

EUROFRUIT

MEDIA KIT

2025

fruitnet.com/eurofruit

A decorative graphic at the bottom of the page. It features a thick yellow line that starts at the bottom left, goes up to a peak, and then goes down to the bottom right. The area below this line is filled with a teal color and contains a pattern of small, semi-transparent dots in various shades of teal and yellow, creating a dynamic, abstract background.

EUROFRUIT

READERSHIP

CONTACT

editorial@fruitnet.com



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

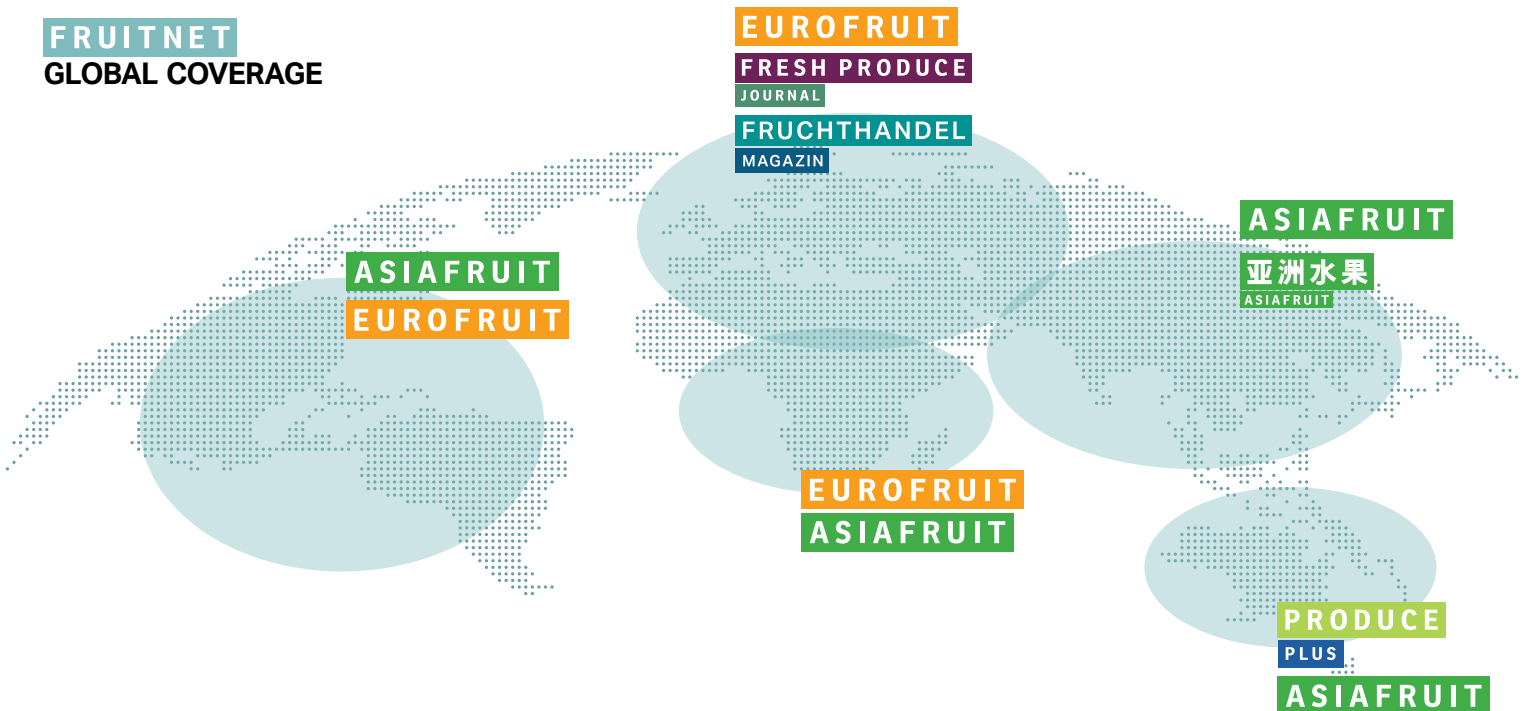
to retail merchandising, from technology and packaging to marketing and varietal development.

