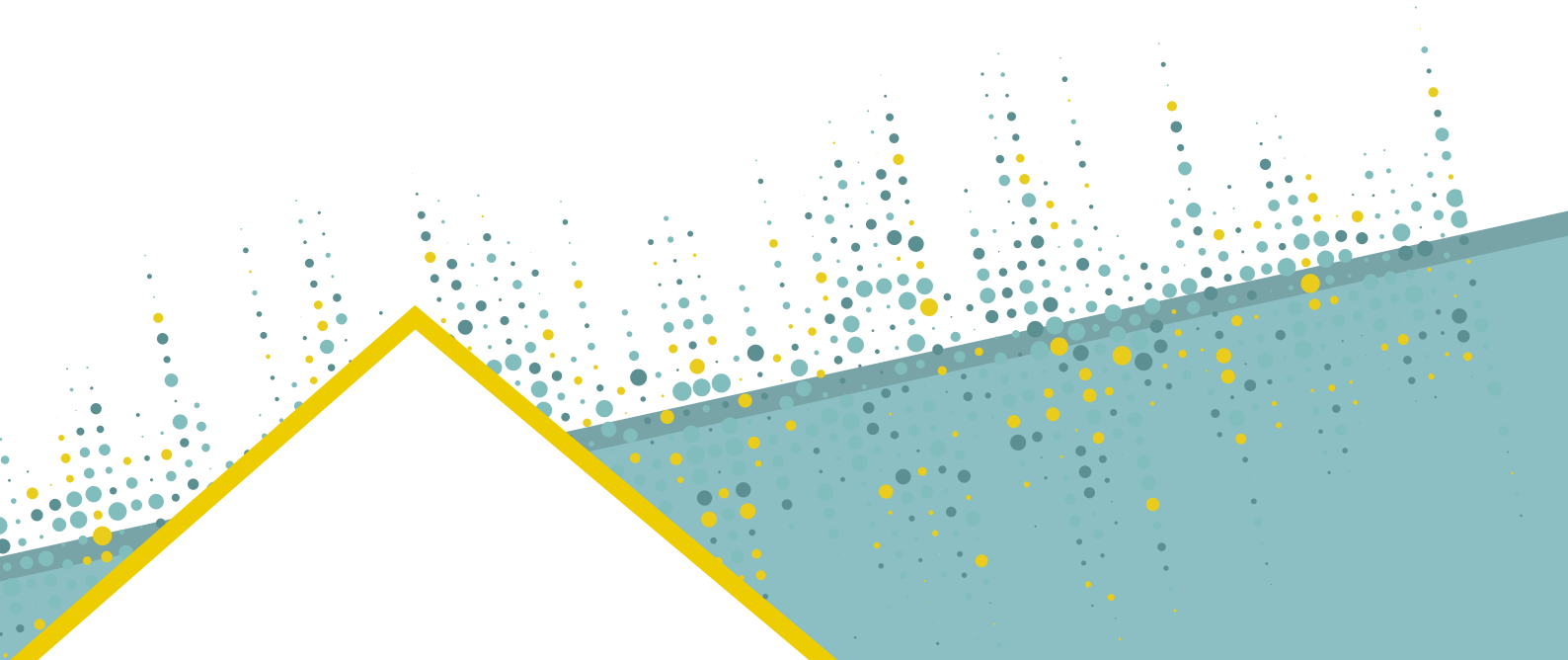
FRUCHTHANDEL

MEDIA KIT 2027

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



111
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

85,000
Page views per month

5,500
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

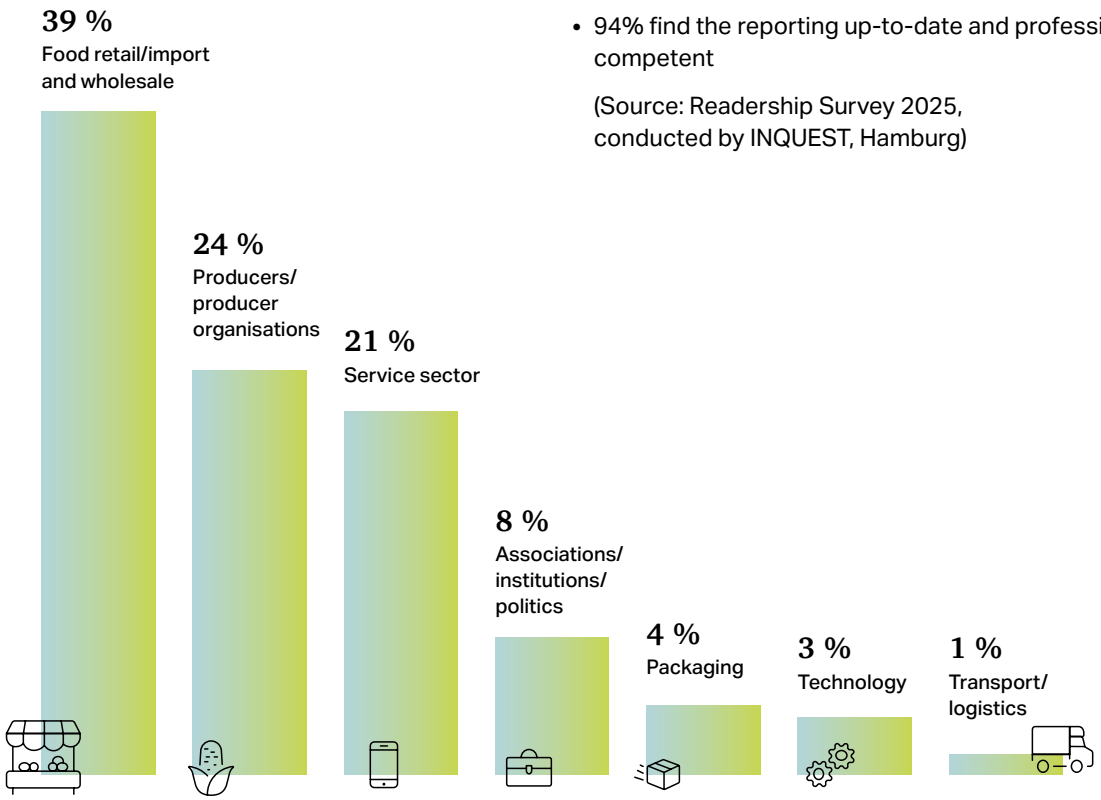
High level of decision-making

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

FRUCHTHANDEL

EDITORIAL PROGRAMME 2027

ISSUE 1

Publication date 08.1.

- Fresh Convenience
- Seeds and varietal development
- Crop protection

Advertising deadline 18.12.26

ISSUE 2

Publication date 15.1.

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

Advertising deadline 05.1.27

ISSUE 3

Publication date 22.1.

- Global fruit trade
- Exotics and specialities
- Netherlands (special feature)

Advertising deadline 12.1.27

ISSUE 4

Publication date 29.1.

- Germany: Production, fruit trade, fresh produce markets
- Austria, Switzerland
- Organic and fair trade, Biofach (16.-19.2.)
- Product safety & quality assurance, laboratories

Advertising deadline 19.1.27

Issues 1 to 4 and the specials with exclusive distribution before and at the trade fair and in significantly increased print runs.

FRUIT LOGISTICA

SPECIAL Flanders

Publication date 15.1.

- Flanders at Fruit Logistica

Advertising deadline 05.1.27

SPECIAL Spain

Publication date 22.1.

- Spain at Fruit Logistica

Advertising deadline 12.1.27

SPECIAL Italy

Publication date 29.1.

- Italy at Fruit Logistica

Advertising deadline19.1.27

SPECIAL France

Publication date 15.1.

- France at Fruit Logistica

Advertising deadline 05.1.27

EXHIBITION GUIDE

Publication date 29.1.

