015

FRUITNET.COM/EUROFRUIT

BANNER	WIDTH x HEIGHT (pixels)		PRICE (WEEK)	FILE TYPES ACCEPTED
	DESKTOP	MOBILE	USD	
1 Super banner ¹	980 X 100	490 X 100	685	JPG, PNG, GIF
2 Shared banner ²	468 X 60	468 X 60	135	JPG, PNG, GIF
3 Central banner ³	700 X 90	980 X 100	205	JPG, PNG, GIF
4 Small side banner	240 X 160	980 X 100	135	JPG, GIF (STATIC ONLY)
5 Large side banner	240 X 400	490 X 100	205	JPG, PNG, GIF

FRUITNET DAILY NEWS — FREE EMAIL NEWSLETTER SERVICE

BANNER	WIDTH x HEIGHT (pixels)	PRICE (WEEK)	FILE TYPES ACCEPTED
		USD	
6 Email central banner	468 X 60	410	JPG, PNG, GIF (STATIC ONLY)
7 Email small side banner	240 X 160	240	JPG, PNG, GIF (STATIC ONLY)
8 Email large side banner	240 X 400	345	JPG, PNG, GIF (STATIC ONLY)

DISCOUNTS

PROGRAMME DURATION	DISCOUNT
12 months	30%
9 months	20%
6 months	10%
3 months	5%

PRODUCTION FEE (DISCOUNT NOT APPLICABLE)

BANNER	PRODUCTION COST
Animated banner	US\$ 125
Static banner	US\$ 85

Supplying artwork

Please submit banners via email to design@fruitnet.com (maximum 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 email address and name

Postal address: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, United Kingdom.

Notes

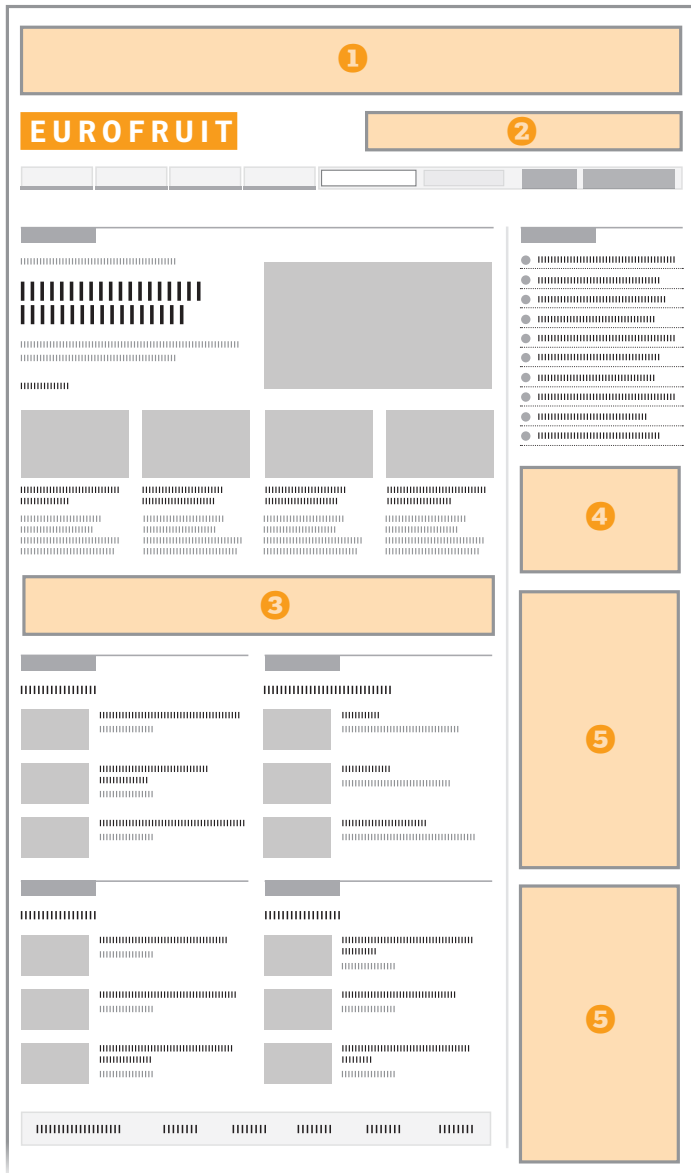
- 1 Exclusive banner on all Eurofruit web pages
- 2 Rotating space shared equally with max four advertisers
- 3 Central banners only available on website home page

