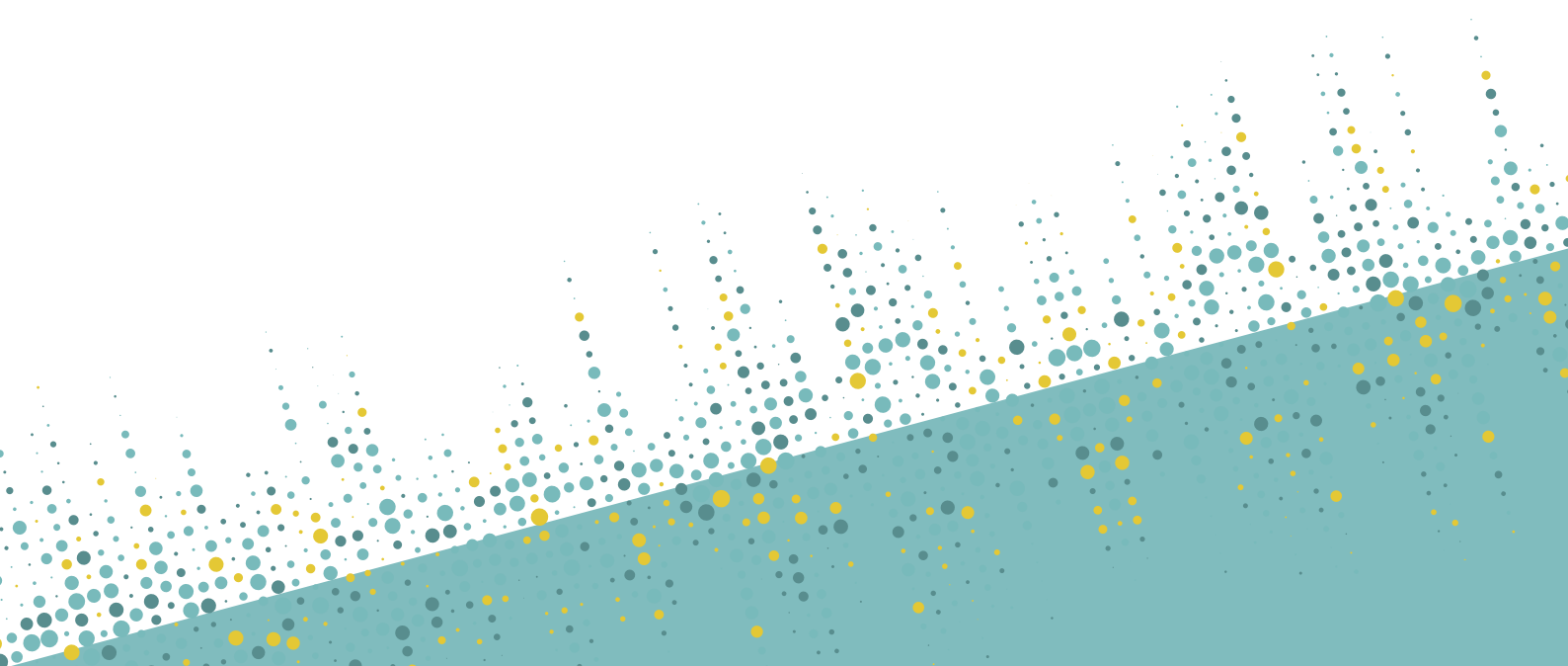


EUROFRUIT

THE INTERNATIONAL MARKETING MAGAZINE FOR FRESH PRODUCE BUYERS IN EUROPE

**MEDIA
KIT 2024**

fruitnet.com/eurofruit





EUROFRUIT

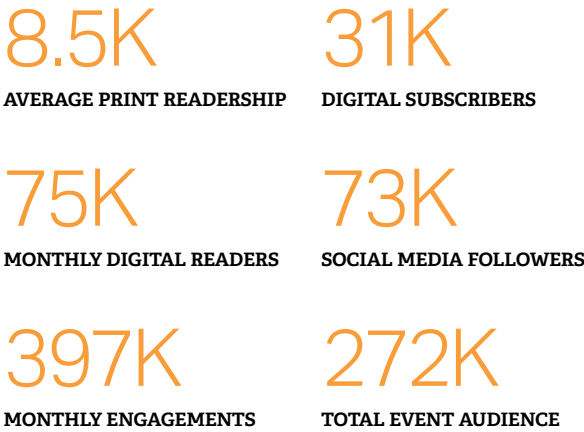
Eurofruit delivers fresh ideas and insight that deepen your knowledge of Europe's fruit and vegetable business.

It is the essential source of information and analysis for anyone who wants to understand the European fresh produce market.

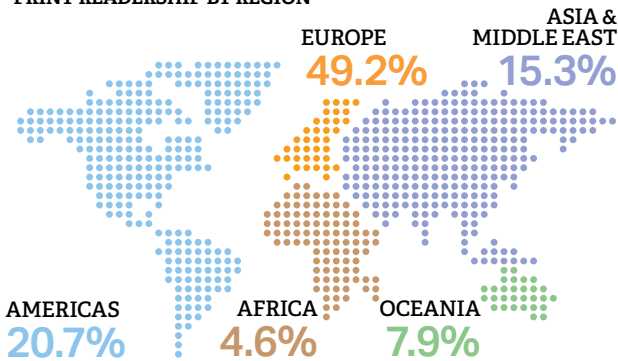
The magazine celebrates innovation in all parts of the industry, from supply chains to retail merchandising, from technology and packaging to marketing and varietal development.

And, with distribution at all major industry events, as well as a prominent online presence, *Eurofruit* is a unique platform for brands to raise their profile in Europe's crowded marketplace.

MIKE KNOWLES MANAGING DIRECTOR, FRUITNET EUROPE



PRINT READERSHIP BY REGION



Eurofruit is part of Fruitnet Media International, which also publishes *Fresh Produce Journal*, *Fruchthandel Magazine*, *Asiafruit*, *Produce Plus* and *Asiafruit China*. All of the group's online content can be found via Fruitnet.com,

Online data based on 2023 figures from Google Analytics.

EUROFRUIT

EDITORIAL PROGRAMME

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editorial@fruitnet.com

1 — FRUIT LOGISTICA EDITION · PART I

