

Fruchthandel Readership Survey 2025



FRUCHTHANDEL

Date of survey May 2025
Type of survey Questionnaire
Survey group All subscribers
Survey conducted by INQUEST, Hamburg



INQUEST is a leading institute for economic and social psychology, specialising in market research for media and publishing organisations. For more than 50 years now, it has worked with leading publishing houses and media companies such as Axel Springer, Bauer Media Group, Verlagsgruppe Milchstraße, ARD, WDR, and Xing. Its services include both qualitative and quantitative research.

Objectives of the reader survey



Development of future content

- Selection of editorial themes
- Design and layout
- Frequency of publication



Analysis of reader behaviour

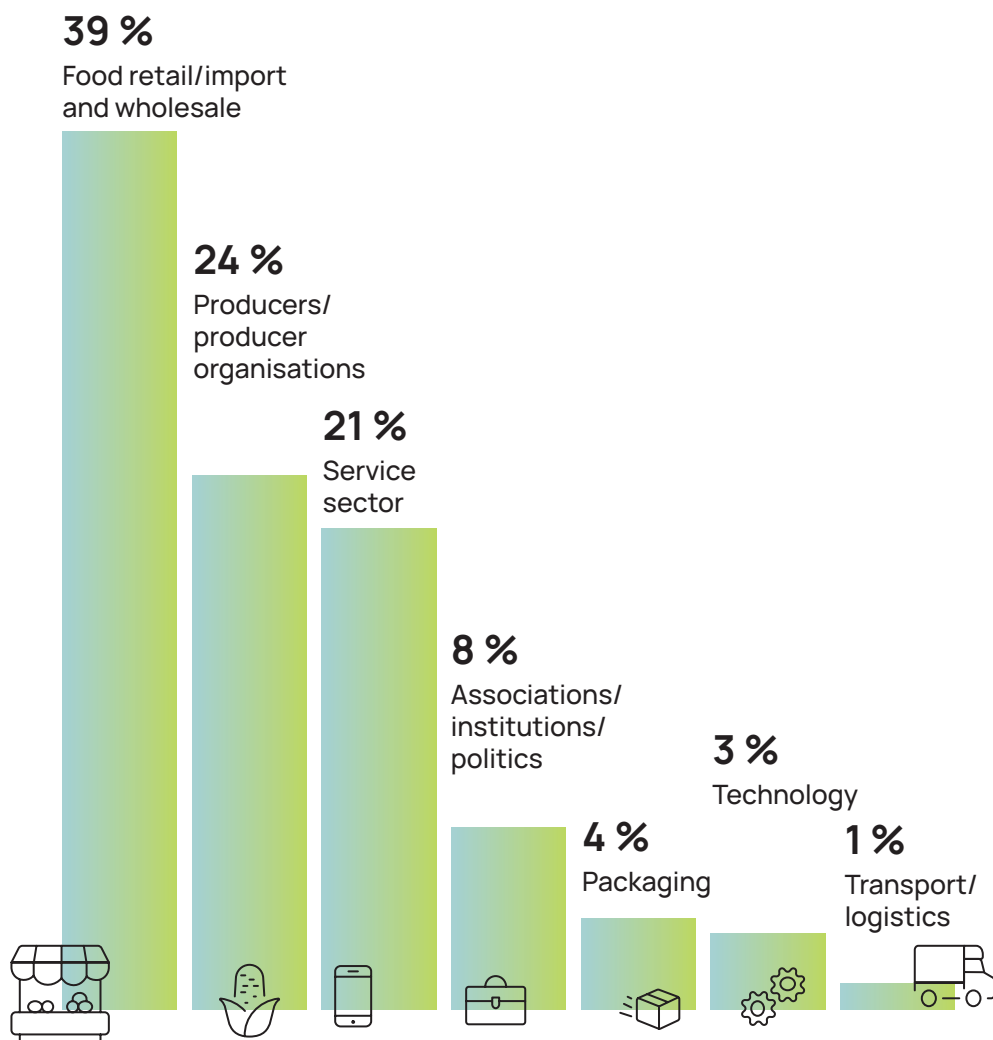
- Intensity of use
- Number of readers per issue
- Media mix