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

FRUITNET GLOBAL COVERAGE



EUROFRUIT PRINT READERSHIP BY REGION



EUROFRUIT

IN FIGURES

CONTACT
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FRUITNET

97,000
MONTHLY USERS

589,000
MONTHLY VIEWS

+60,000
SOCIAL MEDIA FOLLOWERS

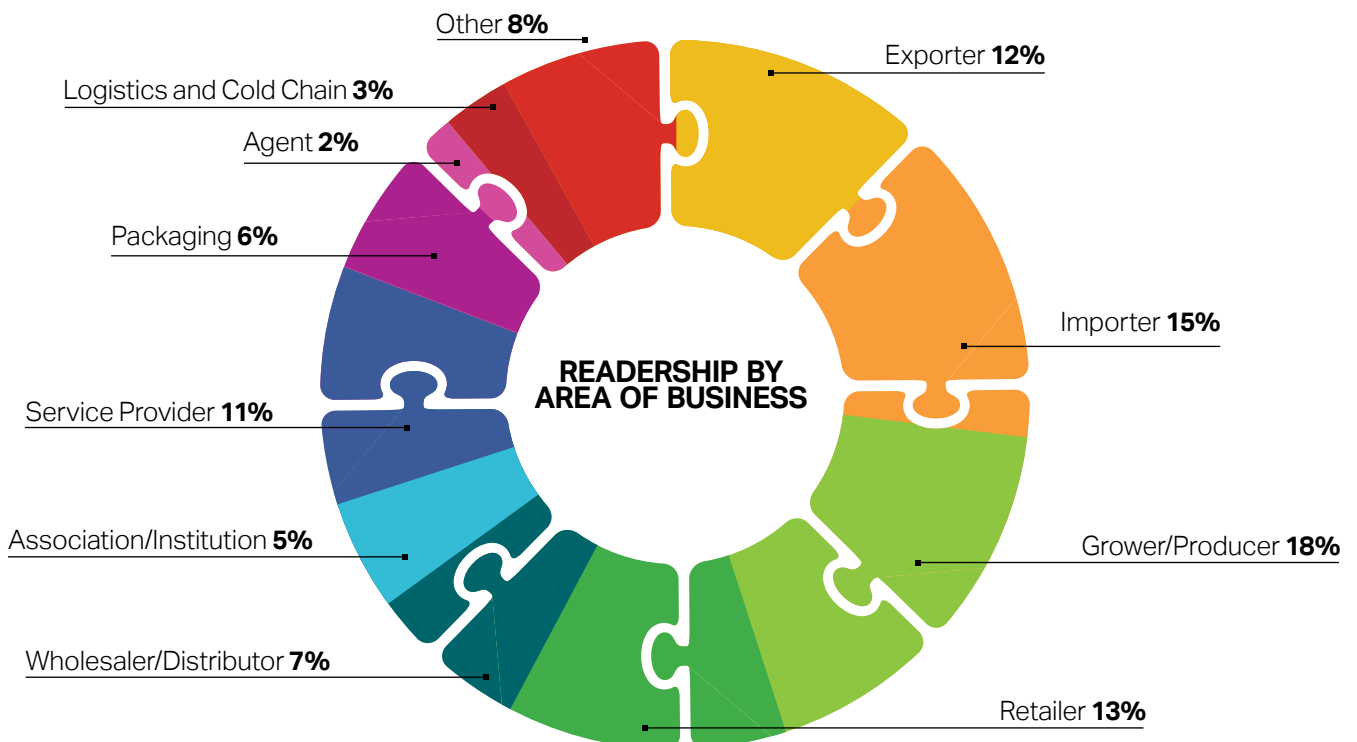
EUROFRUIT

33,000
MONTHLY USERS

174,000
MONTHLY VIEWS

+20,000
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



EUROFRUIT

EDITORIAL PROGRAMME

CONTACT
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JANUARY

FRUIT LOGISTICA EDITION - PART I

FEATURES

Bananas
SH grapes
Blueberries
Citrus
Melons
Packaging and
technology

BOOKING DEADLINE
27 November 2024

EVENT DISTRIBUTION
Fruit Logistica

FEBRUARY

FRUIT LOGISTICA EDITION - PART II

FEATURES

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

BOOKING DEADLINE
6 January 2025

EVENT DISTRIBUTION
Fruit Logistica

MARCH/APRIL

MEDITERRANEAN EDITION

FEATURES

Avocados
Grapes
Berries
Mangoes
Stonefruit
SH kiwifruit
Asparagus
Sorting and grading

