



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

The Guide

- provides quick orientation on the exhibition grounds
- contains useful exhibitor information including company name, country, hall and stand number, as well as hall plans, the event programme and other useful information
- 40,000 copies are distributed free to all exhibition visitors
- A further 7,000 copies are distributed before the exhibition to qualified recipients as a supplement in Fruchthandel Magazin
- Total print run 47,000 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 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 2020

Order form – Please return by 20 December 2019



Advertisements

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

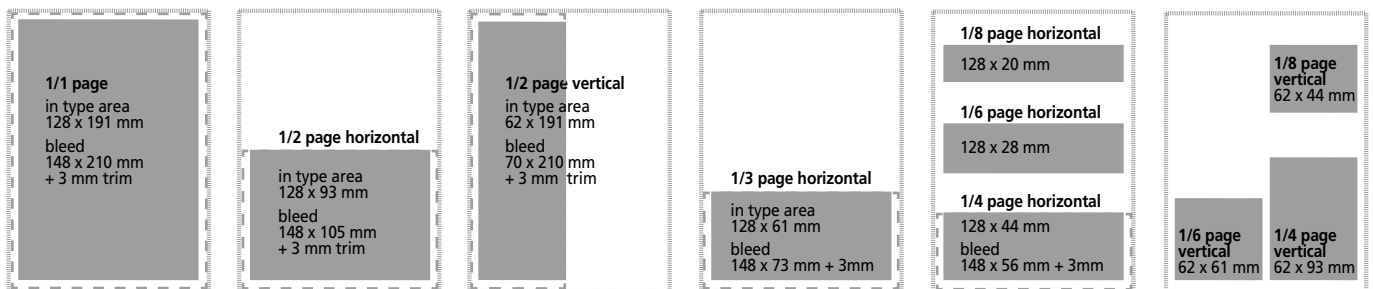
The leading weekly German-language magazine and online news service for the international trade in fresh fruit and vegetables.

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

If PRINT or SEND buttons do not function, save the PDF, open in Acrobat Reader and print or send from there.

FRUIT LOGISTICA Exhibition Guide 2020

distributed free to all visitors and exhibitors



Media information – facts and figures

Print run	47 000 copies
Publication date	24 January 2020
Advertising deadline	20 December 2019
Print documents	until 3 January 2020
Format	DIN A5, 148 mm wide x 210 mm high
Type area	128 mm wide x 191 mm high
Bleed size	3 mm (see page 2 for detailed sizes)
Logos	max. 30 mm wide x 10 mm high
QR codes	10 mm x 10 mm
Print materials	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.
Data transfer	katalog@fruchthandel.de
Print method	Offset. Euroskala DIN 16539 4-c. No spot colours.
Value added tax	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.
Payment terms	Invoices are payable in full on receipt before publication of the Exhibition Guide.
Terms of business	See the official General Terms and Conditions of Business at www.fruchthandel.de/fruit-logistica
Contact	Fruitnet Media International GmbH, Lindemannstr. 12, 40237 Düsseldorf, Germany. Tel. +49-(0)211-99 10 40, katalog@fruchthandel.de, www.fruchthandel.de
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