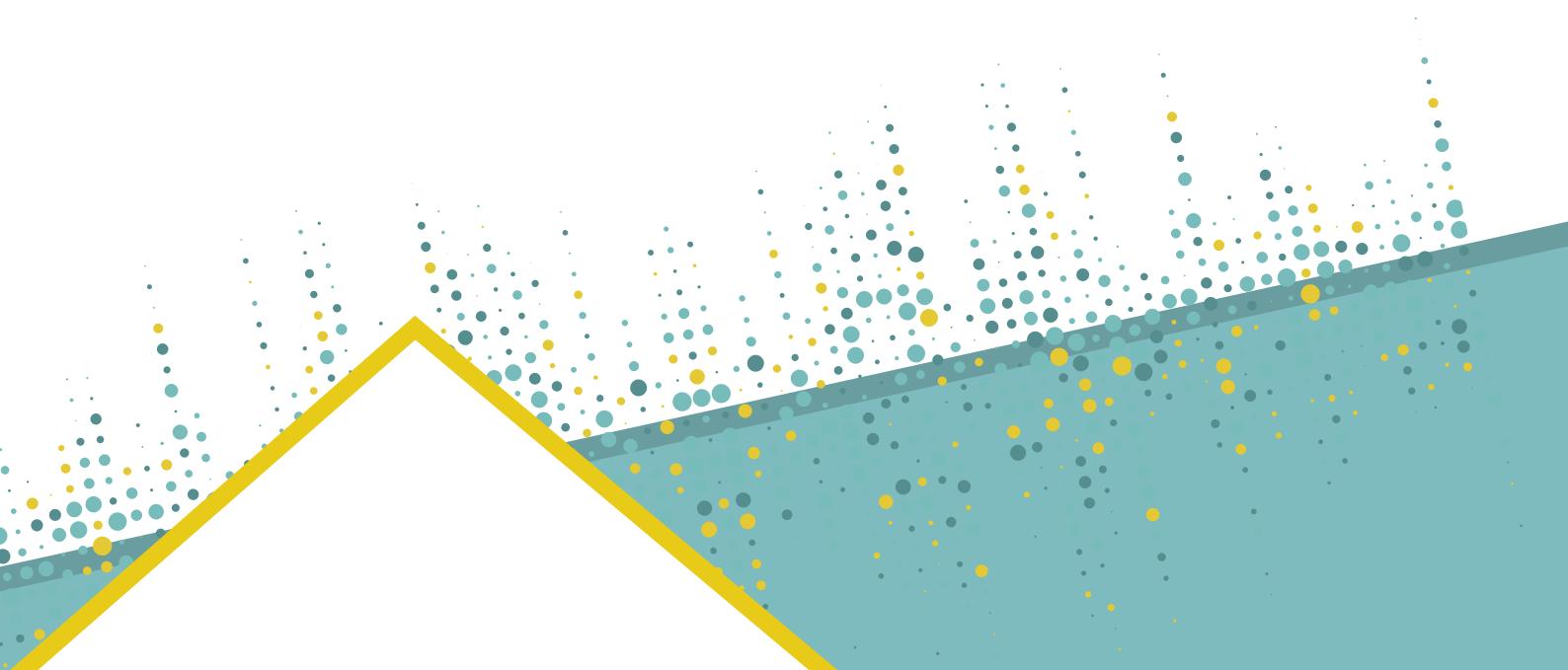


FRUCHTHANDEL

MEDIA KIT

2026

fruchthandel.de



FRUCHTHANDEL

GENERAL INFORMATION

Since 1916, Fruchthandel Magazin has been the leading source of information for the fruit and vegetable trade in German-speaking countries. Our editorial content is characterised by in-depth market knowledge, high quality standards and a passionate commitment to fresh produce.

Fruchthandel Magazin is published by Fruitnet Media International, headquartered in Düsseldorf.

