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Exploding prices along the entire value chain, consumers with declining purchasing power and agricultural policy plans with “green” goals that increasingly conflict with “red” figures. Can we still afford sustainability these days? Yes, actually we have to! Otherwise we would face even higher costs for a failed climate and social policy.

In the **Fruchthandel Special: Sustainability** we show the carbon footprint of fruit and vegetables, we explain what consumers expect and we highlight the role that technology and data play in sustainability. We present concrete best-practice examples, provide orientation in the jungle of certifications and labels and we explain the strategies and expectations of the retailers.

What is so special about this special edition?

1. Extra distribution to German food retailers and free distribution at the European Sustainability Forum
2. Significantly higher circulation (10,000 copies)

Sustainability is becoming increasingly important. To reflect this significance we organise the European Sustainability Forum on 9/10 May in Düsseldorf. For further details see pages 11 and 12.

ADVERTISING OPPORTUNITIES

ADVERTORIALS

Please send us your text and photos. Advertorials are curated by our editorial team and designed by us according to a standard layout. Template layout on request.

- 2 x 2 pages 4,450 €
- 2 pages 3,300 €
- 1 page 2,200 €
- 1/2 page 1,530 €
- 1/4 page 980 €



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 to 25,000 subscribers of Fruchthandel Newsmail and Fruitnet Daily News

best in fresh

will be published in 2023 in its 15th 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
- Classic advertising - despite increased circulation – at “normal” Fruchthandel rates (see page 6)

ADVERTISING OPPORTUNITIES

• BRAND PROFILE

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

1 language, either German or English:

1/1 page 2,200 €, 2/1 page 3,300 €

2 languages, German and English:

2 x 1/1 page 3,300 €, 2 x 2/1 page 4,400 €

• 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 2,200 €

2 languages, German and English:

2 x 1/1 page 3,300 €

• PORTRAIT

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

1 language, either German or English:

1/4 page 980 €, 1/2 page 1,530 €, 1/1 page 2,200 €

2 languages, German and English:

2 x 1/4 page 1,530 €, 2 x 1/2 page 2,200 €

2 x 1/1 page 3,300 €