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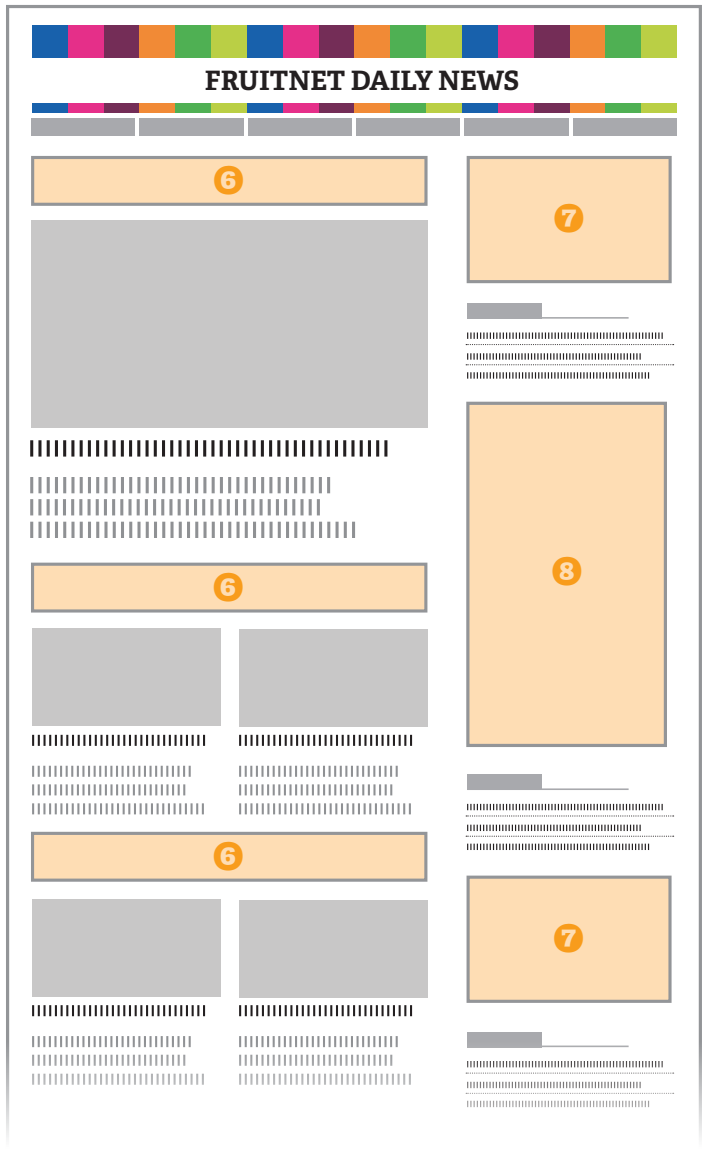
BANNER ADVERTISING FORMATS 2015

Website Banners



- 1 Super banner** 980 x 100 pixels
- 2 Shared banner†** 468 x 60 pixels
- 3 Central banner** 700 x 90 pixels
- 4 Small side banner** 240 x 160 pixels
- 5 Large side banner** 240 x 400 pixels

Email Banners



- 6 Email central banner*** 468 x 60 pixels
- 7 Email small side banner*** 240 x 160 pixels
- 8 Email large side banner*** 240 x 400 pixels

Availability

* Banner types marked with an asterisk are available in unlimited number and arranged vertically according to when they were booked, on a first-come, first-served basis.
 † Shared banner position available to maximum five clients.
 All other banner types available in quantities shown.

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PRINT ADVERTISING MEASUREMENTS & RATES 2015

FORMAT	PRICE
PREMIUM POSITIONS	
Back cover	US\$ 5,520
Inside front cover	US\$ 5,240
Front Section	US\$ 4,830
Inside back cover	US\$ 4,210
FULL PAGE	
4 colour	US\$ 3,850
B&W	US\$ 2,620
+ Additional colour	US\$ 410
HALF PAGE	
4 colour	US\$ 2,750
B&W	US\$ 1,520
+ Additional colour	US\$ 410
THIRD PAGE	
4 colour	US\$ 2,470
B&W	US\$ 1,240
+ Additional colour	US\$ 410
QUARTER PAGE	
4 colour	US\$ 2,190
B&W	US\$ 960
+ Additional colour	US\$ 410
DOUBLE-PAGE SPREAD	
4 colour	US\$ 6,830
HALF-PAGE SPREAD	
4 colour	US\$ 4,420

Artwork

We are only able to accept artwork supplied in the following way:

- Print-ready PDF
- InDesign or Illustrator CS5.5 or earlier
 - All fonts must be supplied/outlined
 - Images must be supplied/embedded at 300 dpi in CMYK
- Photoshop CS5.5 or earlier:
 - Saved as jpg, tiff or eps (CMYK only)
 - Minimum 300 dpi

File transfer

- email to design@fruitnet.com
(No files larger than 25MB)
- Via WeTransfer.com to design@fruitnet.com
- FTP (Please contact us for our FTP details)

Special colours

For special colors please add US\$410 per colour to the 4 colour rate.