Optimisation
Print / Digital mix

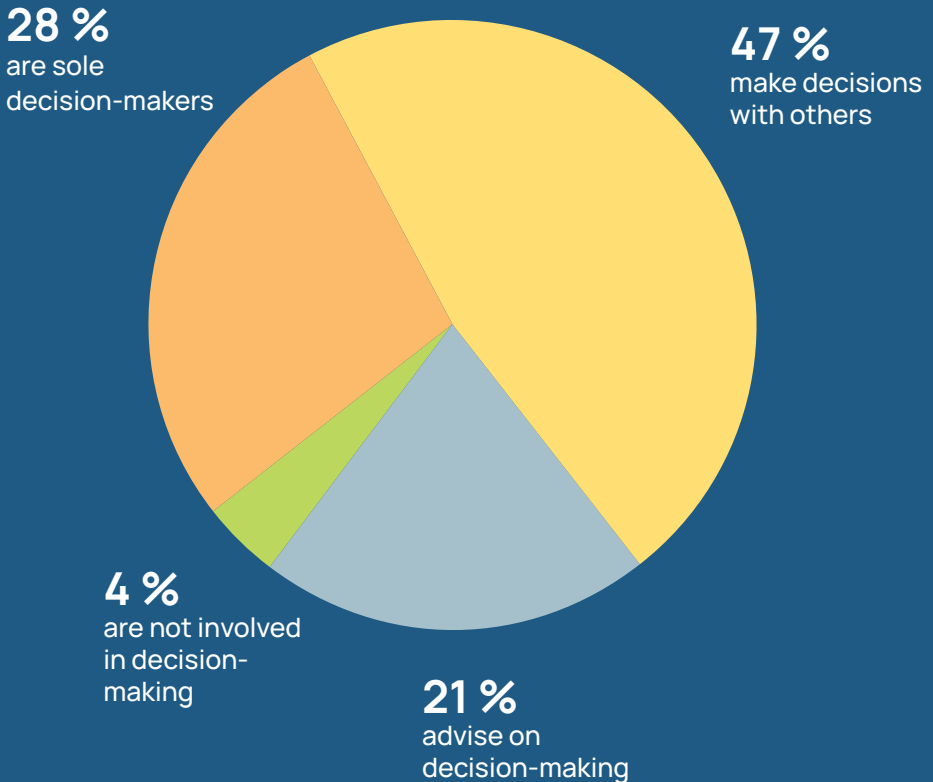
Fruchthandel readers

... are active in these sectors



Decision-making status

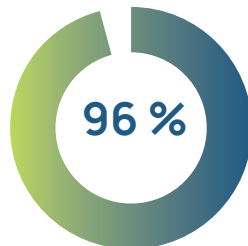
96% of readers are involved in decision-making for their organisations



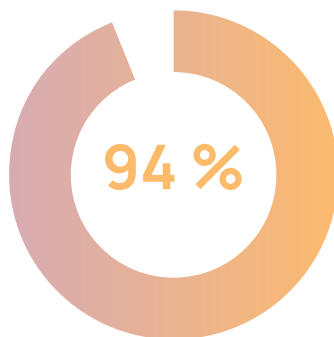
Key findings

Top marks for editorial content

96 % of respondents say that Fruchthandel Magazin is essential reading for the industry

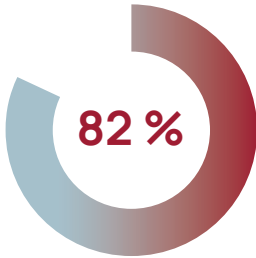
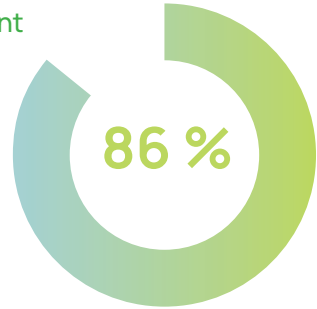


