

FRUCHTHANDEL

NEWSMAIL

- Concise, expert news from the fresh produce sector
- Published Monday to Friday
- 8,500 + recipients

ADVERTISING OPTIONS

Superbanner

- Top placement as first banner above the first news item
- Format 600 x 200 px
- Price per calendar week 550 €

Standard banner double format

- Placement between news items
- Format 600 x 200 px
- Price per calendar week 500 €

Standard banner

- Placement between news items
- Format 600 x 100 px
- Price per calendar week 330 €

Content ad

- Placement beside news item, or beside another content ad
- Format 280 x 280 px
- Price per calendar week 350 €

**New with larger banner formats after
FRUCHTHANDEL NEWSMAIL relaunch!**

Sponsored posts

- Company message / press release, compiled and curated by our editorial team. Published in Fruchthandel Newsmail as well as on Fruchthandel Online.
- Please send us your text and a photo (picture rights to be clarified by client).
- Price per placement (one-time publication) 550 €

Stand-alone newsmail

- A stand-alone newsmail includes content provided exclusively by you.
- Please send us your text and photos (picture rights to be clarified by client).
- May contain links to external websites.
- Mailing to all recipients (partial mailing to selected recipients not possible. Addresses are not shared)
- Price per stand-alone newsletter: 3,750 € (publication date by prior arrangement)

From 2023, Fruchthandel's online content appears on a new platform at www.fruitnet.com. In addition to news from the Fruchthandel editorial team, users can also find international news from the leading magazine brands Eurofruit, Asiafruit, Fresh Produce Journal, Produce Plus and Asiafruit China.

ADVANTAGES

- News from Germany and all over the world
- More extensive coverage and more traffic through combined expertise
- Structured content, easy navigation
- More visibility through larger banner formats. No rotation.
- Optimised for all devices – desktop as well as tablet and smartphone

ADVERTISING OPTIONS

The following banner options and prices apply to publication on www.fruchthandel.de. We are happy to send you information on advertising options on the Fruitnet homepage (www.fruitnet.com) and on international sites (e.g. Eurofruit, Asiafruit) on request.

Superbanner

- Top placement as first banner at the top
- Format 1180 x 130 px desktop / 370 x 140 px mobile
- Price per calendar week 390 €

Standard banner double format

- Placement between news items
- Format 1180 x 260 px desktop / 370 x 160 px mobile
- Price per calendar week 400 €

Standard banner

- Placement between news items
- Format 1180 x 130 px desktop / 370 x 140 px mobile
- Price per calendar week 260 €

Content ad

- Placement beside news item, or beside another content ad
- Format 380 x 450 px
- Price per calendar week 260 €

Square button

- Placement beside news item or next to other square buttons
- Format 380 x 225 px
- Price per calendar week 120 €

EXTRA OPTION

- **Additional placement on all single news pages**
– limited to 4 banner spaces per calendar week
- **Superbanner (placed above chosen news item)** – extra charge 200 €
- **Standard banner (placed after chosen news item)** – extra charge 200 €
- **Content ad (placed beside chosen news item)** – extra charge 200 €
- **Square button (placed beside chosen news item)** – extra charge 100 €

FRUCHTHANDEL

ONLINE

DATES

- All banners can be booked on a weekly basis (by calendar week)
- Advertising deadline is Thursday of the previous week
- Data needed by 11 a.m. on Friday of the previous week at the latest

DATA FORMATS

- JPG, PNG or GIF files max. 100 KB.
- HTML5 possible for Fruchthandel Online
- In case of animated GIF files for Fruchthandel Newsmail, all essential information should be contained in the first image frame because some mail applications such as Outlook suppress the other animations in the standard setting
- We are happy to help you to design your banner advert: Price 110 € for animated banners, 80 € for static banners (not eligible for discount or commission)

DISCOUNTS

- 4 weeks 3 %
- 10 weeks 5 %
- 20 weeks 10 %
- 52 weeks 50 %

COMBINATION DISCOUNT

- 20 % when booking Fruchthandel Newsmail/Fruchthandel Online in the same calendar week.
The combination discount is added to the quantity discount.

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	FRUCHTHANDEL NEWSMAIL		FRUCHTHANDEL ONLINE		COMBIPRICE	EXTRA OPTIONS
Advertising options	Format (px) JPG, PNG or GIF	Price	Format (px)* JPG, PNG, GIF or HTML5	Price	20% extra discount if booked in News-mail and Online in the same calendar week	Surcharge for additional placement on all single news pages * limited to 4 banner spaces per calendar week: 1 standard banner/super banner each, 1 content ad/square button each
Superbanner	600 x 200	550 €	1180 x 130 / 370 x 140	390 €	752 €	200 €
Standard banner double format	600 x 200	500 €	1180 x 260 / 370 x 160	400 €	720 €	200 €
Standard banner	600 x 100	330 €	1180 x 130 / 370 x 140	260 €	472 €	200 €
Content ad	280 x 280	380 €	380 x 450	260 €	512 €	200 €
Square button			380 x 225	120 €		100 €
Sponsored post	Text/Photo	550 €	Included in price for Newsmail, no surcharge			
Stand-alone newsletter	Text/Photo	3,750 €				

All prices exclude VAT.

*For bookings on Fruchthandel Online, two file formats are required for super banners and standard banners in order to guarantee display on both desktop and mobile devices.

Are you interested in other creative forms of advertising (e.g. videos, microsites, white papers, podcasts)? Then please contact us at +49-211-99104-40 or send an email with your ideas to anzeigen@fruchthandel.de.