

**FRUCHTHANDEL**

**MAGAZIN**



# **MEDIA INFORMATION 2023**

**FRUITNET**

We help you grow your business

# FRUCHTHANDEL MAGAZIN

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Founded in 1916, **108th year** of publication  
 Over **4.000 copies weekly** with an average readership of **4.5 readers per issue**  
**Preferred trade publication** for **94%** of readers  
**8.500** registered **Fruchthandel Newsmail subscribers**  
**More than 1,000 industry experts** attend **Fruchthandel Live** events every year

Cooperation partner



# FRUITNET

Fruitnet is an international media company with headquarters in Düsseldorf, Germany and offices in London, Madrid, Rome, Melbourne and Shanghai.

The focus of all Fruitnet's different communication platforms is the international trade in fresh fruit and vegetables. With some 60 permanent employees and a global network of correspondents and representatives, Fruitnet Media is the leading source for information in this sector.

In addition to Fruchthandel Magazin, Fruitnet also publishes international magazines such as Eurofruit, Asiafruit, Asiafruit China, Fresh Produce Journal and Produce Plus, as well as digital newsletters such as Fruchthandel Newsmail and Fruitnet Daily News.

Fruitnet also organises a large number of congresses worldwide, including the German Fruit and Vegetable Congress (DOGK), the European Sustainability Forum, the Global Berry Congress, the Global Tomato Congress, Asiafruit Congress, Fresh Produce India and many more.

[www.fruitnet.com](http://www.fruitnet.com)

## FRUCHTHANDEL

MAGAZIN



Fruchthandel Magazin has been the companion and mouthpiece of the fresh produce industry in the German-speaking world for 108 years. With unmatched professional competence in our field and a passionate commitment to what we do, we report on international supply and sales markets, production areas worldwide and the entire supply chain through to the point of sale. We report on the entire fruit and vegetable product range as well as fresh convenience, food safety, quality assurance, packaging, cool chain management, technology, transport and logistics.

Published 45 times a year

- Annual subscription Germany 280 €, other countries 335 €
- Digital subscription 230 €

Prices excl. VAT but including postage costs

[www.fruchthandel.de](http://www.fruchthandel.de)

ISSUE CALENDAR WEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES	
49 SPECIAL 50	12,000 10,000	9.12.22 16.12.22	23.11.22 29.11.22	<b>best in fresh</b> <b>Fruit Logistica 2023</b> <b>- Preview</b>	<ul style="list-style-type: none"> <li>• Brands, concepts, ideas for the fresh produce market</li> <li>• Highlights and innovations to look forward to at Fruit Logistica (8.2-10.2, Berlin)</li> </ul>	● ●
1		6.1.23	23.12.22		<ul style="list-style-type: none"> <li>• Review 2022</li> <li>• Fruchtwelt Bodensee (13.1-15.1, Friedrichshafen)</li> </ul>	
2	8,000	13.1.23	4.1.23	<b>Fruit Logistica Warm-up I</b>	<ul style="list-style-type: none"> <li>• Fresh Convenience</li> <li>• Seeds and varietal development</li> <li>• Crop protection</li> </ul>	
3	8,000	20.1.23	10.1.23	<b>Fruit Logistica Warm-up II</b>	<ul style="list-style-type: none"> <li>• Packaging</li> <li>• Smart Horticulture</li> <li>• Production, irrigation and harvesting technology, greenhouse technology</li> <li>• Digital technologies – ERP systems</li> <li>• Transport and logistics</li> <li>• Cool chain management: ripening, cooling, storage technology</li> </ul>	
SPECIAL	9,200	20.1.23	6.1.23	<b>Flanders</b>	<ul style="list-style-type: none"> <li>• Flanders at Fruit Logistica (Bound insert)</li> </ul>	
SPECIAL	8,000	20.1.23	9.1.23	<b>France</b>	<ul style="list-style-type: none"> <li>• France at Fruit Logistica (Supplement)</li> </ul>	●
4	8,000	27.1.23	13.1.23	<b>Fruit Logistica Warm-up III</b>	<ul style="list-style-type: none"> <li>• Global fresh produce trade (Southern Hemisphere/Overseas, North Africa, Portugal, Turkey, Greece, Cyprus, Israel, Eastern Europe, Scandinavia)</li> <li>• Exotics, specialities</li> <li>• Innovations</li> </ul>	
SPECIAL	8,000	27.1.23	12.1.23	<b>Netherlands</b>	<ul style="list-style-type: none"> <li>• Netherlands at Fruit Logistica (Supplement)</li> </ul>	●
SPECIAL	8,000	27.1.23	16.1.23	<b>Spain</b>	<ul style="list-style-type: none"> <li>• Spain at Fruit Logistica (Supplement)</li> </ul>	●
5/6	8,000	3.2.23	20.1.23	<b>Fruit Logistica Warm-up IV</b>	<ul style="list-style-type: none"> <li>• Germany: Production, fruit trade and wholesale markets</li> <li>• Austria, Switzerland and South Tyrol</li> <li>• Product safety and quality assurance, laboratories</li> <li>• Organic and fair trade, sustainability/Biofach preview (14.2-17.2, Nuremberg)</li> </ul>	

<b>SPECIAL SPECIAL</b>	<b>8,000 40,000</b>	3.2.23 3.2.23	19.1.23 22.12.22	<b>Italy Fruit Logistica Exhibition Guide</b>	<ul style="list-style-type: none"> <li>• Italy at Fruit Logistica (Supplement)</li> <li>• The official Fruit Logistica exhibition guide (Supplement in issue 5/6 and distribution at Fruit Logistica)</li> </ul>
7/8		24.2.23	14.2.23	<b>Fruit Logistica Review I</b>	<ul style="list-style-type: none"> <li>• Germany, Flanders, Netherlands, South Tyrol, Austria, Switzerland, France</li> <li>• Fresh Convenience/Internorga preview (10.3-14.3, Hamburg)</li> </ul>
9		3.3.23	21.2.23	<b>Fruit Logistica Review II</b>	<ul style="list-style-type: none"> <li>• Global fruit trade, Overseas, Mediterranean, Spain, Italy</li> <li>• Seeds and varietal development</li> <li>• Crop protection</li> </ul>
10		10.3.23	28.2.23	<b>Fruit Logistica Review III</b>	<ul style="list-style-type: none"> <li>• Packaging</li> <li>• Technology and logistics</li> <li>• Grapes from the Southern Hemisphere</li> </ul>
11		17.3.23	7.3.23		<ul style="list-style-type: none"> <li>• European greenhouse produce: Cucumbers, paprika, tomatoes, aubergines</li> <li>• Global Tomato Congress (28.3, Rotterdam)</li> <li>• Asparagus</li> <li>• Early potatoes</li> </ul>
12		24.3.23	14.3.23		<ul style="list-style-type: none"> <li>• Mushrooms</li> <li>• Berries from Spain</li> </ul>
13		31.3.23	21.3.23		<ul style="list-style-type: none"> <li>• Start of the season in New Zealand</li> <li>• Crop protection</li> </ul>
14/15		14.4.23	4.4.23		<ul style="list-style-type: none"> <li>• Flanders</li> <li>• Fresh produce from Greece/Freskon preview (23.4-25.4, Thessaloniki)</li> <li>• Asparagus</li> </ul>
16		21.4.23	11.4.23		<ul style="list-style-type: none"> <li>• Macfrut preview (3.5-5.5, Rimini)</li> <li>• Fresh produce from Italy</li> <li>• Fresh Convenience</li> </ul>
<b>17 SPECIAL</b>	<b>8,000</b>	28.4.23	18.4.23	<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Sustainability strategies, certifications, packaging/technology, seeds, climate neutral produce</li> <li>• European Sustainability Forum (9.5-10.5, Düsseldorf)</li> <li>• Interpack (4.5-10.5, Düsseldorf)</li> </ul>
18		5.5.23	25.4.23		<ul style="list-style-type: none"> <li>• Spring products from France</li> <li>• Southern Hemisphere</li> </ul>