Range of topics

- Trends and presentation of fruit & vegetables at the point of sale
- Innovations and new varieties
- Harvest volumes, quality and availabilities
- Trade and logistics
- Packaging
- Technical solutions
- AI and start-ups
- Regional products, organic and fair trade
- Sustainability

110

Years of expertise

50

Employees worldwide

6

International offices

Interesting facts about the German market

- With an import volume of 8.2 billion euro for fruit and 5.9 billion euro for vegetables, Germany is the largest European import market.
- With a total consumption of 7.3 million tonnes of fruit and vegetables by German households, Germany is the largest consumer market in Europe.
(Source: AMI/European Statistics Handbook)

FRUCHTHANDEL

READERSHIP

4,200

Print readers

96,000

Page views per month

5,000

Newsletter subscribers

Fruchthandel readers come from across the entire value chain, with a clear focus on retail. Around three-quarters of our readers are based in Germany. Distribution abroad is concentrated mainly on Austria, Switzerland, the Netherlands and Belgium.

High rate of acceptance for advertising

- 61% take notice of the advertisements and consider them a useful source of information
- Only 11% said they do not pay much attention to the advertisements in Fruchthandel Magazin

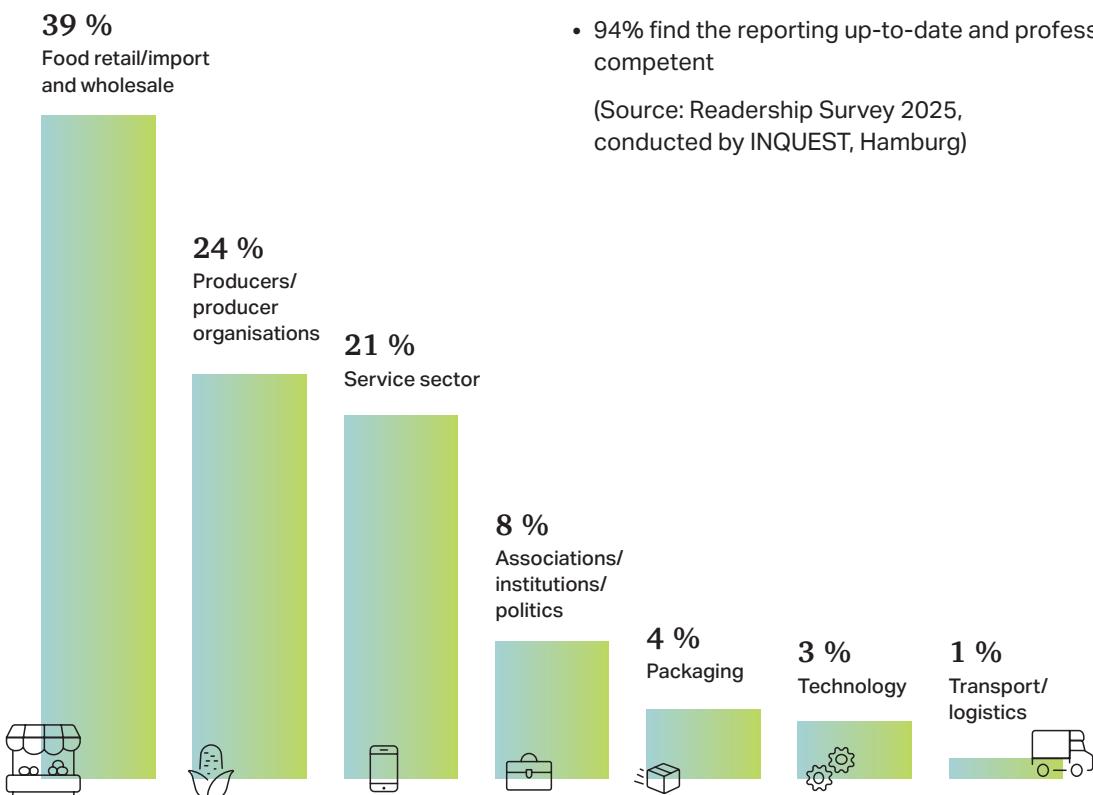
High level of decision-making

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

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

(Source: Readership Survey 2025,
conducted by INQUEST, Hamburg)



FRUCHTHANDEL

EDITORIAL PROGRAMME 2026

ISSUE 1

Publication date 09.1.