Discounts

- 2+ — 5%
- 4+ — 10%
- 6+ — 15%
- 8+ — 20%
- 10+ — 25%

Agency Discounts

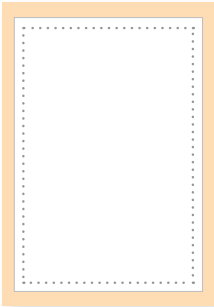
UK Agency Commission — 10%
Other Agency Commission — 15%
(VAT 20% for UK-based companies and agencies only)

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PRINT ADVERTISING FORMATS 2015

Full page



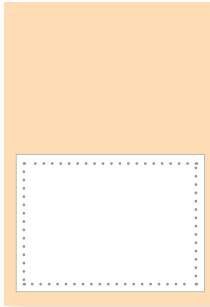
171mm x 260mm

Full page bleed



210mm x 297mm +
3mm bleed on all sides

Half page horizontal



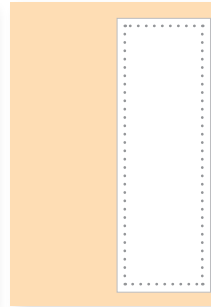
171mm x 127mm

Half page bleed horizontal



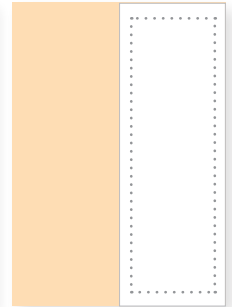
210mm x 143mm +
3mm bleed on all sides

Half page vertical



71mm x 256mm

Half page bleed vertical



88mm x 297mm +
3mm bleed on all sides

Third page horizontal



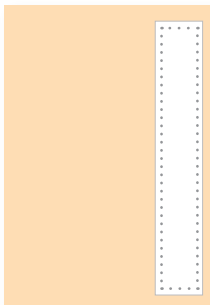
171mm x 83mm

Third page bleed horizontal



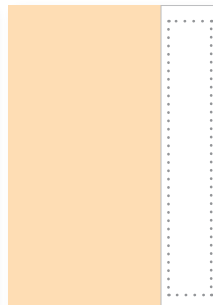
210mm x 99mm +
3mm bleed on all sides

Third page vertical



46mm x 256mm

Third page bleed vertical



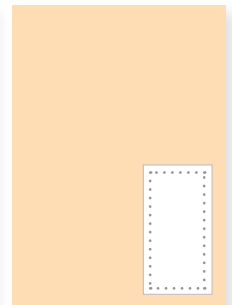
63mm x 297mm +
3mm bleed on all sides

Quarter page horizontal



171mm x 61mm

Quarter page vertical



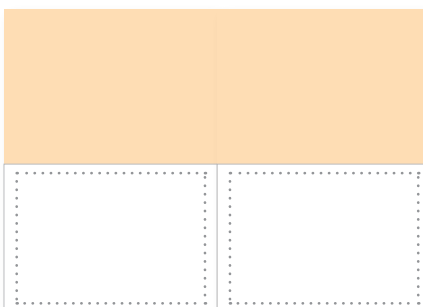
71mm x 127mm

Double-page spread



420mm x 297mm + 3mm bleed on all sides

Half-page spread



420mm x 144mm + 3mm bleed on all sides

Further information

To discuss these and other opportunities to promote your company, please contact:

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January

The Fruit Logistica Issue

Distributed free at Fruit Logistica (Berlin)

Market Focus European Retail
Emerging Market Global
Import Hub Netherlands

Product Focus

Apples (South Africa)
 Apricots (US)
 Asparagus (US)
 Blueberries (Morocco, Spain)

Supply Focus France, NZ, Peru, Portugal, RSA
Service Focus Packaging, Ports & Logistics
Event Preview Fruit Logistica

Ginger (China, Thailand)
 Kiwano (Ecuador)
 Limes (Brazil)
 Melons (Central America)

Key Features
 Emerging Markets
 Ports & Logistics

Mangosteens (Asia)
 Passionfruit (Africa, South America)
 Pears (Argentina, South Africa)
 Physalis (Colombia)