ISSUE CALENDAR WEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
19		12.5.23	2.5.23		<ul style="list-style-type: none"> <li>• Produce from Germany</li> <li>• Garlic, onions and ginger</li> <li>• Pipfruit and kiwifruit from New Zealand</li> <li>• Digital technologies, ERP systems, blockchain, CRM systems, cybersecurity (Digital Supply Chain Forum, 1.6, digital event)</li> </ul>
20/21		26.5.23	16.5.23		<ul style="list-style-type: none"> <li>• Cherries from Europe</li> <li>• Melons from Almería</li> <li>• Berries</li> </ul>
22		2.6.23	23.5.23		<ul style="list-style-type: none"> <li>• Bananas</li> <li>• Pineapples</li> </ul>
23		9.6.23	30.5.23		<ul style="list-style-type: none"> <li>• Smart Horticulture (Green Tech, 13.6-15.6, Amsterdam)</li> <li>• Avocados</li> <li>• Stone fruit from Spain</li> <li>• Summer fruit from France</li> <li>• Fresh Convenience</li> </ul>
24		16.6.23	6.6.23		<ul style="list-style-type: none"> <li>• Netherlands</li> <li>• Summer fruit from Italy</li> </ul>
25		23.6.23	13.6.23		<ul style="list-style-type: none"> <li>• Melons from Murcia</li> <li>• Summer season in France</li> <li>• Product safety and quality assurance, laboratories</li> </ul>
26/27		7.7.23	27.6.23		<ul style="list-style-type: none"> <li>• Flanders</li> <li>• Stone fruit from Europe</li> <li>• Summer fruit from Spain</li> </ul>
28/29		21.7.23	11.7.23		<ul style="list-style-type: none"> <li>• Produce from Germany</li> <li>• Salad, fresh herbs, garlic and spices</li> <li>• Cool chain management: ripening, cooling, storage technology</li> </ul>

30/31		4.8.23	25.7.23		<ul style="list-style-type: none"> <li>• Grapes and summer fruit from Southern Europe</li> <li>• Plums from France</li> <li>• Switzerland</li> </ul>
32/33		18.8.23	8.8.23		<ul style="list-style-type: none"> <li>• Seeds and varietal development</li> <li>• Crop protection</li> <li>• Mushrooms</li> <li>• Onions and potatoes</li> </ul>
34		25.8.23	15.8.23		<ul style="list-style-type: none"> <li>• Pipfruit from Europe</li> <li>• Organic products, fair trade, sustainability</li> <li>• Netherlands</li> </ul>
35 SPECIAL	5,000	1.9.23	22.8.23	DOGK	<ul style="list-style-type: none"> <li>• German Fruit &amp; Vegetable Congress preview (11-12.9, Düsseldorf)</li> </ul>
36		8.9.23	29.8.23		<ul style="list-style-type: none"> <li>• Berries</li> <li>• Packaging</li> <li>• Nuts and dried fruit</li> </ul>
37/38 SPECIAL	5,000	22.9.23	12.9.23	Fruit Attraction	<ul style="list-style-type: none"> <li>• Fruit Attraction preview (3.10-5.10, Madrid)</li> <li>• Mangoes from Spain</li> <li>• Kaki</li> <li>• Apples from France</li> <li>• Tropical melons</li> <li>• Latin America</li> </ul>
39		29.9.23	19.9.23		<ul style="list-style-type: none"> <li>• Anuga preview (7.10-11.10, Cologne)</li> <li>• Flanders</li> <li>• Fresh Convenience</li> </ul>
40		6.10.23	26.9.23		<ul style="list-style-type: none"> <li>• Produce from Germany</li> <li>• Pumpkins</li> <li>• Logistics: Ports, sea freight, container, air freights, logistics software</li> </ul>
41		13.10.23	4.10.23		<ul style="list-style-type: none"> <li>• Digital technologies - ERP systems</li> <li>• Autumn produce from France</li> </ul>
42		20.10.23	10.10.23		<ul style="list-style-type: none"> <li>• Bananas</li> <li>• Avocados</li> <li>• Italy - Autumn season</li> <li>• Grapes from Overseas</li> <li>• Mangoes and papayas</li> </ul>

ISSUE CALENDAR WEEK	SPECIAL PRINT RUN	PUBLICATION DATE	ADVERTISING DEADLINE	SPECIAL EDITIONS	FEATURES
43		27.10.23	17.10.23		<ul style="list-style-type: none"> <li>• Berries (Global Berry Congress, November)</li> <li>• Production, irrigation and harvesting technology, greenhouses</li> <li>• expoSE &amp; expoDirekt, Karlsruhe</li> <li>• Agritechnica (12.11-18.11, Hannover)</li> <li>• Cool chain management: ripening, cooling, storage technology</li> <li>• Netherlands</li> </ul>
44 SPECIAL	12,000	3.11.23	18.10.23	<b>best in fresh</b>	<ul style="list-style-type: none"> <li>• Brands, concepts, ideas for the fresh produce market</li> </ul>
45		10.11.23	31.10.23		<ul style="list-style-type: none"> <li>• Kiwifruit from Europe</li> <li>• Pipfruit from South Tyrol</li> <li>• Citrus from Spain</li> </ul>
46		17.11.23	7.11.23		<ul style="list-style-type: none"> <li>• Salad from France</li> <li>• Pears</li> <li>• Austria</li> <li>• Citrus and vegetables from Morocco</li> </ul>
47		24.11.23	14.11.23		<ul style="list-style-type: none"> <li>• Exotics, melons and specialities</li> <li>• Produce from Germany</li> <li>• Nuts and dried fruit</li> <li>• Pipfruit from Germany</li> </ul>
48/49		1.12.23	21.11.23		<ul style="list-style-type: none"> <li>• Citrus from the Mediterranean</li> <li>• Fruit and winter vegetables from Italy</li> <li>• Product safety and quality assurance, laboratories</li> </ul>
50	10,000	15.12.23	28.11.23	<b>Fruit Logistica 2024 - Preview</b>	<ul style="list-style-type: none"> <li>• Highlights and innovations to look forward to at Fruit Logistica 2024</li> </ul>