94 % find the reporting up-to-date and professionally competent

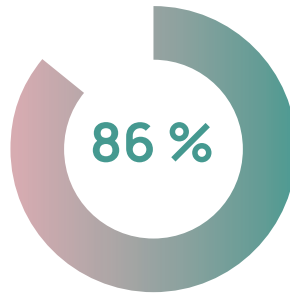


94% consider the mix of editorial topics to be good

86% would not want
to stop reading
Fruchthandel
Magazin

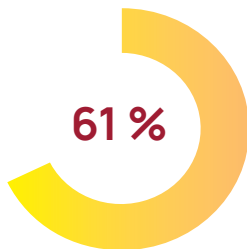


82 % believe that nowhere
else can they find such
in-depth and comprehen-
sive information on the
fresh produce business



86% find the magazine
layout attractive and
well organised

High rate of acceptance for advertising

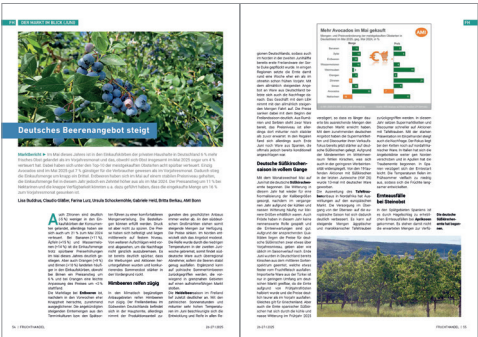


61% take notice of the
advertisements and consider
them a useful source of
information

Only 11% say they do not pay
much attention to the advertise-
ments in Fruchthandel Magazin

How is Fruchthandel Magazin read?

Intensively and extensively



56 %

read almost the entire magazine

24 %

read three quarters of the magazine

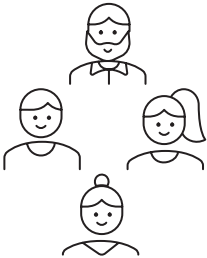
18 %

read half of the magazine

2 %

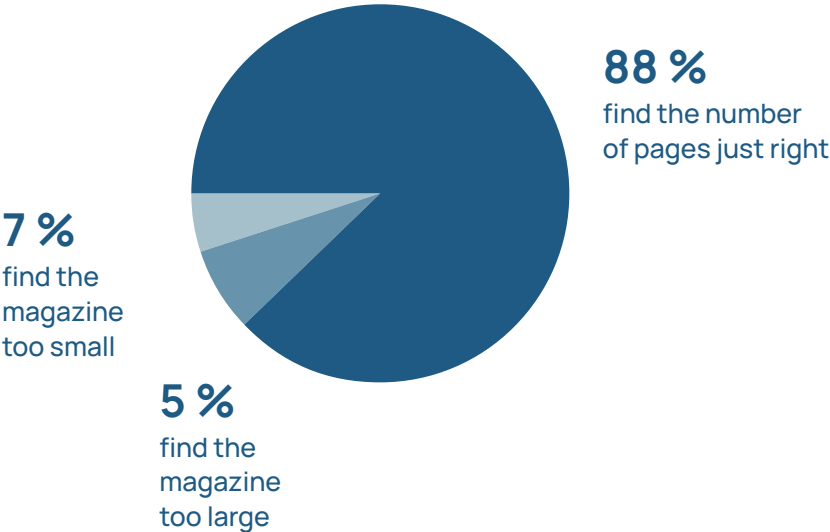
read only a few pages

Number of readers per copy

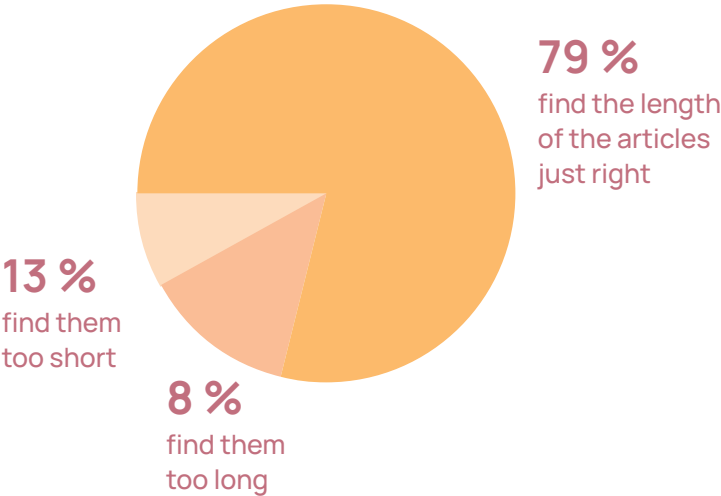


Fruchthandel Magazin is read by an average of 4 people per copy

Magazine page count



Length of articles



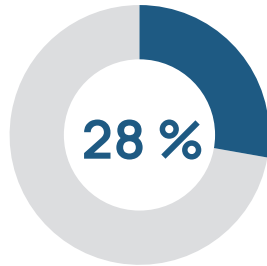
Fruchthandel Magazin and other publications