BOOKING DEADLINE
3 March 2025

EVENT DISTRIBUTION
**Freskon
Macfrut
Medfel**

MAY

SPRING EDITION

FEATURES

Controlled environment
agriculture
Citrus
Peppers
Melons
Apricots
Cherries

BOOKING DEADLINE
4 April 2025

EVENT DISTRIBUTION
**Morocco Tomato
Congress**

JUNE

INNOVATION EDITION

FEATURES

Turkey
Peaches and
nectarines
Onions and garlic
Pears

BOOKING DEADLINE
2 May 2025

EVENT DISTRIBUTION
Greentech

JULY

SUMMER EDITION

FEATURES

Blueberries
Grapes
AI and automation
Crop protection
Salads
Convenience

BOOKING DEADLINE
23 May 2025

EVENT DISTRIBUTION
**Fruitnet Tropicals
Congress
IBO Summit**

AUGUST

AUTUMN EDITION

FEATURES

Apples and pears
Lemons and limes
Potatoes
Plums

BOOKING DEADLINE
4 July 2025

EVENT DISTRIBUTION
**Prognosfruit
Asia Fruit Logistica**

SEPTEMBER/OCTOBER

FRUIT ATTRACTION EDITION

FEATURES

Spain
Morocco
Portugal
Berries
Tomatoes
Peppers
Brassicas
Grapes
Logistics
Wholesale markets

BOOKING DEADLINE
22 August 2025

EVENT DISTRIBUTION
**Fruit Attraction
WUWM Conference
Fresh Market
Conference
Gulfood Green**

NOVEMBER/DECEMBER

WINTER EDITION

FEATURES

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

BOOKING DEADLINE
3 October 2025

EVENT DISTRIBUTION
**Fruitnet Tomato
Congress**

EUROFRUIT

FRUITNET SPECIALS

CONTACT
editorial@fruitnet.com

FRESH FOCUS SPECIALS ARE DISTRIBUTED AT FRUIT LOGISTICA, ASIA FRUIT LOGISTICA, FRUIT ATTRACTION AND OTHER FRUITNET EVENTS.



FEBRUARY

FRESH FOCUS
SOUTH AFRICA

BOOKING
DEADLINE
6 January 2025



MARCH

FRESH FOCUS
BERRY

BOOKING
DEADLINE
7 February 2025

EVENT
DISTRIBUTION
Fruitnet Berry
Congress
International
Blueberry
Conference
IBO Summit