## EVENTS 2023

Fruchtwelt Bodensee	13.1-15.1, Friedrichshafen
FRUIT LOGISTICA	8.2-10.2, Berlin
Biofach	14.2-17.2, Nuremberg
Internorga	10.3-14.3, Hamburg
Global Tomato Congress	28.3, Rotterdam
Freskon	23.4-25.4, Thessaloniki
Medfel	26.4-27.4, Perpignan
Macfrut	3.5-5.5, Rimini
Interpack	4.5-10.5, Düsseldorf
European Sustainability Forum	9.5-10.5, Düsseldorf
Digital Supply Chain Forum	1.6 (digital)
Green Tech	13.6-15.6, Amsterdam
Prognosfruit	August
German Fruit & Vegetable Congress	11.9-12.9, Düsseldorf
Potato Europe	September
Fruit Attraction	3.10-5.10, Madrid
ANUGA	7.10-11.10, Cologne
Global Berry Congress	November
Interpoma	November, Bozen
Agritechnica	12.11-18.11, Hannover
expoSE & expoDirekt	November, Karlsruhe
ICOP	November

FORMAT	FULL COLOUR
1/1 page	3,250 €
2/3 page	2,660 €
1/2 page	1,830 €
1/3 page	1,530 €
1/4 page	1,320 €
1/6 page	930 €
1/8 page	710 €
1/12 page	545 €
Back cover	3,550 €
Inside front/ inside back cover	3,410 €

All prices excl. VAT

### ADVERTORIALS

Advertorials are editorially designed advertisements. Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout. Template layout on request.

- 2 x 2 pages 4,400 €
- 2 pages 3,300 €
- 1 page 2,200 €
- 1/2 page 1,530 €
- 1/4 page 980 €



DISCOUNTS	FREQUENCY	VOLUME
	2 pages 5%	3 adverts 3%
	4 pages 10%	5 adverts 5%
	6 pages 15%	8 adverts 8%
	10 pages 20%	10 adverts 10%
	20 pages 25%	20 adverts 20%

Discounts apply to orders placed within 12 months starting from the first advertisement. Advertisements in Fruchthandel Branchen-Guide and in Fruchthandel Specials are included in the discounting.

Agency commission 15% (proof of agency status required)

### TECHNICAL DATA

- Magazine format: DIN A4. For advertisement formats please see the next page.
- Printing: Offset, colours according to Euroskala DIN 16539, colour profile ISO Coated v2 (ECI)
- Artwork: High-resolution 300dpi data (PDF/X-3:2002 or higher) with embedded fonts. Images in CMYK mode (no RGB).
- For bleed advertisements, please also provide a minimum margin of 4 mm to the edge. No important information such as text or logos should be placed in this area.
- Data transfer to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)

## SPECIAL CONDITIONS FOR JOB ADS

- All prices are based on the b/w rates, even for colour advertisements
- Additional online publication included: 1 week in Fruchthandel Newsmail, 1 week on fruchthandel.de and a further 8 weeks in the online job market
- Box numbers for anonymous advertisements if required
- Online-only publication:  
Corporate job ads 420 €  
Private job ads 25 €

## CORPORATE JOB ADS

FORMAT	FULL COLOUR
1/1 page	1,970 €
2/3 page	1,360 €
1/2 page	1,040 €
1/3 page	760 €
1/4 page	565 €
1/6 page	415 €
1/8 page	305 €
1/12 page	255 €
Online only	420 €

## PRIVATE JOB ADS

FORMAT	FULL COLOUR
1/4 page	125 €
1/6 page	100 €
1/8 page	75 €
1/12 page	50 €
Online only	25 €

All prices excl. VAT

## FRUCHTHANDEL-APP

## PRINT + DIGITAL - one booking, two channels



The Fruchthandel app presents all magazine content on mobile, tablet or desktop. All advertisements of the print edition are published in the digital versions without extra charge.

Download

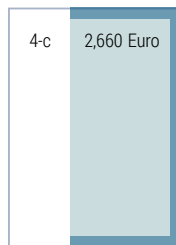


#### FORMATS



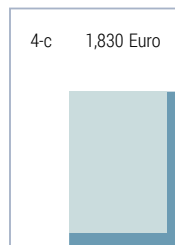
#### 1/1 PAGE

Type area 180 x 262 mm  
Bleed 210 x 297 mm  
+4 mm trim on all sides



#### 2/3 VERTICAL

Type area 127 x 262 mm  
Bleed 142 x 297 mm  
+4 mm trim on all sides



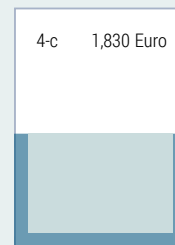
#### 1/2 CORNER

Type area 127 x 176 mm  
Bleed 142 x 196 mm  
+4 mm trim on all sides



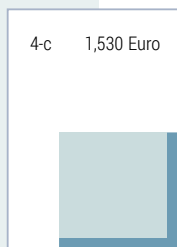
#### 1/2 VERTICAL

Type area 100 x 262 mm  
Bleed 115 x 297 mm  
+4 mm trim on all sides



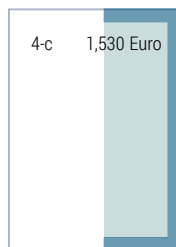
#### 1/2 HORIZ.