The official FRUIT LOGISTICA EXHIBITION GUIDE
- Print run: 25,000 copies

Advertising deadline 18.12.26

ISSUE 5

Publication date 19.2.

- Fruit Logistica Review: Germany, Netherlands, Flanders

Advertising deadline 09.2.27

ISSUE 6

Publication date 26.2.

- Fruit Logistica Review: Spain, Italy, France
- Packaging & technology
- Logistics
- Fresh Convenience

Advertising deadline 16.2.27

ISSUE 7

Publication date 12.3.

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

Advertising deadline 02.3.27

ISSUE 8

Publication date 26.3.

- Berries
- Mushrooms

Advertising deadline 16.3.27

ISSUE 9

Publication date 09.4.

- Fresh Convenience
- Asparagus
- New Zealand
- Netherlands
- Greece, Freskon (15.-17.4.)
- Italy, Macfrut (20.-22.4.)

Advertising deadline 30.3.27

ISSUE 10

Publication date 23.4.

- Flanders
- Grapes from Italy

Advertising deadline 13.4.27

ISSUE 11

Publication date 07.5.

- Berries
- Packaging
- Produce from Germany
- Tomatoes
- Southern Hemisphere

Advertising deadline 27.4.27

Subject to change. For updates please go to fruchthandel.de/themenplan

FRUCHTHANDEL

EDITORIAL PROGRAMME 2027

ISSUE 12

Publication date 21.5.

- Melons from Almería
- Stone fruit from Spain
- Maturing technology
- Summer season France
- Digital technologies, ERP systems
- Smart Horticulture, Greenhouse technology, GreenTech (15.-17.6)

Advertising deadline 11.5.27

ISSUE 13

Publication date 04.6.

- Pineapples
- Avocados
- Bananas
- Cherries from Europe
- Fresh Convenience

Advertising deadline 25.5.27

ISSUE 14

Publication date 18.6.

- Melons from Murcia
- Summer fruit from Italy
- Product safety & quality assurance, laboratories

Advertising deadline 08.6.27

ISSUE 15

Publication date 02.7.

- Produce from Germany
- Salad, fresh herbs, garlic, ginger and spices
- Stone fruit from Europe

Advertising deadline 22.6.27

ISSUE 16

Publication date 16.7.

- Summer fruit from Spain
- Flanders
- Refrigeration logistics

Advertising deadline 06.7.27

ISSUE 17

Publication date 06.8.

- Grapes and summer fruit from Southern Europe
- Plums from France
- Seeds and varietal development
- Mushrooms
- Onions and potatoes

Advertising deadline 27.7.27

ISSUE 18

Publication date 27.8.

- Apples & Pears – Outlook for the Season
- Report from Prognosfruit (03.-05.8.)

Advertising deadline 17.8.27

ISSUE 19

Publication date 10.9.

- Packaging & technology
- Digital solutions, AI

Advertising deadline 31.8.27

ISSUE 20

Publication date 17.9.

SPECIAL Fruit Attraction

- Kaki
- Latin America

Advertising deadline 07.9.27

ISSUE 21

Publication date 01.10.

- Producce from Germany
- Flanders
- Fresh Convenience
- Club pears

Advertising deadline 21.9.27

ISSUE 22

Publication date 15.10.

- Bananas
- Salad and autumn produce from France
- Netherlands
- Nuts and dried fruit

Advertising deadline 05.10.27

ISSUE 23

Publication date 05.11.

- Fruit Attraction Review
- Pome fruit from Europe
- Citrus from Spain
- Kiwifruit from Europe
- Italy Autumn season

Advertising deadline 26.10.27

ISSUE 24

Publication date 19.11.

- Exotics, melons, specialities
- Organic products, fair trade, sustainability
- Production-, irrigation-, harvesting- and maturing-technology

Advertising deadline 09.11.27

ISSUE 25

Publication date 03.12.

- Citrus from the Mediterranean
- Fruit and winter vegetables from Italy
- Product safety & quality assurance, laboratories

Advertising deadline 23.11.27

BRANCHEN GUIDE

Publication date 03.12.

