

CIRCULATION

> 4.5 readers per copy

- Print run 4,200 copies
- Distributed circulation 4,005 copies

Please note: Some issues are produced in significantly higher print runs (for distribution at trade fairs and congresses, special issues with additional extended circulation)

For further information, please see the Editorial Programme

READERSHIP

> approx. 1/3 are readers from supermarket organisations

- Food retail organisations
- Fresh produce trade
- Importers
- Exporters
- Producers and producer organisations
- Packers and packaging suppliers
- Service suppliers for quality assurance, food safety, handling, cooling and storage
- Transport and logistics
- Technology
- Official institutions and associations

READERSHIP STRUCTURE

> approx. 3/4 of our readers are from Germany

- Germany 72.9 %
- Outside Germany 27.1 %

Our international circulation is focused mainly on the Netherlands, Austria, Switzerland, Italy and Belgium.