Type area 180 x 126 mm  
Bleed 210 x 146 mm  
+4 mm trim on all sides



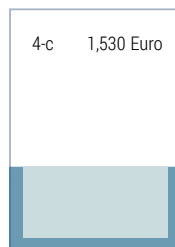
#### 1/3 CORNER

Type area 127 x 126 mm  
Bleed 142 x 146 mm  
+4 mm trim on all sides



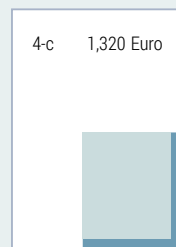
#### 1/3 VERTICAL

Type area 74 x 262 mm  
Bleed 89 x 297 mm  
+4 mm trim on all sides



#### 1/3 HORIZ.

Type area 180 x 89 mm  
Bleed 210 x 109 mm  
+4 mm trim on all sides



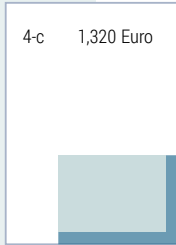
#### 1/4 CORNER VERT.

Type area 100 x 126 mm  
Bleed 115 x 146 mm  
+4 mm trim on all sides



#### 1/4 HORIZ.

Type area 180 x 66 mm  
Bleed 210 x 86 mm  
+4 mm trim on all sides



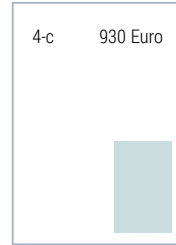
### 1/4 CORNER HORIZ.

Type area 127 x 89 mm  
Bleed 142 x 109 mm  
+4 mm trim on all sides



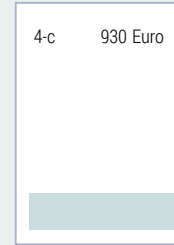
### 1/4 VERTICAL

Type area 48 x 262 mm  
Bleed 63 x 297 mm  
+4 mm trim on all sides



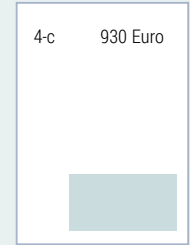
### 1/6 CORNER VERT.

Type area 74 x 126 mm



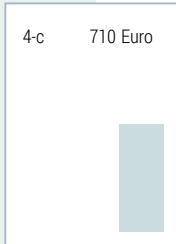
### 1/6 HORIZ.

Type area 180 x 43 mm



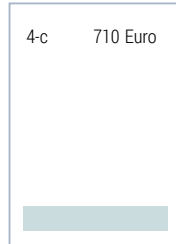
### 1/6 CORNER HORIZ.

Type area 127 x 66 mm



### 1/8 CORNER VERT.

Type area 48 x 126 mm



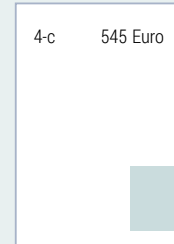
### 1/8 HORIZ.

Type area 180 x 31 mm



### 1/8 CORNER HORIZ.

Type area 127 x 43 mm



### 1/12 VERTICAL

Type area 48 x 89 mm

### BACK COVER

Type area 180 x 262 mm  
Bleed 210 x 297 mm +  
4 mm trim on all sides

**4-c 3,550 €**

### INSIDE FRONT / INSIDE BACK COVER

Type area 180 x 262 mm  
Bleed 210 x 297 mm +  
4 mm trim on all sides

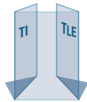
**4-c 3,410 €**

## GATEFOLDER



Extra advertising page, folded from front cover to inside of magazine. Total of 3 pages for advertising – inside front cover plus front and back of fold-out page. Format of fold-out page: 203 x 297 (pages 1 and 2) each. Inside cover page 208 x 297 mm (page 3). Please add 4 mm bleed on all sides. The cover (paper weight 170 g) must be produced in advance. Please provide print materials/data 3 days before the official advertising deadline.

Price 5,670 € (total for the 3 pages) plus 945 € technical costs. Total price 6,615 € (basis for agency commission is 5,670 €).

TITLE  
FRENCH-COVER

Altar foldout on front cover. Side advertising elements can be folded out from the middle to the right and left disclosing full-page advertisement behind. Total advertising space 2 pages (1/2 + 1/1 + 1/2). Format 1/2 pages: 105 x 297 mm each. Format 1/1 page 208 x 297 mm. Add 4 mm bleed on all sides.

Price 4,620 € (total for the 2 pages) plus 1,470 € technical costs. Total price 6,090 € (basis for agency commission is 4,620 €)

FRONT COVER  
(FULL SURFACE)

Full-surface picture plus Logo (22 x 22 mm) and additional 2 lines of text with max 22 characters per line  
Format 218 x 205 mm + 4 mm bleed left and right

Price 3,950 €

FRONT COVER  
STRIP  
ADVERTISEMENT

Advertisement in horizontal format placed at the bottom of the title page  
Format 210 x 50 mm plus 4 mm bleed at the bottom, left and right

Price 2,600 €

PAGE CORNER  
FRONT COVER

Triangular advertisement placed in the right-hand corner of the front cover  
Format 80 x 80 mm plus 4 mm bleed at bottom and right

Price 1,750 €

HANDLE  
CORNER INSIDE

Triangular advertisement on a right hand page in the inner part  
Format 115 x 115 mm + 4 mm bleed at the bottom and right

Price 1,290 €

## IMPORTANT NOTE

Advertising on the cover is a special eye-catcher. Due to the exposed placement, close coordination of the motif with the editorial team is required. The booking of front cover photos in several issues is only possible if different motifs are used. A design sample for all 3 front cover ads is available on request ([anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de)).

**LOOSE INSERTS**



Maximum format 205 x 294 mm, maximum weight 50 g. Higher weight: prices on request.  
**Price per 1,000 copies 500 €. Total price for 4,200 copies 2,100 €. Limited insertion possible.**

**BOUND INSERTS**



Please deliver as folded 4-page document in DIN A4 format with 5 mm extra bleed, plus 8 mm prefold. Placement in centre of magazine or between other pages so that 2 pages are placed in front half of magazine and 2 pages in back half. More than 4 pages: prices on request.  
**Price per 1,000 copies 750 € for a 4-page bound insert.**

**\* POST CARD/  
BOOKLET/STICKERS**



Weight up to 30 g, thickness up to 2 mm, glued onto an advertisement. Other weights/thicknesses: prices on request.  
**Price 900 € plus 200 € technical costs. Total price 1,100 € plus price of the carrier advertisement with minimum format 1/2 page (basis for agency commission 900 € plus price of carrier advertisement).**

**\* POST-IT  
ADHESIVE NOTES**



Placed centrally on a page or protruding at the top edge. Post-it adhesive notes can give the impression of a real bookmark with a handwritten appearance. They must be supplied ready-printed.  
**Price when placed on an advertisement: 900 € plus 200 € technical costs = 1,100 € total price, plus price of the carrier advertisement with minimum format 1/2 page (basis for agency commission 900 € plus price of the carrier advertisement).**  
**Price when placed on an editorial page: 1,900 € plus 1,100 € technical costs (basis for agency commission is 1,900 €).**

**\* BELLY WRAP**



Printed strip of paper which can either enclose the entire magazine or have the two ends fixed with 2 adhesive dots on a specific double page inside the magazine. Format for a complete wrapper 46 cm wide x 8–12 cm high. Format when fixed inside the magazine: 56 cm wide x 8–12 cm high. The wrapper must be pre-produced with data delivery or pre-printed delivery 5 days before the normal advertising deadline.  
**Price 2,100 € plus 1,470 € technical costs, plus optional printing costs (4/0-colour 1,880 €) plus optional cutting die for special formats such as an arrow etc. (prices for cutting die on request).**  
**Total price including printing 5,450 €, excluding printing 3,570 € (basis for agency commission in both cases is 2,100 €).**

**IMPORTANT NOTES**

Prices for special advertising formats marked \* are calculated on the basis of normal circulation of 4,200 copies. Larger print runs (see Editorial Programme): price on request.