BRANCHEN GUIDE 2027

- Key reference work with business addresses

Advertising deadline 17.9.27

ISSUE 26

Publication date 17.12.

SPECIAL best in fresh

Advertising deadline 07.12.27

Subject to change. For updates please go to fruchthandel.de/themenplan

FRUCHTHANDEL

ADVERTISING

Prices and formats



1/1 Page

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



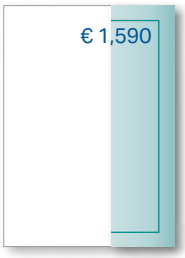
1/2 Vertical

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



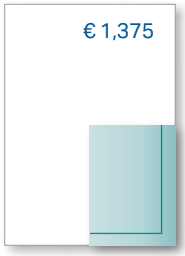
1/3 Vertical

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



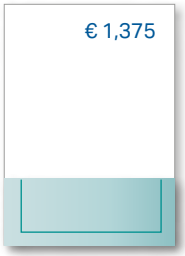
1/3 Horiz.

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



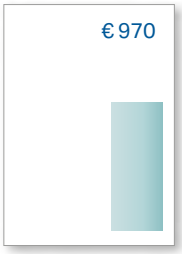
1/4 Horiz.

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



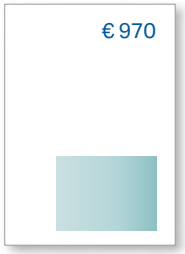
1/4 Vertical

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



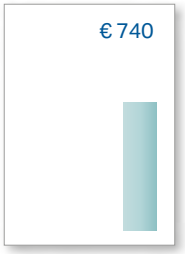
1/6 Corner Vert.

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 margin 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 %

All ads are published in the print edition as well as in the e-paper and in the app.

FRUCHTHANDEL

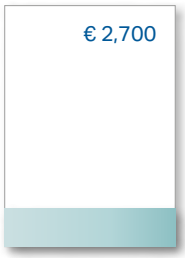
SPECIAL ADVERTISING

On the cover



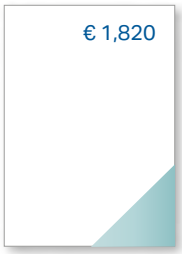
Picture on the front cover

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

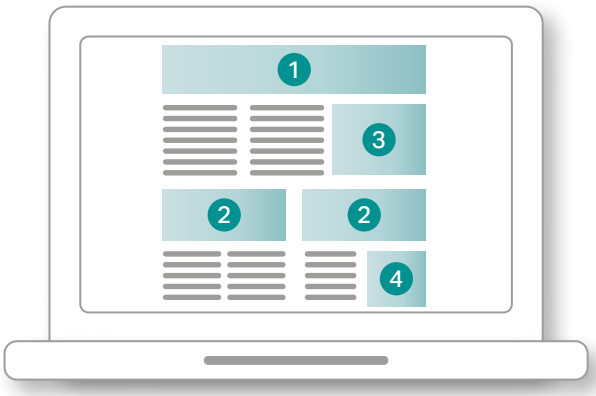


Other creative forms of advertising on request: +49-(0)211-99104-40

FRUCHTHANDEL

DIGITAL ADVERTISING

Fruchthandel Newsmail und fruchthandel.de



	Format (px)	Newsmail	Website	Combi
1 **Leaderboard**	1200 x 130 + 600 x 200	€ 550	€ 550	€ 825
2 **Standard Banner premium***	600 x 200	€ 500	€ 320	€ 615
2 **Standard Banner**	600 x 200	€ 400	€ 200	€ 450
3 **Medium Rectangle premium***	300 x 250	€ 500	€ 320	€ 615
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 visibility through additional placements!