February

The Technology Issue

Distributed free at Fruit Logistica (Berlin), Biofach (Nuremberg), Gulf Food (Dubai)

Market Focus Middle East
Emerging Market Bulgaria & Romania
Import Hub Germany

Product Focus

Apples & Pears (South America)
 Asparagus (Spain US Mexico)
 Avocados (Kenya)

Supply Focus Argentina, Chile, Cyprus, Israel
Service Focus Technology
Event Preview Fruit Logistica

Grapes (Brazil, Senegal)
 Lychees (Thailand)
 Mangoes (Mexico)

Key Feature
 Exotics

Pineapples
 Pomegranates (South America)

March

The Innovation Issue

Distributed free at Global Berry Congress (Rotterdam)

Market Focus Nordic Countries
Emerging Market Baltic States
Import Hub The Gulf

Product Focus

Apples & Pears (South Africa)
 Berries (Europe)
 Carambola (Asia)

Supply Focus India
Service Focus Seeds & Innovation
Event Preview Global Berry Congress

Cucumbers (Europe)
 Grapes (India)
 Peppers (Europe)

Key Features
 Berries
 Onions

Persimmons (Southern Hemisphere)
 Stonefruit (Early Mediterranean)
 Tomatoes (Europe)

April

The Marketing Issue

Distributed free at UK Fruit & Vegetable Congress (Warwick), Fresh Produce India (Mumbai), Medfel (Perpignan)

Market Focus UK & Ireland
Emerging Market India
Import Hub Russia

Product Focus

Apples (New Zealand)
 Apricots (US)
 Asparagus (Europe)
 Aubergines (Belgium, Netherlands)

Supply Focus Ecuador, India
Service Focus PR & Marketing
Event Preview UK Fruit & Vegetable Congress

Cherries (Early European)
 Kiwifruit (Chile, Australia)
 Legumes (Netherlands, Africa)
 Mangoes (Northern Hemisphere)

Key Features
 Bananas
 Cherries

Papayas (Northern Hemisphere)
 Root Vegetables (Northern Europe)
 Salads & Convenience
 Soft Citrus (Southern Hemisphere)

May

The Consumers Issue

Distributed free at European Vegetable Strategies (Brussels), Asiafruit Market Insight (Shanghai), Fruit Innovation (Milan), Fruit Gourmet Expo (Verona)

Market Focus Italy
Emerging Market Egypt
Import Hub The Adriatic

Product Focus

Avocados (Peru, South Africa)
 Blueberries (Europe)
 Brassicas (Europe)
 Cherimoya (Colombia)

Supply Focus Africa
Service Focus Post-Harvest
Event Preview European Vegetable Strategies

Cherries (Europe, California)
 Exotics (Israel)
 Figs (Israel)
 Grapefruit (Southern Hemisphere)

Key Features
 Stonefruit
 Vegetables

Grapes (Israel, Morocco)
 Lemons (Southern Hemisphere)
 Melons (Mediterranean)
 Stonefruit (Mediterranean, US)

Fresh Focus Belgium

Supplement distributed free at European Vegetable Strategies, Asia Fruit Logistica, World Food Moscow, World of Perishables

June

The Sustainability Issue

Market Focus Central Europe
Emerging Market Morocco
Import Hub Airports

Product Focus

Almonds (Australia)
 Apricots (Europe)
 Blackberries (UK, US)
 Cherries (Iran, Turkey, UK, Washington)

Supply Focus Belgium, South-East Asia
Service Focus Crop Protection

Garlic (China, US)
 Ginger (South America)
 Grapes (Cyprus, Egypt, Israel, Mexico)
 Kiwifruit (New Zealand)

Key Features
 Sustainability
 Kiwifruit

Limes (Mexico)
 Lychees (Israel)
 Mangoes (Late Mexico)
 Oranges (Southern Hemisphere)

June (continued)

Fresh & New—The Eurofruit Guide to Innovation in the Fresh Produce Business

Supplement distributed free at European Vegetable Strategies, Asia Fruit Logistica, World Food Moscow, World of Perishables

July

The Retail Issue

Market Focus France

Emerging Market South-East Europe

Import Hub UK

Supply Focus Turkey

Service Focus Finance

Key Features

Retail

Grapes

Product Focus

Blueberries (Canada, UK)

Broccoli (Ecuador)

Grapes (Europe, Turkey, US)

Apples (Late Southern Hemisphere)

Figs (Brazil, Turkey)

Garlic

Lychees (Israel)