- Please send copies of intended print materials/data before production for technical checks. We will be happy to provide you with a printing quotation on request.
- Special advertising formats are not subject to discounts.

Shipping address: D+L Druck + Logistik | Schlavenhorst 10 | 46395 Bocholt | Germany (with note „for Fruchthandel Magazin issue XY“)

The Fruchthandel Branchenguide has been the standard reference work for the fresh produce industry for the last 69 years. This key reference work of business addresses and other useful information is carefully revised and updated each year. German trading companies and trade organisations are comprehensively represented. There are also selected entries for leading companies and organisations from Austria, Belgium, Switzerland and the Netherlands.

Address and contact details are provided in the following categories:

- Food retail organisations in Germany
- Fresh produce wholesale markets
- Fresh produce traders
- Seed providers
- Technology suppliers
- Transport and logistic service providers
- Other service providers
- Official institutions and associations

The “Fresh produce” section also includes a product group directory which provides information on the key products in each supplier’s product portfolio.

**Print run 5,500 copies**

All subscribers to Fruchthandel Magazin receive the annual Branchenguide as part of their paid annual subscription. Price 64.50 € plus shipping and VAT.

**Publication date December 2023, advertising deadline 1 September 2023**

A standard company entry is free of charge (company name, address, telephone, e-mail, web address)

Company logo	95 €	placed with the company entry
Premium entry	250 €	including logo and 150 characters of additional text
Footer bar	1,990 €	strip advertisement at the foot of each page in 125 x 5 mm format for placement on 100 pages
Bookmarker	1,500 €	excluding production costs
	3,250 €	including production costs

Technical data: Width minimum 50 mm, maximum 100 mm, height minimum 100 mm, maximum 200 mm.

Printing 4/0-colour, paper 250 g/sqm. Colour of ribbon according to customer’s request, length of ribbon 330 to 360 mm.

Printing material: High-resolution 300 dpi data (PDF/X-3:2002 or higher) in CMYK with embedded fonts.





FORMATS		TYPE AREA width x height	BLEED + 4 mm per outer edge	BLACK/WHITE	2-COLOURS	3-COLOURS	FULL COLOUR
1/1 page		125 x 208	163 x 233	1,970 €	2,410 €	2,850 €	3,250 €
2/3 page horiz.	3 columns	125 x 124	163 x 135	1,360 €	1,800 €	2,240 €	2,660 €
2/3 page vert.	2 columns	80 x 208	99 x 233				
1/2 page horiz.	3 columns	125 x 92	163 x 103	1,040 €	1,310 €	1,575 €	1,830 €
1/2 page vert.	2 columns	80 x 135	99 x 146				
1/3 page horiz.	3 columns	125 x 62	163 x 73	760 €	1,020 €	1,275 €	1,530 €
1/3 page vert.	2 columns	80 x 92	99 x 103				
1/3 page vert.	1 column	36 x 208	54 x 233				
1/4 page horiz.	3 columns	125 x 45	163 x 56	565 €	820 €	1,070 €	1,320 €
1/4 page horiz.	2 columns	80 x 62	99 x 73				
1/4 page vert.	1 column	36 x 135	54 x 146				
1/6 page horiz.	3 columns	125 x 33		415 €	570 €	750 €	930 €
1/6 page horiz.	2 columns	80 x 45					
1/6 page vert.	1 column	36 x 92					
1/8 page horiz.	3 columns	125 x 22		305 €	465 €	595 €	710 €
1/8 page horiz.	2 columns	80 x 33					
1/8 page vert.	1 column	36 x 62					
1/12 page vert.	1 column	36 x 45		255 €	355 €	485 €	545 €
Back cover		125 x 208	163 x 233				3,550 €
Inside front/inside back cover		125 x 208	163 x 233				3,410 €

Active area of the advertisement should be at least 15 mm from the centrefold and 6 mm from the outer edges

All prices excl. VAT

PUBLICATION DATE 28 APRIL 2023 / ADVERTISING DEADLINE 18 APRIL 2023



Exploding prices along the entire value chain, consumers with declining purchasing power and agricultural policy plans with “green” goals that increasingly conflict with “red” figures. Can we still afford sustainability these days? Yes, actually we have to! Otherwise we would face even higher costs for a failed climate and social policy.

In the **Fruchthandel Special: Sustainability** we show the carbon footprint of fruit and vegetables, we explain what consumers expect and we highlight the role that technology and data play in sustainability. We present concrete best-practice examples, provide orientation in the jungle of certifications and labels and we explain the strategies and expectations of the retailers.

What is so special about this special edition?

1. Extra distribution to German food retailers and free distribution at the European Sustainability Forum
2. Significantly higher circulation (8,000 copies)

## ADVERTISING OPPORTUNITIES

### ADVERTORIALS

Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout.

Template layout on request.

- 2 x 2 pages 4,400 €
- 2 pages 3,300 €
- 1 page 2,200 €
- 1/2 page 1,530 €
- 1/4 page 980 €

Sustainability is becoming increasingly important. To reflect this significance we organise the European Sustainability Forum on 9/10 May in Düsseldorf. For further details see pages 11 and 12.



### best in fresh

...the annual Fruchthandel Special publication for brands and brand concepts  
...delivered to a total of 12,000 subscribers of Fruchthandel Magazin and Eurofruit, as well as being distributed digitally to 25,000 subscribers of Fruchthandel Newsmail and Fruitnet Daily News

### best in fresh

will be published in 2023 in its 15th edition.

More than 300 companies have so far used **best in fresh** to show they are one of the leading brands and companies in the international fresh produce business.