FEATURES

Bananas · Southern Hemisphere grapes
Blueberries · Citrus · Melons
Packaging and technology

BOOKING DEADLINE

29 November 2023

EVENT DISTRIBUTION

Fruit Logistica

INCLUDES

FRESH FOCUS

BANANA

2 — FRUIT LOGISTICA EDITION · PART II

FEATURES

SH apples and pears
Strawberries · Pineapples
Seeds and varieties
Organics · Smart agriculture

BOOKING DEADLINE

5 January 2024

EVENT DISTRIBUTION

Fruit Logistica

INCLUDES

FRESH FOCUS

SOUTH AFRICA

3 — MEDITERRANEAN EDITION

FEATURES

Avocados · Grapes · Berries
Mangoes · Stonefruit
SH kiwifruit · Asparagus
Sorting and grading

BOOKING DEADLINE

1 March 2024

EVENT DISTRIBUTION

**Freskon · Medfel
Macfrut**

FRESH FOCUS

ITALY

SPECIAL EDITION

Our annual focus on the leading players in Italy's fresh fruit and vegetable trade

BOOKING DEADLINE

5 April 2024

EVENT DISTRIBUTION

**Macfrut · Fruit Attraction
Asia Fruit Logistica
Fruit Logistica**

Fresh Focus Banana and Fresh Focus South Africa also distributed at Asia Fruit Logistica, Fruit Attraction, and Fruitnet events

4 — SPRING EDITION

FEATURES

Tomatoes · Morocco · Citrus
Melons · Apricots · Cherries
Peppers · Wholesale markets

BOOKING DEADLINE

5 April 2024

EVENT DISTRIBUTION

**Global Tomato Congress
Morocco Tomato Congress**

INCLUDES

FRESH FOCUS

TOMATO

FRESH FOCUS

SUSTAINABILITY

SPECIAL EDITION

How can the fresh produce industry find a sustainable path to growth?

