

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

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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
	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