APRIL

FRESH FOCUS
ITALY

BOOKING
DEADLINE
2 April 2025

EVENT
DISTRIBUTION
Macfrut



MAY

FRESH FOCUS
MOROCCO

BOOKING
DEADLINE
4 April 2025

EVENT
DISTRIBUTION
Morocco Tomato
Congress



MAY

FRESH FOCUS
SUSTAINABILITY

BOOKING
DEADLINE
25 April 2025

EVENT
DISTRIBUTION
Greentech



JUNE

FRESH FOCUS
PACKAGING & TECHNOLOGY

BOOKING
DEADLINE
2 May 2025

EVENT
DISTRIBUTION
Greentech



JULY

FRESH FOCUS
TROPICALS

BOOKING
DEADLINE
23 May 2025

EVENT
DISTRIBUTION
Fruitnet Tropical
Congress

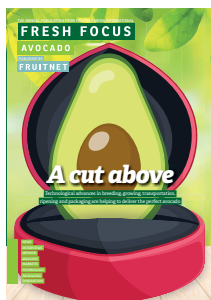


AUGUST

FRESH FOCUS
APPLE & PEAR

BOOKING
DEADLINE
4 July 2025

EVENT
DISTRIBUTION
Prognosfruit



AUGUST

FRESH FOCUS
AVOCADO

BOOKING
DEADLINE
25 July 2025



OCTOBER

FRESH FOCUS
NORTH AMERICA

BOOKING
DEADLINE
22 August 2025

EVENT
DISTRIBUTION
Global Produce
& Floral Show



NOVEMBER

FRESH FOCUS
TOMATO

BOOKING
DEADLINE
3 October 2025

EVENT
DISTRIBUTION
Fruitnet Tomato
Congress



NOVEMBER

FRESH FOCUS
CHERRY

BOOKING
DEADLINE
9 October 2025

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 CC2025 or earlier:
 - All fonts must be supplied/outlined
 - Images must be **300 DPI in CMYK**
3. Photoshop CC2025 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

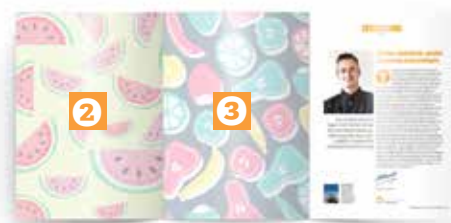
TWO PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



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

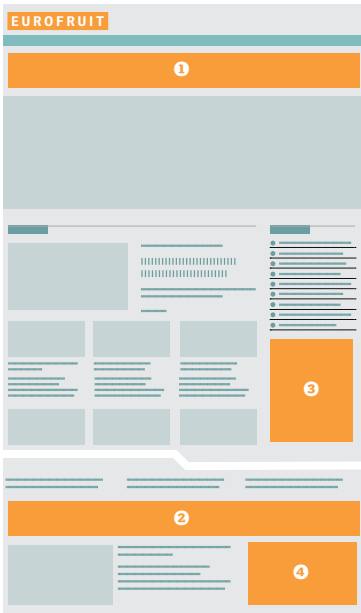
All pages 320x50px

EUROFRUIT

ONLINE ADVERTISING

CONTACT

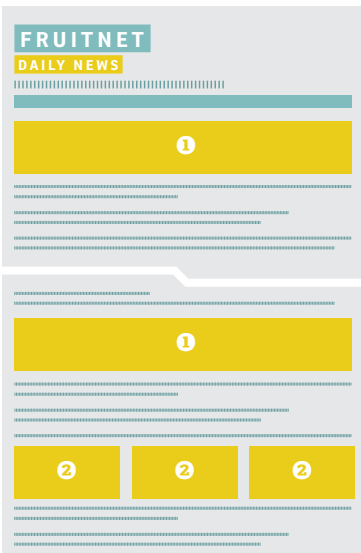
advertising@fruitnet.com



STANDARD DISPLAY EUROFRUIT.COM

FORMAT	DESKTOP	MOBILE	WEEK (€)	MONTH (€)
Super banner ①	1180x130	370x140	550	2,200
Central banner ②	1180x130	370x140	310	1,240
Large side banner ③	375x440	375x440	400	1,600
Small side banner ④	375x225	375x225	200	800
Video banner	375x225	375x225	310	1,240
Advertorial (up to 500 words + 2 images)				2950

174,000
MONTHLY VIEWS



STANDARD DISPLAY FRUITNET DAILY NEWS

FORMAT	DESKTOP	MOBILE	WEEK (€)	MONTH (€)
Standard banner ①	600x200	600x200	400	1,600
Small banner ②	180x150	180x150	200	800

31,000
NEWSLETTER SUBSCRIBERS

20% combination discount if you book website banners and newsletters simultaneously within the same week.

EUROFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY

Quarter page	1,680
Third page	1,890
Half page	2,100
Full page	2,950
Full page in first third	3,700
Half page spread	3,350
Double page spread	4,990
Inside back cover	3,500
Inside front cover	4,200
Back cover	4,500

PRINT MARKETING

Magazine insert	2,790
Full page advertorial	2,950
DPS advertorial	4,990
Belly wrap – standard	4,000
Belly wrap – creative	5,000
Bound-in bookmark	from 4,500
Bound-in card	from 5,500
Fold-out cover	from 6,500

DIGITAL EDITION ONLY

Top banner	2,500
Video content	2,750
Advertorial (max 500 words)	2,950
Floating banner on all pages 320x50	4,950