- Fresh Convenience
- Seeds and varietal development
- Crop protection

Advertising deadline 02.1.26

ISSUE 2

Publication date 16.1.

- Packaging & technology
- Logistics
- AI, start-ups, digital solutions

Advertising deadline 06.1.26

ISSUE 3

Publication date 23.1.

- Global fruit trade
- Exotics and specialities

Advertising deadline 13.1.26

ISSUE 4

Publication date 30.1.

- Germany: Production, fruit trade, fresh produce markets
- Austria, Switzerland
- Organic and fair trade
- Product safety & quality assurance, laboratories

Advertising deadline 20.1.26

Issues 1 to 5 and the specials with exclusive distribution before and at the trade fair and in significantly increased print runs.

FRUIT LOGISTICA

ISSUE 5

Publication date 20.2.

- Fruit Logistica Review: Germany, Netherlands, Flanders

Advertising deadline 10.2.26

ISSUE 6

Publication date 27.2.

- Fruit Logistica Review: Spain, Italy, France
- Packaging & technology, logistics, Fresh Convenience
- Apples from South Tyrol

Advertising deadline 17.2.26

ISSUE 7

Publication date 13.3.

- Asparagus
- Tomatoes, cucumbers, paprika, aubergines
- Grapes from the Southern Hemisphere

Advertising deadline 03.3.26

ISSUE 8

Publication date 27.3.

- Berries
- Mushrooms

Advertising deadline 17.3.26

ISSUE 9

Publication date 10.4.

- Fresh Convenience
- Asparagus
- New Zealand
- Netherlands
- Italy, Macfrut
- Greece, Freskon

Advertising deadline 31.3.26

ISSUE 10

Publication date 24.4.

- Flanders
- Grapes from Italy

Advertising deadline 14.4.26

ISSUE 11

Publication date 08.5.

- Packaging + recycling management
- Produce from Germany
- Tomatoes
- Southern Hemisphere

