

**FUTURE TRENDS**



What will the fresh produce business be like in 2025?

Our special publication FRUITNET FUTURE TRENDS looks at the megatrends and their possible impact on the fruit and vegetable trade. Subjects will include:

- Digitalisation along the supply chain, big data, the internet of things
- E-commerce, (home) delivery, new players in the fresh produce business (Amazon & co.)
- Trends and countertrends: global versus local
- Changes in the flow of trade and channels of distribution
- Healthy lifestyles, super foods, power fruits
- Vertical farming
- The future of packaging
- Technical solutions

FRUITNET FUTURE TRENDS will be published in both a German and English language edition. Distribution to all Fruchthandel and Eurofruit Magazine subscribers plus a special selected mailing list.

- Print run** 15,000 copies
- Publication date** 5 May 2017
- Advertising deadline** 18 April 2017
- Advertising prices**
- Prices for the German language edition are the same as for Fruchthandel Magazine (see page 4).
  - Prices for the English language edition are the same as for Eurofruit Magazine. See [www.fruitnet.com/eurofruit/108/advertise-1](http://www.fruitnet.com/eurofruit/108/advertise-1)
  - Combi-discount for both editions: 25%

**LEADING BRANDS**



The 9th edition of "Leading Brands" will be published in November 2017. This prestige reference work presents the top brands in the international fresh produce business in the form of advertorials. Over 190 companies have already presented their brands this way.

Print run 10,000 copies including distribution to the buying offices of the leading European retail organisations, to subscribers of Fruchthandel Magazine, as well as at leading exhibitions and conferences.

**All brand profiles will also be published online (from December 2017 at [www.fruchthandel.de](http://www.fruchthandel.de)).**

- Publication date** 17 November 2017
- Advertising deadline** 17 October 2017
- Advertorial prices**
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|----------------------|-----------|
| 1 page brand profile | 1,990 EUR |
| 2 page brand profile | 2,990 EUR |
- Publication is in full colour and includes text, logos and illustrations. Text may be in English or German or both languages.
- The design and layout of all advertorials is carried out by the publishers at no extra charge and is based on a standard uniform layout concept.**
- Advertising prices** In spite of the larger print run, prices are the same as for Fruchthandel Magazine (see page 4).
- Technical information** Please see page 4

**COUNTRY SPECIALS**

- Netherlands
- Flanders
- France
- Italy
- Spain

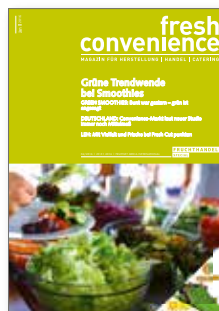
**Print runs/dates** Please see the editorial programme on pages 2-3



- Advertising prices** The prices for all Specials are the same as for Fruchthandel Magazine (see page 4) despite the considerably increased circulations.
- Technical Information** Please see page 4

**OTHER SPECIALS**

- **25 years FRUIT LOGISTICA – a jubilee report**
- **European Tomato Forum** (see page 12)
- **German Fruit & Vegetable Congress (DOGK)** (see page 12)
- **Fresh Convenience**



- Fresh Convenience reports on the rapidly growing and profitable market for fresh-cut convenience products. It is published with a print run of 10,000 copies.
- Fresh Convenience is distributed together with Fruchthandel Magazine to subscribers and also to an additional specialised mailing list which includes supermarket buyers and leading HoReCa buyers. It is also distributed at leading exhibitions and conference events.
- Publication date** 10 January 2017
- Advertising deadline** 13 December 2016
- Fresh Convenience is also a special feature in Fruchthandel Magazine:  
 Issue 10 (published on 10.3.2017)  
 Issue 22 (published on 2.6.2017)  
 Issue 39 (published on 29.9.2017)