Mangoes (Israel)

Mushrooms

Plums (Northern Europe)

Pomegranates (Egypt, Israel, Turkey)

Stonefruit (Turkey)

Fresh Focus Latin America

Supplements distributed free at Asia Fruit Logistica, World Food Moscow, Fruit Attraction, Eurofruit Congress SH, World of Perishables, Fruit Logistica

The Eurofruit Guide to Fresh Produce Technology & Packaging

August

The Pioneers Issue

Distributed free at Asia Fruit Logistica (Hong Kong), Asiafruit Congress (Hong Kong)

Market Focus Benelux

Emerging Market Central Asia

Import Hub The Baltic Sea

Supply Focus France, Greece, Italy,

Netherlands, Spain

Service Focus Sorting & Grading

Event Preview Asia Fruit Logistica, Asiafruit Congress

Key Feature

Pears

Product Focus

Avocados (Latin America, New Zealand)

Grapefruit (Latin America, Cuba)

Herbs (Europe)

Kiwifruit (Europe)

Kumquats (Brazil)

Lemons & Limes (Mexico)

Papayas (Ecuador, Brazil)

Pears (China, Europe, US)

The Fruitnet Guide to the European Potato Business

Supplement distributed free at Asia Fruit Logistica, World Food Moscow, Fruit Attraction, Eurofruit Congress SH, World of Perishables, Fruit Logistica

September

The Eastern Europe Issue

Distributed free at World Food Moscow (Moscow), Cool Logistics Global (Bruges), Macfrut (Rimini), Fresh Market (Warsaw)

Market Focus Eastern Europe

Emerging Market Turkey

Import Hub Belgium

Supply Focus Brittany, Poland, South-East Europe

Service Focus Shipping, Ports & Logistics

Event Preview World Food Moscow

Key Features

Apples

Asparagus

Product Focus

Apples (Northern Hemisphere)

Asparagus (Southern Hemisphere)

Blueberries (Argentina)

Chicory (Europe)

Dates

Garlic (Europe)

Lemons (Mediterranean)

Mangoes (Brazil, Ecuador)

Melons (Brazil)

Plums (Southern Europe)

Pomelos (Asia)

Fresh Focus Eastern Europe

Supplement distributed free at World Food Moscow, Fresh Market Poland, Fruit Logistica

October

The Brands Issue

Distributed free at Eurofruit Congress Southern Hemisphere, Fruit Attraction (Madrid), GlobalGAP Summit, PMA Fresh Summit (Atlanta)

Market Focus Spain & Portugal

Emerging Market Iran

Import Hub The Black Sea

Supply Focus US

Service Focus Labelling

Events Eurofruit Congress Southern Hemisphere

Key Features

Club Varieties

Citrus

Product Focus

Avocados (Chile, Mexico, Mediterranean)

Bananas

Blueberries (Southern Hemisphere)

Cherries (Southern Hemisphere)

Cucumbers (Mediterranean)

Grapes (Brazil, Peru)

Leafy Vegetables (Europe)

Legumes (Latin America, Spain)

Citrus (Cuba, Mediterranean, Mexico, US)

Persimmons (Israel, Spain)

Pomegranates (India, Iran, US)

Root Vegetables (Southern Europe)

Sweet Potatoes (Peru, US)

Tomatoes (Mediterranean)

Fresh Focus Spain

Supplement distributed free at Fruit Attraction and Fruit Logistica

Fresh Focus South Africa

Supplement distributed as part of the October issue of Eurofruit

November/December

The Future Trends Issue

Distributed free at Eurofruit Business Forum (Dubai), World of Perishables (Dubai)

Market Focus Germany

Emerging Market Sub-Saharan Africa

Import Hub Czech Republic & Slovakia

Supply Focus Egypt, Portugal

Service Focus Certification

Event Preview Eurofruit Business Forum, WOP

Key Features

Future Trends

Product Focus

Apples & Pears

Artichokes (Mediterranean)

Blackberries (Guatemala, Mexico)

Cherimoya (Spain)

Dried Fruit

Grapes (Southern Hemisphere)

Kiwifruit (Europe)

Mangoes (Peru, South Africa)

Peppers (Mediterranean)

Plums (Southern Hemisphere)

Raspberries (Chile, Mexico, South Africa)

Sprouts (Northern Europe)

Stonefruit (Southern Hemisphere)

Strawberries (Mediterranean, Mexico, US)

Fresh Focus Middle East

Supplement distributed free at Eurofruit Business Forum, World of Perishables, Fruit Logistica

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