Advertising deadline 28.4.26

FRUCHTHANDEL

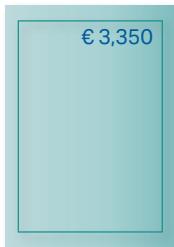
EDITORIAL PROGRAMME 2026

ISSUE 12 Publication date 22.5. - Melons from Almería - Stone fruit from Spain - Bananas - Avocados - Maturing technology - Summer season France - Digital technologies/ ERP systems - Smart Horticulture, Greenhouse technology, GreenTech Advertising deadline 12.5.26	ISSUE 13 Publication date 05.6. - Pineapples - Cherries from Europe - Fresh Convenience Advertising deadline 26.5.26	ISSUE 14 Publication date 19.6. - Melons from Murcia - Melons from Germany - Summer fruit from Italy - Product safety & quality assurance, laboratories Advertising deadline 09.6.26	ISSUE 15 Publication date 03.7. - Produce from Germany - Salad, fresh herbs, garlic, ginger and spices - Stone fruit from Europe Advertising deadline 23.6.26
ISSUE 16 Publication date 17.7 - Summer fruit from Spain - Flanders - Refrigeration logistics Advertising deadline 07.7.26	ISSUE 17 Publication date 07.8. - Grapes and summer fruit from Southern Europe - Plums from France - Seeds and varietal development - Mushrooms - Onions and potatoes Advertising deadline 28.7.26	ISSUE 18 Publication date 28.8. - DOGK Preview - Packaging & technology - Digital solutions, AI Advertising deadline 18.8.26	ISSUE 19 Publication date 11.9. SPECIAL PIPFRUIT Advertising deadline 01.9.26
ISSUE 20 Publication date 18.9. SPECIAL Fruit Attraction - Kaki - Mangoes from Spain - Latin America - Berries - Nuts and dried fruit Advertising deadline 08.9.26	ISSUE 21 Publication date 02.10. - Produce from Germany - Flanders - Fresh Convenience - Club pears Advertising deadline 23.9.26	ISSUE 22 Publication date 16.10. - Fruit Attraction Review - Autumn/winter vegetable season Spain - Bananas - Salad and autumn produce from France - Netherlands Advertising deadline 06.10.26	ISSUE 23 Publication date 06.11. - Pipfruit from Europe, Interpoma - Citrus from Spain - Kiwifruit from Europe - Production, irrigation and harvesting technology - Maturing technology - Italy Autumn season Advertising deadline 27.10.26
ISSUE 24 Publication date 20.11. - Exotics, melons, specialities - Organic products, fair trade, sustainability Advertising deadline 10.11.26	ISSUE 25 Publication date 04.12. - Citrus from the Mediterranean - Fruit and winter vegetables from Italy - Product safety & quality assurance, laboratories Advertising deadline 24.11.26	BRANCHEN GUIDE 2026 Publication date 04.12. - Key reference work with business addresses Advertising deadline 17.9.26	ISSUE 26 Publication date 18.12. SPECIAL Taste Matters Advertising deadline 01.12.26

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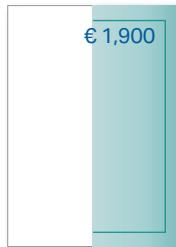
ADVERTISING

Prices and formats



1/1 Page

Type area 180 x 262 mm
Bleed 210 x 297 mm
+4 mm trim on all sides



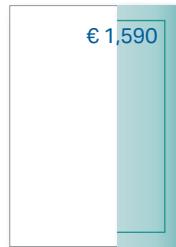
1/2 Vertical

Type area 100 x 262 mm
Bleed 115 x 297 mm
+4 mm trim on all sides



1/2 Horiz.

Type area 180 x 126 mm
Bleed 210 x 146 mm
+4 mm trim on all sides



1/3 Vertical

Type area 74 x 262 mm
Bleed 89 x 297 mm
+4 mm trim on all sides



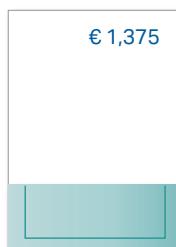
1/3 Horiz.

Type area 180 x 89 mm
Bleed 210 x 109 mm
+4 mm trim on all sides



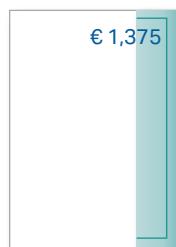
1/4 Corner Vert.

Type area 100 x 126 mm
Bleed 115 x 146 mm
+4 mm trim on all sides



1/4 Horiz.

Type area 180 x 66 mm
Bleed 210 x 86 mm
+4 mm trim on all sides



1/4 Vertical

Type area 48 x 262 mm
Bleed 63 x 297 mm
+4 mm trim on all sides



1/6 Corner Vert.

Type area 74 x 126 mm



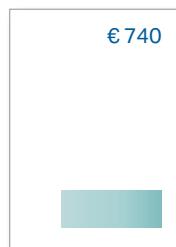
1/6 Corner Horiz.

Type area 127 x 66 mm



1/8 Corner Vert.

Type area 48 x 126 mm



1/8 Corner Horiz.