## ALL FRUCHTHANDEL SPECIALS OFFER DIVERSE, FLEXIBLE ADVERTISING OPTIONS

- Advertorials
- Classic advertising - despite increased circulation – at “normal” Fruchthandel rates (see page 6)

## ADVERTISING OPPORTUNITIES

### • BRAND PROFILE

Profile in standard layout (logo, text, colour photos, contact details)

**1 language, either German or English:**

1/1 page 2,200 €, 2/1 page 3,300 €

**2 languages, German and English:**

2 x 1/1 page 3,300 €, 2 x 2/1 page 4,400 €

### • INTERVIEW

Standard interview format with 5 questions/answers, picture of the interview partner, logo and contact details

**1 language, either German or English:**

1/1 page 2,200 €

**2 languages, German and English:**

2 x 1/1 page 3,300 €

### • PORTRAIT

Short presentation of new products, new concepts, new packaging, new technical solutions etc.

**1 language, either German or English:**

1/4 page 980 €, 1/2 page 1,530 €, 1/1 page 2,200 €

**2 languages, German and English:**

2 x 1/4 page 1,530 €, 2 x 1/2 page 2,200 €

2 x 1/1 page 3,300 €

### CIRCULATION

> **4.5 readers per copy**

- Print run 4,200 copies
- Distributed circulation 4,012 copies

Please note: Some issues are produced in significantly higher print runs (for distribution at trade fairs and congresses, special issues with additional extended circulation)

For further information, please see the Editorial Programme

### READERSHIP

> **approx. 1/3 readers from retail**

- Food retail organisations
- Fresh produce trade
- Importers
- Exporters
- Producers and producer organisations
- Packers and packaging suppliers
- Service suppliers for quality assurance, food safety, handling, cooling and storage
- Transport and logistics
- Technology
- Official institutions and associations

### READERSHIP STRUCTURE

> **approx. 3/4 readers from Germany**

- Germany 73 %
- Outside Germany 27 %

Our international circulation is focused mainly on the Netherlands, Austria, Switzerland, Italy and Belgium.



### FRUCHTHANDEL

# RETAIL AWARD 2023

DEUTSCHLANDS  
NUMMER EINS  
FÜR OBST UND  
GEMÜSE

#### METHODOLOGY

- The award is presented to an entire retail organisation, not to an individual Point of Sale
- 4 categories: Supermarket, discount, hypermarket, organic
- Not a jury, only the consumers decide. The winners are chosen by a representative survey, based on the GfK consumer panel.
- Award ceremony at the German Fruit & Vegetable Congress

#### Sponsoring

- Annual price 8,500 € excl. VAT

#### Sponsoring package includes

- Participation in a discussion panel with representatives of the winners (provided that the winners agree to participate) and subsequent editorial coverage in Fruchthandel Magazin as well as online and via social media
- 2-page advertorial (value 3,300 €)
- Logo on all award advertisements and other promotional activities, as well as in all press releases
- On request participation in the award ceremony
- Two free tickets for the German Fruit & Vegetable Congress (value 1,780 €)



#### METHODOLOGY

- The individual Point of Sale is selected for its performance
- National award in several categories, federal state awards + special award (annually changing topic)
- The winners are selected by a jury – prior application required
- Award in cooperation with “Rundschau für den Lebensmitteleinzelhandel”

#### Sponsoring

- Annual price 10,495 € excl. VAT

#### Sponsoring package includes

- Logo on all award advertisements, press releases, award certificates
- Presentation of the sponsors on rundschau.de and fruchthandel.de
- Active participation as a jury member
- Attendance at the award ceremony
- On request, participation in the award ceremony

# FRUCHTHANDEL LIVE

## EVENTS FOR THE FRESH PRODUCE INDUSTRY

Fruchthandel Magazin has been organising congresses and forums for the fresh produce business for more than four decades, most recently in co-operation with other leading industry institutions. The focus is always on new ideas and new perspectives, with expert input from top class speakers, wide-ranging panel discussions and audience interaction, all tackling the latest challenges and discussing the future trends of the fresh produce industry.

Time is money, especially in the fresh produce business. Fruchthandel Magazin events are organised to a very efficient timetable – a single compact congress day with an optional networking event on the evening before. This proven concept guarantees effective networking opportunities and maximum information input in the shortest possible time.



# DEUTSCHER OBST & GEMÜSE KONGRESS



11-12 SEPTEMBER 2023 | DÜSSELDORF  
**The top event for the fresh produce industry  
in Germany**

Co-organisers: AMI Agrarmarkt Informations-GmbH |  
GS1 Germany

# EUROPEAN SUSTAINABILITY FORUM



9-10 MAY 2023 | DÜSSELDORF  
**Economy, Ecology, Social Responsibility.  
Build the future.**

Co-organiser: AMI Agrarmarkt Informations-GmbH

## GOOD REASONS FOR SPONSORING

### Direct contact with customers

Through personal contacts during the event, you pave the way for successful business relationships.

### Increased profile

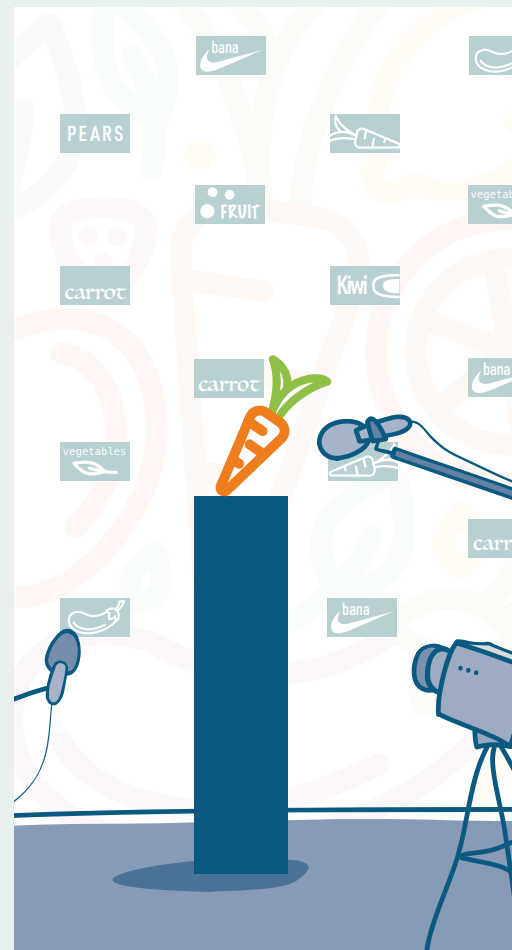
Your participation is also visible before and after the event: through regular reporting in FRUCHTHANDEL MAGAZIN and online on the event website.

### Target group efficiency

The high quality of the event participants is characterised in particular by the high proportion of representatives from the retail sector.

