

The Fruchthandel Branchenguide has been the standard reference work for the fresh produce industry for the last 68 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 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.

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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)



FORMATS width x height		TYPE AREA	BLEED + 4 mm per outer edge	BLACK/WHITE	2-COLOURS	3-COLOURS	FULL COLOUR
1/1 page		125 x 208	163 x 233	1,875 €	2,295 €	2.715 €	3.100 €
2/3 page horiz.	3 columns	125 x 124	163 x 135	1.295 €	1.715 €	2.135 €	2.535 €
2/3 page vert.	2 columns	80 x 208	99 x 233				
1/2 page horiz.	3 columns	125 x 92	163 x 103	990 €	1.245 €	1.500 €	1.745 €
1/2 page vert.	2 columns	80 x 135	99 x 146				
1/3 page horiz.	3 columns	125 x 62	163 x 73	725 €	970 €	1.215 €	1.460 €
1/3 page vert.	2 columns	80 x 92	99 x 103				
1/3 page vert.	1 column	36 x 208	54.5 x 233				
1/4 page horiz.	3 columns	125 x 45	163 x 56	540 €	780 €	1.020 €	1.260 €
1/4 page horiz.	2 columns	80 x 62	99 x 73				
1/4 page vert.	1 column	36 x 135	54.5 x 146				
1/6 page horiz.	3 columns	125 x 33		375 €	545 €	715 €	885 €
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		275 €	420 €	565 €	675 €
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		230 €	340 €	460 €	520 €
Back cover		125 x 208	163 x 233				3,380 €
Inside front/inside back cover		125 x 208	163 x 233				3,250 €

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