BOOKING DEADLINE

26 April 2024

EVENT DISTRIBUTION

**Fruit Logistica · Greentech
Asia Fruit Logistica
Fruit Attraction · European
Sustainability Forum**

5 — INNOVATION EDITION

FEATURES

Turkey · Onions and garlic
Peaches and nectarines
Pears

BOOKING DEADLINE

3 May 2024

EVENT DISTRIBUTION

**Greentech
Interpack**

INCLUDES

FRESH FOCUS

PACKAGING & TECHNOLOGY

6 — SUMMER EDITION

FEATURES

Blueberries · Salads
AI and automation
Plums · Crop protection

BOOKING DEADLINE

5 June 2024

EVENT DISTRIBUTION

**Fruitnet Grape
Congress**

INCLUDES

FRESH FOCUS

GRAPE

Fresh Focus P&T and Fresh Focus Grape also distributed at Fruit Attraction, Asia Fruit Logistica, Fruit Logistica, and Fruitnet events

EUROFRUIT

EDITORIAL PROGRAMME

CONTACT

editorial@fruitnet.com

7—AUTUMN EDITION

FEATURES

Apples and pears
Lemons and limes · Plums
Potatoes

BOOKING DEADLINE

5 July 2024

EVENT DISTRIBUTION

**Prognosfruit · Interpoma
Asia Fruit Logistica**

INCLUDES

FRESH FOCUS

APPLE & PEAR

FRESH FOCUS

AVOCADO

SPECIAL EDITION

*News and analysis from
this rapidly expanding fresh
produce category*

BOOKING DEADLINE

2 August 2024

EVENT DISTRIBUTION

**Asia Fruit Logistica
Fruit Attraction
Fruit Logistica**

FRESH FOCUS

NORTH AMERICA

SPECIAL EDITION

*A closer look at some of
the world's key produce
suppliers into North America*

BOOKING DEADLINE

9 August 2024

EVENT DISTRIBUTION

Global Produce & Floral

8—FRUIT ATTRACTION EDITION

FEATURES

Spain · Morocco · Portugal
Berries · Tomatoes · Peppers
Brassicas · Grapes · Logistics

BOOKING DEADLINE

23 August 2024

EVENT DISTRIBUTION

Fruit Attraction

Fresh Focus Apple & Pear also distributed at Fruit Attraction, Asia Fruit Logistica, and Fruitnet events

9—WINTER EDITION

FEATURES

Citrus · Kiwifruit · Blueberries
Cherries · SH stonefruit
Southern Africa · Apples
Persimmons · Shelf-life

BOOKING DEADLINE

27 September 2024

EVENT DISTRIBUTION

**Fruitnet Citrus Congress
Interpoma**

INCLUDES

FRESH FOCUS

CITRUS

FRESH FOCUS

TROPICALS

SPECIAL EDITION

*A deep dive into the
latest trends and new
developments in tropical
fresh fruits and vegetables*

BOOKING DEADLINE

15 November 2024

EVENT DISTRIBUTION

**Fruit Logistica
Asia Fruit Logistica
Fruit Attraction**

Fresh Focus Citrus and Fresh Focus Tropicals also distributed at Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, and Fruitnet events

EUROFRUIT

PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

Premium positions

Back cover
€4,500

Inside front cover
€4,200

Inside back cover
€3,500

Front section
€3,700

(first 15 pages of magazine)

HOW TO SUPPLY YOUR ARTWORK

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2024 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2024 or earlier:
 - Saved as JPG, TIFF or EPS (**CMYK only**)
 - Minimum 300 DPI

How to send artwork:

