

**FRUCHTHANDEL
 BRANCHEN-GUIDE
 and Addressbook**

**Advertisement
 placement
 opportunities**

The Fruchthandel Branchen-Guide and Addressbook is a key reference work for the international fresh produce sector published annually by Fruchthandel Magazine.

- **Contact details of fresh produce companies**
 A comprehensive listing of German-based fresh produce companies and service suppliers as well as selected addresses in Austria, Switzerland, Belgium, Netherlands, Poland and the Czech Republic.
- **Statistics on the German retail sector**
 Details of structure, turnover and market share
- **Category Management**
 Market analysis of key products with statistics on consumption levels and prices
- In the alphabetical address sections by country
- In the special address sections for:
 - Assessors and Experts
 - Laboratories for Food Safety
 - Marketing, PR and Consultancy Agencies
 - Packaging, Recycling and Disposal
 - Specialists for Cold Storage and Other Technologies
 - Specialist Software Suppliers
 - Suppliers for Convenience and Food Service
 - Suppliers of Exotic Products
 - Suppliers of Organics
 - Transport Companies
- In the editorial sections

Print run 5,500 copies

Online edition www.fruchthandel.de/branchen-guide

Publication date Beginning of December 2017

Advertising deadline 12 June 2017

**Standard entry
 in the list of addresses**

The basic company entry – with company name, address, telephone, fax, e-mail and website address – is free of charge.

Company logo

In colour 150 EUR
 With a company logo in colour above your company details, you can make your company entry stand out from the rest.

Landscape/wide format max. 29 mm x 10 mm
 Portrait/vertical format max. 17 mm x 17 mm
 Logos must be supplied full size (100%) in CMYK high resolution (300 dpi)

**Page footers
 (50 footers)**

b/w 1,640 EUR
 colour 2,770 EUR
 Price is for 50 footers, each 125 x 5 mm, placed at the foot of selected pages.

Stamp on book edges

600 EUR per side

Book marker

1,300 EUR (excl. production costs)

Technical information

Active elements of advertisements should be placed at least 15 mm from the centrefold and 6 mm from the outside edges of the page.

For further technical information, see page 4

Price

The Fruchthandel Branchen-Guide costs 64.50 EUR plus postage and VAT if applicable.
The Branchen-Guide is distributed free of charge to all subscribers of Fruchthandel Magazine.

Format	Ads within type area width x height in mm	Bleed advertisements width x height in mm + 4 mm on each edge	Basic price b/w	+ 1 colour	+ 2 colour	Full colour
1/1 page	125 x 208	163 x 233	1,735.00 €	2,130.00 €	2,530.00 €	2,890.00 €
3/4 page vert., 3 columns	125 x 155	163 x 166	1,320.00 €	1,715.00 €	2,110.00 €	2,475.00 €
2/3 page horiz., 3 columns	125 x 124	163 x 135	1,190.00 €	1,590.00 €	1,985.00 €	2,345.00 €
2/3 page vert., 2 columns	80 x 208	95 x 233				
1/2 page horiz., 3 columns	125 x 92	163 x 103	905.00 €	1,155.00 €	1,395.00 €	1,620.00 €
1/2 page vert., 2 columns	80 x 135	95 x 146				
1/3 page horiz., 3 columns	125 x 62	163 x 73	645.00 €	895.00 €	1,125.00 €	1,350.00 €
1/3 page vert., 2 columns	80 x 92	95 x 103				
1/3 page vert., 1 column	35 x 208	50 x 233				
1/4 page horiz., 3 columns	125 x 45	163 x 56	480.00 €	720.00 €	950.00 €	1,165.00 €
1/4 page horiz., 2 columns	80 x 62	95 x 73				
1/4 page vert., 1 column	35 x 135	50 x 146				
1/6 page horiz., 3 columns	125 x 33		335.00 €	500.00 €	660.00 €	815.00 €
1/6 page horiz., 2 columns	80 x 45					
1/6 page vert., 1 column	35 x 92					
1/8 page horiz., 3 columns	125 x 22		250.00 €	380.00 €	510.00 €	620.00 €
1/8 page horiz., 2 columns	80 x 33					
1/8 page vert., 1 column	35 x 62					
1/12 page vert., 1 column	35 x 45		205.00 €	310.00 €	400.00 €	480.00 €
Back cover	125 x 208	163 x 233				3,150.00 €
Inside front/back cover	125 x 208	163 x 233				3,030.00 €