RATE (€)

EUROFRUIT.COM

Super banner
Central banner
Large side banner
Small side banner
News sponsor
Advertorial

RATE (€)

WEEK

MONTH

550	2,200
450	1,800
400	1,600
200	800
450	1800
	2950

EMAIL NEWSLETTER

Premium banner	400	1,600
Standard banner	300	1,200
Small banner	200	800

PARTNER CONTENT

Video banner	450	1,800
Content series sponsor		POA
Fruitbox episode sponsor		3,000
Fruitbox episode – main partner		4,950
Fruitbox series sponsor		POA
Video episode sponsor		5,000
Video series sponsor		POA
Fruitnet Presents video (advertorial)		5,000
Microsite plus content (min 3 months)		from 10,000

DISCOUNTS

%

AGENCY COMMISSION

%

2+	5	UK agency	10
4+	10	Other agency	15
6+	15		
8+	20		
10+	25		

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, to discover new trade opportunities, and to shape the future of your business.



FRUITNET BERRY CONGRESS
13-14 MARCH 2025 · ROTTERDAM
berrycongress.com



FRUITNET TROPICALS CONGRESS
24-25 JUNE 2025 · ANTWERP
tropicalscongress.com



FRUITNET CITRUS CONGRESS
25-26 MARCH · VALENCIA
citruscongress.com



ASIAFRUIT KNOWLEDGE CENTRE
3-5 SEPTEMBER 2025 · HONG KONG
asiafruitknowledgecentre.com



FRESH PRODUCE INDIA
3-4 APRIL 2025 · MUMBAI
freshproduceindia.com



DEUTSCHER OBST & GEMÜSE KONGRESS
22-23 SEPTEMBER 2025 · DÜSSELDORF
dogkongress.de



FRESH PRODUCE VIETNAM
13-14 MAY 2025 · HO CHI MINH CITY
freshproducevietnam.com



FRUITNET TOMATO CONGRESS
11-12 NOVEMBER 2025 · MALAGA
fruitnet.com/tomatocongress



FESTIVAL OF FRESH
5 JUNE 2025 · SPALDING
fruitnet.com/festivaloffresh

ORGANISING EVENTS SINCE 1970

- ✦ BRUSSELS
- ✦ AMSTERDAM
- ✦ PARIS
- ✦ LONDON
- ✦ BERLIN
- ✦ VALENCIA
- ✦ BARCELONA
- ✦ VENICE
- ✦ SANTIAGO
- ✦ LIMA
- ✦ MONTEVIDEO
- ✦ BOGOTÁ

- ✦ BUENOS AIRES
- ✦ ST PETERSBURG
- ✦ MELBOURNE
- ✦ HO CHI MINH CITY
- ✦ CAIRO
- ✦ CAPE TOWN
- ✦ DUBAI
- ✦ MUMBAI
- ✦ DELHI
- ✦ HYDERABAD
- ✦ PUNE
- ✦ BANGALORE

- ✦ BUDAPEST
- ✦ MUNICH
- ✦ BANGKOK
- ✦ CHENGDU
- ✦ QINGDAO
- ✦ HANGZHOU
- ✦ BEIJING
- ✦ DÜSSELDORF
- ✦ HAMBURG
- ✦ BIRMINGHAM
- AND MORE...

OFFICIAL COOPERATION PARTNER



FRUIT LOGISTICA
5-7 FEBRUARY 2025 · BERLIN



ASIA FRUIT LOGISTICA
3-5 SEPTEMBER 2025 · HONG KONG



EUROFRUIT

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com

PRINT & DIGITAL

12 months €250 / 6 months €140

Nine print editions of *Eurofruit* plus special editions

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 special editions

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

CONTACT

subscriptions@fruitnet.com



Download the free Eurofruit app!



EUROFRUIT

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SUBSCRIPTIONS

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A whole world of marketing services.

Advertising. Branding & Design.
PR & Communications. Social Media & Digital.
Point of Sale Promotions. Events.
Trade Shows. Trade Marketing. Trade Missions.
Consumer Marketing. Consumer Fun.

And more!

Mint

**The marketing services agency
for the fresh produce world**



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www.wearemint.com