- » To design@fruitnet.com (max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com) (larger files)

FULL PAGE €2,950



Digital Edition



— 210mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

DOUBLE PAGE SPREAD €4,990



Digital Edition



— 420mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE SPREAD €3,350



Digital Edition



— 420mm x 144mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE €2,100



Horizontal
— 171mm x 127mm

Horizontal with bleed
— 210mm x 143mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page



Vertical
— 71mm x 256mm

Vertical with bleed
— 88mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

Digital Edition
Landscape only



THIRD PAGE €1,890



Horizontal
— 171mm x 83mm

Horizontal with bleed
— 210mm x 99mm

Logos and text must be at least 8mm from edge of page



Vertical
— 46mm x 256mm

Vertical with bleed
— 63mm x 297mm

Logos and text must be at least 8mm from edge of page

Digital Edition
Landscape only



QUARTER PAGE €1,680



Horizontal
— 171mm x 61mm

Logos and text must be at least 8mm from edge of page



Vertical
— 71mm x 127mm

Logos and text must be at least 8mm from edge of page

Digital Edition
Landscape only



EUROFRUIT

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK €4,500



Digital Edition
Your advert includes a top banner and a full-page advert

BELLY WRAP

Standard €4,500 Creative €5,000



Digital Edition
Your advert displays as a digital bellywrap

BOUND-IN CARD €5,500

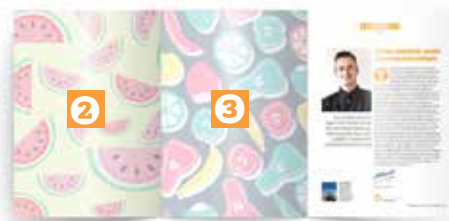
TWIO PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



Digital Edition
Your advert displays as two consecutive full-page adverts

FOLD-OUT COVER €6,500

THREE PAGES OF ADVERTISEMENT



Digital Edition
Your advert displays as three consecutive pages in Digital format

ADVERTORIALS

Full page €2,950



Maximum 400 words and two images plus one logo

DIGITAL-ONLY OPTIONS

Video content

€2,790

Video content needs to be supplied as a YouTube or Vimeo weblink



Top banner

€2,500

Top banner for logged-in users. Once clicked, user is taken to advertiser's advert or digital content



Premium position 1600x400px

Double-page spread €4,990



Maximum 800 words and four images plus one logo

Floating banner

€4,500

Your banner will appear on all magazine pages. Once clicked, user is taken to advertiser's advert or digital content



All pages 320x50px

EUROFRUIT

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com

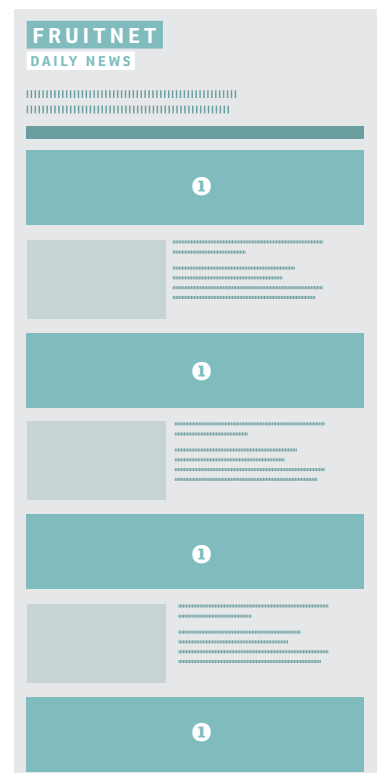
Banner options for Fruitnet.com/eurofruit

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 x 130	370 x 140	€550	€2,200
2 Central Banner	JPG · PNG · GIF	1180 x 130	370 x 140	€450	€1,800
3 Large Side Banner	JPG · PNG · GIF	375 x 440	375 x 440	€400	€1,600
4 Small Side Banner	JPG · PNG · GIF	375 x 225	375 x 225	€200	€800
4 Video Banner	LINK	375 x 225	375 x 225	€450	€1,800
Website Take Over				Starting from €750/week	
Advertorial				Up to 500 words - €2950	