### Sponsoring info

- The contents and prices of the sponsorship packages can be found on page 12.
  - It is worthwhile to book early because the service provision starts immediately after receipt of order.
  - Invoicing takes place 14 days after receipt of order.
    - Up to 14 days after receipt of order, you can cancel at any time without incurring any costs.
    - Up to 42 days before the event, 50 % of the contractually agreed amount must be paid.
    - Up to 21 days before the event 90 %. Cancellation after the 20th day is no longer possible.
- Should the event not take place for reasons of force majeure, the organiser is entitled to postpone or cancel the event. In this case, the sponsor is entitled to full reimbursement of the sponsorship amount.



### GERMAN FRUIT & VEGETABLE CONGRESS (DOGK)

The DOGK will be organised for the 13th time in 2023. The number of participants has developed dynamically in recent years, underlining the high value of the event (more than 550 delegates in the pre-Corona year, more than 400 participants in 2022). Numerous sponsors have used the DOGK in recent years.

It is the ideal platform for corporate sponsors to present their products and raise their profile in the trade.

	BRONZE	SILVER	GOLD	PLATINUM
Logo display in the official programme in print and online	✓	✓	✓	✓
Logo display on dogkongress.de with hyperlink	✓	✓	✓	✓
Logo display in the DOGK app	✓	✓	✓	✓
Logo presence on site at the event	✓	✓	✓	✓
1 free delegate fee worth 890 €	✓			
2 free delegate fees worth 1,780 €		✓		
3 free delegate fees worth 2,670 €			✓	✓
Company profile online (max. 280 characters incl. spaces)		✓	✓	✓
Company presentation for download in the DOGK app		✓	✓	✓
Company presentation for download after the DOGK		✓	✓	✓
Provision of a presentation area of 6 m <sup>2</sup>			✓	✓
Company excursion				✓
25% discount on an advertisement in the special DOGK edition of Fruchthandel Magazin		✓	✓	✓
<b>Prices excl. VAT</b>	<b>2,600 €</b>	<b>3,900 €</b>	<b>7,500 €</b>	<b>8,500 €</b>

## DEUTSCHER OBST & GEMÜSE KONGRESS



11 | 12 SEPTEMBER 2023  
DÜSSELDORF

**The top event  
for the fresh produce  
industry in Germany**

#### CO-ORGANISERS:

AMI Agrarmarkt Informations-GmbH |  
GS1 Germany

**DELEGATE FEE 890 €**



## EUROPEAN SUSTAINABILITY FORUM

The importance of sustainability is growing – especially in times of crisis! Companies with high sustainability standards get through crises better. At the European Sustainability Forum, topics such as climate change, economic efficiency, security of supply, food waste and social standards will be addressed. Concrete solutions and best practice examples will be presented, as well as examples and opportunities for raising companies' profiles.

### DELEGATE FEE 695 €

	BRONZE	SILVER	GOLD
Logo display in the official programme in print and online	✓	✓	✓
Logo display on the event website	✓	✓	✓
Logo presence on site at the event	✓	✓	✓
1 free delegate fee worth 700 €	✓		
2 free delegate fees worth 1,400 €		✓	
3 free delegate fees worth 2,100 €			✓
Company presentation in German and English in the official event programme		✓	✓
Provision of a presentation area of 6 m <sup>2</sup>			✓
25% discount on an advertisement in the special conference edition of Fruchthandel Magazin	✓	✓	✓
<b>Prices excl. VAT</b>	<b>1,950 €</b>	<b>2,950 €</b>	<b>4,500 €</b>

### GENERAL INFORMATION ON SPONSORING:

Please provide your company logo immediately after booking as a vector graphic and, in the case of Gold and Silver bookings, also a short company portrait in German and English, each with a maximum of 280 characters including spaces, to [events@fruchthandel.de](mailto:events@fruchthandel.de)

## EUROPEAN SUSTAINABILITY FORUM

9-10 MAY 2023 | DÜSSELDORF  
**Economy, Ecology, Social Responsibility.**  
**Build the future.**

Co-organiser:

AMI Agrarmarkt Informations-GmbH

# FRUCHTHANDEL

## NEWSMAIL

- **Concise, expert news from the fresh produce sector**
- **Published Monday to Friday**
- **8,500 + recipients**

### ADVERTISING OPTIONS

#### Leaderboard

- Top placement as first banner above the first news item
- Format 600 x 150 px
- Price per calendar week 550 €

#### Large banner

- Placement between news items
- Format 600 x 150 px
- Price per calendar week 500 €

#### Standard banner

- Placement between news items
- Format 600 x 100 px
- Price per calendar week 330 €

#### Small banner

- Placement beside other banners
- Format 180 x 150 px
- Price per calendar week 160 €

#### Sponsored posts

- Company message / press release, compiled and curated by our editorial team. Published in Fruchthandel Newsmail as well as on Fruchthandel Online.
- Please send us your text and a photo (picture rights to be clarified by client).
- Price per placement (one-time publication) 550 €

#### Stand-alone newsmail

- A stand-alone newsmail includes content provided exclusively by you.
- Please send us your text and photos (picture rights to be clarified by client).
- May contain links to external websites.
- Mailing to all recipients (partial mailing to selected recipients not possible. Addresses are not shared)
- Price per stand-alone newsletter: 3,750 € (publication date by prior arrangement)

From 2023, Fruchthandel's online content appears on a new platform at [www.fruitnet.com](http://www.fruitnet.com). In addition to news from the Fruchthandel editorial team, users can also find international news from the leading magazine brands Eurofruit, Asiafruit, Fresh Produce Journal, Produce Plus and Asiafruit China.

### ADVANTAGES

- News from Germany and all over the world
- More extensive coverage and more traffic through combined expertise
- Structured content, easy navigation
- More visibility through larger banner formats. No rotation.
- Optimised for all devices – desktop as well as tablet and smartphone

### ADVERTISING OPTIONS

The following banner options and prices apply to publication on [www.fruchthandel.de](http://www.fruchthandel.de). We are happy to send you information on advertising options on the Fruitnet homepage ([www.fruitnet.com](http://www.fruitnet.com)) and on international sites (e.g. Eurofruit, Asiafruit) on request.