We wanted to know how intensively our readers use other published sources for their information on the fresh produce business (the figure shows the percentage responding with 'very intensively' or 'intensively' for each publication)



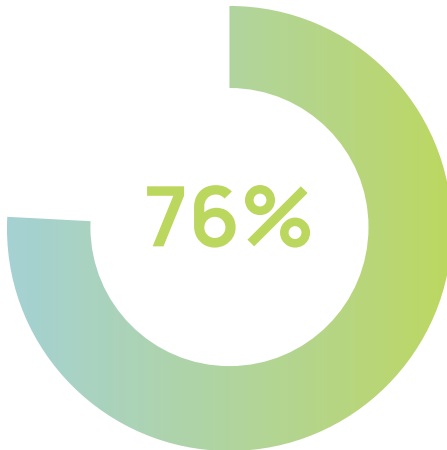
Which social media channels do you use in a professional context?

51 % LinkedIn
33 % Instagram
21 % Facebook
15 % Xing
15 % YouTube



28 % do not use
social media for
work purposes

Clear advantage in terms of credibility compared to social media

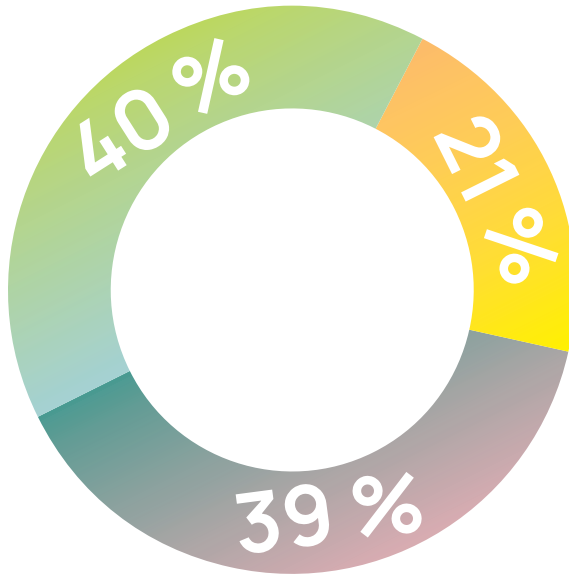


76% of respondents
say they trust
Fruchthandel
Magazin more than
social media

The survey confirms that social media are considered more of a networking tool, whereas trade magazines are the preferred source for reliable in-depth information and specialist expertise. 76% of readers say they trust Fruchthandel Magazin more than social media. 23% expressed no preference or did not respond. Only 1% say they rely primarily on social media for their information.

Less is more?

Fruchthandel Magazin has been published weekly since 1916. We asked our readers whether this frequency of publication is still appropriate today.



40 % favour fortnightly publication

21 % favour monthly publication

39 % favour weekly publication as at present

Conclusion: 61% of readers are in favour of reducing the frequency of publication.

These results did not surprise us. As the diversity of media increases, so too does the risk of information overload. There is an increasing demand for reliable orientation and the setting of priorities. Readers would like Fruchthandel Magazin to filter and analyse the really important useful information – through background stories, features and interviews.

Digital wish list

Fruchthandel Magazin's online presence has been expanding steadily in recent years. In addition to our website and the daily Fruchthandel Newsmail, we also provide an app and an e-paper edition. Nevertheless, we asked our readers what other digital products and services they would like to see.

39 %

would
like videos



37 %

would like
webinars

36 %

would like a
Fruchthandel
podcast

Is print important?

Yes, more than ever!



- ✓ Print can provide something that is often missed in the digital world of social media – credibility, reliability and genuine trustworthiness.
- ✓ Readers take the time to read and digest printed publications.
- ✓ The information they contain is digested in a more focused way and is remembered for longer.

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