Banner options for Fruitnet Daily News (free email)

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE	WEEKLY	MONTHLY
1 Central Banner	JPG · PNG · GIF	600 x 200	600 x 200	€400	€1,600
5 Standard				€300	€1,200
Advertorial (published in newsletter and website) Appears once in Newsletter (up to 500 words)				One off charge €2,950	



EUROFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY	RATE (€)	FRUITNET.COM	RATE (€)	WEEK	MONTH
Quarter page	1,680	Super banner	550	2,200	
Third page	1,890	Central banner	450	1,800	
Half page	2,100	Large side banner	400	1,600	
Full page	2,950	Small side banner	200	800	
Full page in first third	3,700	News sponsor	450	1800	
Half page spread	3,350	EMAIL NEWSLETTER			
Double page spread	4,990	Standard banner	300	1,200	
		Premium banner	400	1,600	
Inside back cover	3,500	SPECIAL FORMATS			
Inside front cover	4,200	Video banner	450	1,800	
Back cover	4,500	Fruitbox podcast sponsor		3,000	
		Video episode sponsor		5,000	
PRINT MARKETING		Fruitnet Presents video feature		5,000	
Magazine insert	2,790	Microsite with bespoke content		10,000	
Full page advertorial	2,950				
DPS advertorial	4,990				
Belly wrap	standard 4,000	DISCOUNTS	%	AGENCY COMMISSION	%
	creative 5,000	2+	5	UK agency	10
Bound-in bookmark	from 4,500	4+	10	Other agency	15
Bound-in card	from 5,500	6+	15		
Fold-out cover	from 6,500	8+	20		
		10+	25		
DIGITAL EDITION ONLY					
Top banner	2,500				
Video content	2,750				
500-word advertorial	2,950				
Floating banner on all pages 320x50	4,950				

Display advertisements will appear in print and digital editions.

FRUITNET

EVENTS

CONTACT

events@fruitnet.com

Fruitnet Live 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.



FRESH PRODUCE INDIA
21-22 MARCH 2024 · MUMBAI
freshproduceindia.com



FRUITNET GRAPE CONGRESS
4 JULY 2024 · BARI
grapecongress.com



GLOBAL TOMATO CONGRESS
14-15 MAY 2024 · THE HAGUE
globaltomatocongress.com



ASIAFRUIT CONGRESS
4-6 SEPTEMBER 2024 · HONG KONG
asiafruitcongress.com



EUROPEAN SUSTAINABILITY FORUM
11-12 JUNE 2024 · BONN



DEUTSCHER OBST & GEMÜSE KONGRESS
23-24 SEPTEMBER 2024 · DÜSSELDORF
dogkongress.de



FESTIVAL OF FRESH
13 JUNE 2024 · EVESHAM, UK
fruitnet.com/festivaloffresh



FRUITNET CITRUS CONGRESS
5-6 NOVEMBER 2024 · VALENCIA
citruscongress.com

OFFICIAL COOPERATION PARTNER

FRUIT LOGISTICA

FRUIT LOGISTICA
7-9 FEBRUARY 2024 · BERLIN

ASIA FRUIT LOGISTICA

ASIA FRUIT LOGISTICA
4-6 SEPTEMBER 2024 · HONG KONG



EUROFRUIT

SUBSCRIPTIONS

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subscriptions@fruitnet.com

PRINT & DIGITAL

12 months €250 / 6 months €140

Nine print editions of *Eurofruit*, plus seven *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

DIGITAL

12 months €200 / 6 months €115

Nine digital editions of *Eurofruit*, plus seven *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

CORPORATE

Prices on request

Same benefits as Print & Digital package

Bespoke packages available for team or company

Volume discounts for three or more subscribers

Personalised account management



Download the free Eurofruit app!



EUROFRUIT

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