#### Leaderboard

- Top placement as first banner on the news site and on selected further pages
- Format 1180 x 130 px desktop / 375 x 300 px mobile
- Price per calendar week 390 €

#### Large content banner

- Placement on the news site between news items
- Format 1180 x 170 px desktop / 375 x 300 px mobile
- Price per calendar week 400 €

#### Standard content banner

- Placement on the news site between news items
- Format 777 x 130 px desktop / 375 x 270 px mobile
- Price per calendar week 260 €

#### Large side banner

- Placement on the news site beside news item
- Format 375 x 270 px (separate mobile format not required)
- Price per calendar week 260 €

#### Small side banner

- Placement on the news site beside news item or beside another banner
- Format 375 x 130 px (separate mobile format not required)
- Price per calendar week 130 €

# FRUCHTHANDEL

## ONLINE

### DATES

- All banners can be booked on a weekly basis (by calendar week)
- Advertising deadline is Thursday of the previous week
- Data needed by 11 a.m. on Friday of the previous week at the latest

### DATA FORMATS

- JPG, PNG or GIF files max. 100 KB.
- HTML5 possible for Fruchthandel Online
- In case of animated GIF files for Fruchthandel Newsmail, all essential information should be contained in the first image frame because some mail applications such as Outlook suppress the other animations in the standard setting
- We are happy to help you to design your banner advert: Price 110 € for animated banners, 80 € for static banners (not eligible for discount or commission)

### DISCOUNTS

- 4 weeks 3 %
- 10 weeks 5 %
- 20 weeks 10 %
- 52 weeks 50 %

### COMBINATION DISCOUNT

- 20 % when booking Fruchthandel Newsmail/Fruchthandel Online in the same calendar week.  
The combination discount is added to the quantity discount.

WEBSITE	PRICE	DESKTOP		MOBILE	
		WIDTH	HEIGHT	WIDTH	HEIGHT
	390 €	1.180	130	375	300
<b>Large content banner</b>	400 €	1.180	170	375	300
<b>Standard content banner</b>	260 €	777	130	375	270
<b>Large side banner</b>	260 €	375	270	375	270
<b>Small side banner</b>	130 €	375	130	375	130

NEWSLETTER	PRICE	WIDTH	HEIGHT
<b>Leaderboard</b>	550 €	600	150
<b>Large banner</b>	500 €	600	150
<b>Standard banner</b>	330 €	600	100
<b>Small banner</b>	160 €	180	150

**20% COMBI DISCOUNT**  
 in case of parallel booking Online/Newsmail in the same calendar week

All prices exclude VAT.

\*For bookings on Fruchthandel Online, two file formats are required for leaderboard, large content banner and standard content banners in order to guarantee display on both desktop and mobile devices.

**Are you interested in other creative forms of advertising (e.g. videos, microsites, white papers, podcasts)? Then please contact us at +49-211-99104-40 or send an email with your ideas to [anzeigen@fruchthandel.de](mailto:anzeigen@fruchthandel.de).**

**MANAGEMENT**

Ulrike Niggemann  
Tel +49-(0)211-9 91 04-25  
un@fruchthandel.de

**MANAGEMENT**

Chris White  
Tel +44-(0)20-7501 3710  
chris@fruitnet.com

**PUBLISHER**

H. Günter Schweinsberg †  
Tel +49-(0)211-9 91 04-0  
gs@fruchthandel.de

**ADVERTISING MANAGER**

Hans-Joachim Fuhrmann  
Tel +49-(0)211-9 91 04-20  
fu@fruchthandel.de

**DEPUTY ADVERT. MANAGER**

Helmut Peskes  
Tel +49-(0)211-9 91 04-19  
hp@fruchthandel.de

**ADVERTISING EXECUTIVE**

Panagiotis Chrissovergis  
Tel +49-(0)211-9 91 04-29  
pc@fruchthandel.de

**ADVERTISING EXECUTIVE**

Gabi Höhle  
Tel +49-(0)211-9 91 04-31  
gh@fruchthandel.de

**ADVERT. ADMINISTRATION**

Christian Hollenbeck  
Tel +49-(0)211-9 91 04-18  
ch@fruchthandel.de

**EDITOR IN CHIEF**

Michael Schotten  
Tel +49-(0)211-9 91 04-16  
ms@fruchthandel.de

**DUTY EDITOR**

Nadine Schotten  
Tel +49-(0)211-9 91 04-28  
nsc@fruchthandel.de

**EDITORIAL**

Inga Detleffsen  
Tel +49-(0)211-9 91 04-17  
id@fruchthandel.de

**EDITORIAL**

Daniel Schmidt  
Tel +49-(0)211-9 91 04-22  
ds@fruchthandel.de

**ONLINE EDITORIAL**

Christine Weiser  
Tel +49-(0)211-9 91 04-27  
cw@fruchthandel.de

**FRUITNET MEDIA INTERNATIONAL GMBH**

Lindemannstrasse 12  
40237 Düsseldorf  
Germany  
Tel +49-(0)211-99104-0  
Fax +49-(0)211-663162  
info@fruchthandel.de

**EVENTS + AWARDS**

Kaasten Reh  
 (Head of Division)  
 Tel +49-(0)211-9 91 04-10  
 kr@fruchthandel.de

**EVENTS + AWARDS**

Sabine Reh  
 (Project Management)  
 Tel +49-(0)211-9 91 04-26  
 sr@fruchthandel.de

**ART DIRECTOR + LAYOUT**

Anna K. Schweinsberg  
 (Rome, Italy)  
 Tel +39-06-30 31 64 45  
 akschweinsberg@libero.it

**SUBSCRIPTIONS/  
DISTRIBUTION**

Ingrid Bergmeister  
 Tel +49-(0)211-9 91 04-12  
 ib@fruchthandel.de

**PROJECT MANAGEMENT  
MARKETING**

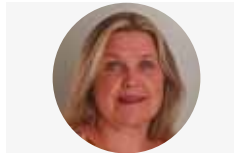
Tünde Horvath  
 Tel +49-(0)211-9 91 04-11  
 th@fruchthandel.de

**INTERNATIONAL REPRESENTATIVES**

Inga Detleffsen

**FRANCE**

c/o Fruitnet Media  
 International GmbH  
 Lindemannstr. 12  
 40237 Düsseldorf,  
 Deutschland  
 Tel. +49-(0)211-9 91 04 17  
 id@fruchthandel.de



Daphne Schmidt

**SPAIN**

Agronoticias-  
 Marketing-Espana SL  
 Carrer del Raval 55  
 12190 Borriol/Castellón,  
 Spain  
 Tel +34-(0)964-32 11 55  
 Mobile +34-(0)649-068 110  
 daphne@agronoticias.es



Carla Buono

**ITALY**

NCX Drahorad srl  
 Via Provinciale  
 Vignola-Sassuolo 315/1  
 41057 Spilamberto/Modena,  
 Italy  
 Tel +39-059-7 86 38 63  
 carla@ncx.it  
 giordano@ncx.it  
 riccardo.marinelli@ncx.it



Giordano Giardi



Riccardo Marinelli