

# FRUIT LOGISTICA Exhibition Guide 2017

distributed free to all visitors and exhibitors



## The FRUIT LOGISTICA Exhibition Guide

The FRUIT LOGISTICA Exhibition Guide is the ideal information source on the spot for all visitors to the exhibition.

- Provides quick orientation on the exhibition grounds
- Contains basic exhibitor information including company name, country, hall and stand number, as well as hall plans, the event programme and other useful information
- Distributed free of charge to all exhibition visitors
- Print run 40 000 copies

## Advertising in the FRUIT LOGISTICA Exhibition Guide

If you would like to provide more information to potential exhibitors, or make sure your company stands out from the rest, then consider one of the following options:

- A company logo in full colour focuses attention on your company's entry in the Guide.
- A premium entry provides more information about your company's offer and helps visitors to make decisions on who to visit.
- A prominently placed advertisement focuses attention even more effectively and provides more information about your company.

For full details, prices and an order form, see pages 2 and 3.

## Please note

- Advertising in the FRUIT LOGISTICA Catalogue and Exhibition Guide is restricted to registered exhibitors
- The Exhibition Guide is published by Messe Berlin GmbH and is produced by Fruchthandel Magazine (Fruitnet Media International GmbH), the official cooperation partner of FRUIT LOGISTICA.
- Messe Berlin has no connection whatsoever with the publishers of other guides such as Expo Guide, Fair Guide or Event Fair.

# Official FRUIT LOGISTICA Exhibition Guide 2017

Order form – Please return by 3 January 2017



## Advertisements

- |                                   |                    |  |
|-----------------------------------|--------------------|--|
| <input type="checkbox"/> 1/1 page | <b>EUR 3 200.–</b> | <b>Format</b>  |
| <input type="checkbox"/> 1/2 page | <b>EUR 1 900.–</b> | <input type="checkbox"/> horizontal                    |
| <input type="checkbox"/> 1/3 page | <b>EUR 1 500.–</b> | <input type="checkbox"/> vertical                      |
| <input type="checkbox"/> 1/4 page | <b>EUR 1 300.–</b> | <input type="checkbox"/> in type area                  |
| <input type="checkbox"/> 1/6 page | <b>EUR 900.–</b>   | <input type="checkbox"/> bleed (minimum size 1/4 page) |
| <input type="checkbox"/> 1/8 page | <b>EUR 700.–</b>   | Possible formats and prices – see below.               |

### Important

We try to provide the best possible placement for all advertisements. However in view of space restrictions, we cannot guarantee that advertisements of less than 1/1 page can be placed alone on the page.

### Where do you want to place your advertisement?

- in the alphabetical index of companies     in the hall/stand no. index     in both indexes

### Cover placements

- Inside front cover or back cover **EUR 3 800.–**     Inside back cover **EUR 3 500.–**

### Premium entries, logos, QR-codes (only in the alphabetical index)

- Premium entry**                      **EUR 450.–**  
 (see illustration) including company logo in colour, company name, town, country, hall and stand number, e-mail, web address, product text 3 lines of 40 characters.
- Logo in colour**                      **EUR 300.–**  
 We would like to place further logos with other company entries.  
 Price for additional logos **EUR 100.–**              Number   
 Placements under \_\_\_\_\_
- QR-code b/w**                      **EUR 50.–**  
 We would like a QR-code in addition to our premium entry or colour logo.

Fresh Produce Journal, UK                      6.2 A-06



**Fruchthandel Magazin, Düsseldorf, DE**                      6.2 A-06  
 info@fruchthandel.de - www.fruchthandel.de

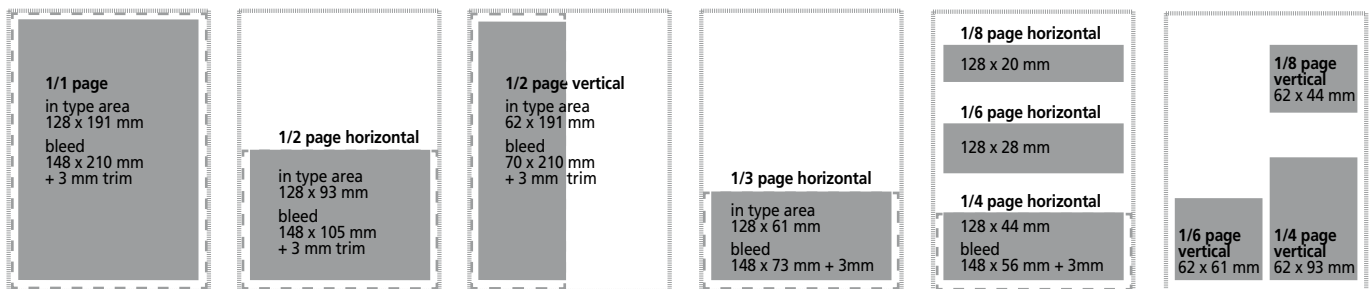
The leading weekly German-language magazine and online news service for the international trade in fresh fruit and vegetables.

Fruitnet Media International GmbH, DE                      6.2 A-06



Fruitnet Media International GmbH, DE                      6.2 A-06

## Advertisement formats in the FRUIT LOGISTICA Exhibition Guide



Company / Exhibitor name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

We are the main exhibitor (yes / no): \_\_\_\_\_

(if no:) We are co-exhibitor of: \_\_\_\_\_

VAT-ID-No. (only for companies in the EU): \_\_\_\_\_

Date: \_\_\_\_\_

**PRINT**

**SEND**

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## Media information – facts and figures

<b>Print run</b>	40 000 copies
<b>Publication date</b>	3 February 2017
<b>Advertising deadline</b>	3 January 2017
<b>Format – NEW!</b>	DIN A5, 148 mm wide x 210 mm high
<b>Type area</b>	128 mm wide x 191 mm high
<b>Bleed size</b>	3 mm (see page 2 for detailed sizes)
<b>Logos</b>	max. 30 mm wide x 10 mm high
<b>QR codes</b>	10 mm x 10 mm
<b>Print materials</b>	High resolution 300 dpi PDF files with embedded fonts in CMYK (no RGB).  Logos: 100% full size, high resolution 300 dpi, CMYK (no RGB). PNG- or EPS vector files preferred, otherwise JPG.
<b>Data transfer</b>	katalog@fruchthandel.de
<b>Print method</b>	Offset. Euroskala DIN 16539 4-c. No spot colours.
<b>Value added tax</b>	All prices excluding VAT. No VAT for EU customers outside Germany who provide their VAT ID no. with their order. No VAT for customers outside the EU.
<b>Payment terms</b>	Invoices are payable in full on receipt before publication of the Exhibition Guide.
<b>Terms of business</b>	See the official General Terms and Conditions of Business at <a href="http://www.fruchthandel.de/fruit-logistica">www.fruchthandel.de/fruit-logistica</a>
<b>Contact</b>	Fruitnet Media International GmbH, Lindemannstr. 12, 40237 Düsseldorf, Germany. Tel. +49-(0)211-99 10 40, katalog@fruchthandel.de, <a href="http://www.fruchthandel.de">www.fruchthandel.de</a>
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