Type area 127 x 43 mm

Special placements

back cover

10% surcharge

inside front cover / inside back cover:

5 % surcharge

Technical data:

Artwork: High-resolution
300 dpi files (pdf/X-3:2002
or higher) with embedded
fonts. Images in CMYK mode
(no RGB)

Data transfer to

anzeigen@fruchthandel.de

For bleed advertisements,
please allow a minimum mar-
gin of 4 mm to all edges, i.e.
do not place any important
information (e.g. text, logos)
in this area

Discounts

5 adverts	5 %
10 adverts	10 %
15 adverts	15 %
20 adverts	20 %
26 adverts	30 %

FRUCHTHANDEL

SPECIAL ADVERTISING

On the cover



€ 3,950



€ 2,700



€ 1,820

Picture on the front cover
format 210 x 205 mm plus
logo plus 2 lines of text
plus 4 mm bleed at left and
right

**Horizontal advert placed
at the bottom of the title**
format 210 x 50 mm
plus 4 mm bleed at the
bottom, left and right

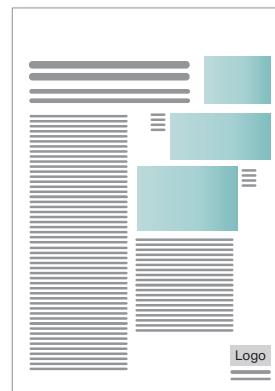
**Triangular advert placed in
the right-hand corner of the
front cover,**
format 80 x 80 mm
plus 4 mm bleed at the
bottom and right

ADVERTORIALS



2 PAGES € 3,430

Headline max. 74 characters
introduction max. 260 characters
main text max. 6400 characters
5 pictures / 1 Logo



1 PAGE € 2,290

Headline max. 74 characters
introduction max. 260 characters
main text max. 3200 characters
3 pictures / 1 Logo



1/2 PAGE € 1,590

Headline max. 38 characters
introduction max. 260 characters
main text max. 1560 characters
1 picture / 1 Logo

All figures including spaces.

SONDERWERBEFORMEN

Inserts

Loose inserts up to 50 g
(excluding printing) € 2,000

Supplements

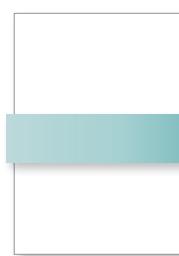
Bound inserts up to 4
pages (excluding printing)
€ 3,000

Belly wrap

(including printing)
€ 5,700

Format 460 x 100 mm

Definition: A belly
wrap is a printed
paper strip that wraps
around the entire
magazine



FRUCHTHANDEL

DIGITAL ADVERTISING

Fruchthandel Newsmail und fruchthandel.de



	Format	Newsmail	Website	Combi
1 Leaderboard	1200 x 130 + 600 x 200	€ 550	€ 550	€ 825
2 Standard Banner premium*	600 x 200	/	€ 320	€ 540
2 Standard Banner	600 x 200	€ 400	€ 200	€ 450
3 Medium Rectangle premium*	300 x 250	/	€ 320	€ 540
3 Medium Rectangle	300 x 250	€ 400	€ 200	€ 450
4 Small Banner	300 x 150	€ 170	€ 150	€ 240

*Premium means: one of four top-ranked banners on the website.
All prices are per week.

More attention with additional placements

on every news story
€150 surcharge

on keyword searches
€150 surcharge

Additional placements are limited to two standard banners and two medium rectangles per week.

Deadline

Thursday of the previous week

Technical data

- JPG, PNG or GIF files up to 100kb
- For animated banners, all essential information should be included in the first frame
- HTML 5 banners are not possible

Other formats possible.
We can design your banner – just get in touch
(+49-(0)211-99104-40)

Advertorials

- **Sponsored post € 600**

Published once in the newsletter and permanently on fruchthandel.de

- **Stand-alone newsletter**

€ 3,750

Sent to the entire distribution list. Linked to the website you tell us

- **Video interview € 1,000**

Appears once in the newsletter and permanently on fruchthandel.de

Discounts

10 weeks 10 %

26 weeks 20 %

52 weeks 50 %

FRUCHTHANDEL

PACKAGE DEALS

Print-online packages include

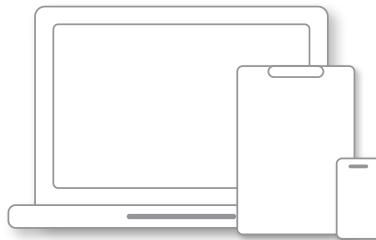
- Advert in the special feature of Fruchthandel Magazine
- Banner ad on the website in the related special feature, online for four weeks.
- Banner ad in the topic-related newsletter



