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Consumer awareness is changing. Topics such as sustainability, climate, food waste and social standards care consumers more than ever.

The retail sector requires from their suppliers to define clear sustainability standards. The challenges here are demanding.

The industry needs to reconcile sustainability and competitiveness, ensure transparency along the entire supply chain and make sustainability visible and measurable in the complex processes.

The **SPECIAL NACHHALTIGKEIT** offers you a perfect platform for the presentation your positioning and strategy.

## ADVERTISING OPPORTUNITIES

### ADVERTORIALS

Text and photos supplied by the customer will be checked and curated by the editorial team. Design is carried out by us according to standard layouts. Sample pages can be provided on request.

- 2 pages 3,150 €
- 1 page 2,100 €
- 1/2 page 1,450 €
- 1/4 page 930 €

Due to its special importance, we are dedicating a separate congress to the topic of sustainability in 2022. The EUROPEAN SUSTAINABILITY FORUM will be held in Bonn on November 9/10. Read more on pages 11 and 12.



### best in fresh

...the annual Fruchthandel Special publication for brands and brand concepts

...delivered to a total of 12,000 subscribers of Fruchthandel Magazin and Eurofruit, as well as being distributed digitally online to 25,000 subscribers of Fruchthandel Newsmail and Fruitnet Daily News

### best in fresh

will be published in 2022 in its 14th edition.

More than 300 companies have so far used **best in fresh** to show they are one of the leading brands and companies in the international fresh produce business.

## ALL FRUCHTHANDEL SPECIALS OFFER DIVERSE, FLEXIBLE ADVERTISING OPTIONS

- Advertorials
- and, of course, classic advertising - despite the increased circulation at the "normal" Fruchthandel price (see page 4)

## ADVERTISING OPPORTUNITIES

### • BRAND PROFILE

Profile in standard layout (logo, text, colour photos, contact details)

**1 language, either German or English:**

1/1 page 2,100 €, 2/1 page 3,150 €

**2 languages, German and English:**

2 x 1/1 page 3,150 €, 2 x 2/1 page 4,200 €

### • INTERVIEW

Standard interview format with 5 questions/answers, picture of the interview partner, logo and contact details

**1 language, either German or English:**

1/1 page 2,100 €

**2 languages, German and English:**

2 x 1/1 page 3,150 €

### • PORTRAIT

Short presentation of new products, new concepts, new packaging, new technical solutions etc.

**1 language, either German or English:**

1/4 page 930 €, 1/2 page 1,450 €, 1/1 page 2,100 €

**2 languages, German and English:**

2 x 1/4 page 1,450 €, 2 x 1/2 page 2,100 €

2 x 1/1 page 3,150 €