+

4

weeks



Features/topics:

January

Fruit Logistica

March

Tomatoes

May

Packaging

June

Summer fruit

August/September

German Fruit & Vegetable Congress (DOGK)

September/October

Fruit Attraction

November

Pome fruit

Two packages are available

Premium

1/1 4c in Fruchthandel Magazin – standard price € 3,350
Banner in online special feature – standard price € 800
Banner in topic-related newsletter – standard price € 400
Advertorial print and online – free of charge

**Total instead of € 4,550 only € 3,550
(saving € 1,000)**

Standard

1/2 4c in Fruchthandel Magazin – standard price € 1,900
Banner in online special feature – standard price € 800
Banner in topic-related newsletter – standard price € 400
Advertorial print and online – free of charge

**Total instead of € 3,100 only € 2,350
(saving €750)**

FRUCHTHANDEL

EVENTS UND AWARDS

DEUTSCHER OBST & GEMÜSE KONGRESS

German Fruit & Vegetable Congress –
the top event for the German fresh produce industry
21–22 September 2026, Düsseldorf

re:think packaging

Forum for Packaging + Circular Economy
21 May 2026, Düsseldorf

Gold package		Silver package		Gold package		Bronze package							
Silver package	<ul style="list-style-type: none">• Online company profile• Company logo on all marketing materials• 2 free delegate tickets (worth € 950 each)	<ul style="list-style-type: none">• 6 sqm stand on site• Online company profile• Company logo on all marketing materials• 3 free delegate tickets (worth €950 each)	€ 7,500	Bronze package	<ul style="list-style-type: none">• Company logo on all marketing materials• 1 free delegate ticket (worth €950)	€ 2,600	Silver package	<ul style="list-style-type: none">• Online company profile• Company logo on all marketing materials• 3 free delegate tickets (worth €695 each)	€ 4,950	Gold package	<ul style="list-style-type: none">• 6 sqm stand on site• Online company profile• Company logo on all marketing materials• 3 free delegate tickets (worth €695 each)	€ 1,950	Bronze package
€ 3,900		€ 2,950		€ 4,950		€ 1,950							

Exclusive and limited add-ons on request – just get in touch: +49(0)211-99104-40
e.g. excursions, presentations, lanyards, Wi-Fi, app, tastings, giveaways and much more.



Retail Award

Annual sponsorship fee € 8,500

Items

- Participation in a discussion round with the winners
- Presentation as a sponsor (logo, editorial coverage in Fruchthandel magazine and online)
- Laudation at the awards ceremony during the Get-together of the German Fruit & Vegetable Congress, two free tickets worth € 950 each also included

Based on a representative consumer survey
(YouGov Shopperpanel FMCG)



Deutscher Frucht Preis (German Fruit Award)

Annual sponsorship fee € 10,495

Items

- Active participation as a jury member
- Presentation as a sponsor (logo, editorial coverage, etc.)
- Participation at the awards ceremony, laudation upon request

Jury prize – prior application required

FRUCHTHANDEL

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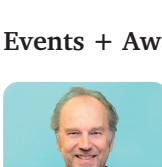
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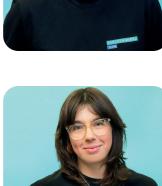
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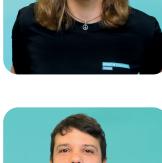
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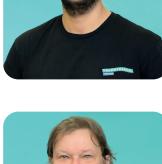
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