All Standard Banners and Medium Rectangles will also be displayed:

✓ On every individual news article
✓ With every search query on our website

(Some placements rotate)

Deadline

Thursday of the previous week

Technical data

- JPG, PNG or GIF files up to 100 kB
- 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
- **Podcast € 1,500**

Discounts

10 weeks 10 %
26 weeks 20 %
52 weeks 50 %

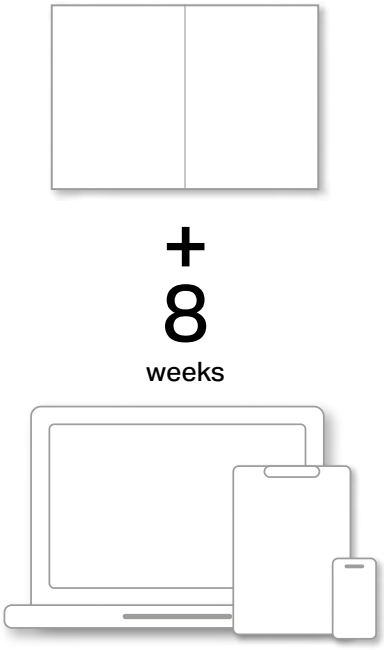
Responsive design – optimal display on all devices

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 8 weeks.
- Banner ad in the Fruchthandel newsmail for one calendar week
- Sponsored Post



Successful Marketing with Cross-Media

Combining traditional print magazines with digital channels creates a powerful synergistic effect:

- ✓ Greater advertising efficiency
- ✓ Wider reach by combining different media channels
- ✓ Effective targeting of different segments of your audience

Two packages are available

Premium

1/1 4c in Fruchthandel Magazin	€ 3,350
Banner ad online for 8 weeks	€ 1,600
Banner ad in Fruchthandel newsmail for 1 week	€ 400
Sponsored Post	€ 600

Total instead of € 5,950 only € 3,570 (saving € 2,380)

Standard

1/2 4c in Fruchthandel Magazin	€ 1,900
Banner ad online for 8 weeks	€ 1,600
Banner ad in Fruchthandel newsmail for 1 week	€ 400
Sponsored Post	€ 600

Total instead of € 4,500 only € 2,700 (saving €1,800)

Further combi packages available (e.g. with video interview). Tel. +49(0)-211-99104-40

FRUCHTHANDEL

CONTACTS

Advertising



HELMUT PESKES

Advertising Manager
Tel. +49-(0)211/99104-19
hp@fruchthandel.de



PANAGIOTIS CHRISSOVERGIS

Senior Account Manager
Tel. +49-(0)211-99104-29
pc@fruchthandel.de



GABI HÖHLE

Senior Account Manager
Tel. +49-(0)211-99104-31
gh@fruchthandel.de

Editorial team



MICHAEL SCHOTTEN

Editor-in-chief
Tel. +49-(0)211-99104-16
ms@fruchthandel.de



INGA DETLEFFSEN

Editor
Tel. +49-(0)211-99104-17
id@fruchthandel.de



DANIEL SCHMIDT

Editor
Tel. +49-(0)211-99104-22
ds@fruchthandel.de



CHRISTINE WEISER

Editor
Tel. +49-(0)211-99104-27
cw@fruchthandel.de



NADINE SCHOTTEN

Managing Editor
Tel. +49-(0)211-99104-28
nsc@fruchthandel.de

Events + Awards



KAASTEN REH

Head of
Events + Awards
Tel. +49-(0)211-99104-10
kr@fruchthandel.de



LENA MANTEUFFEL

Marketing
Tel. +49-(0)211-99104-21
lm@fruchthandel.de

Further contacts



AMY BROADFOOT

Project Management
Tel. +49-(0)211-99104-11
ab@fruchthandel.de



SEBASTIAN FELICI

Subscription Management
Tel. +49-(0)211-99104-12
sfs@fruchthandel.de



CHRISTIAN HOLLENBECK

Administration
Tel. +49-(0)211-99104-18
ch@fruchthandel.de



ANNE SCHWEINSBERG

Art Director
Tel. +39/06-30316445
as@fruchthandel.de



ULRIKE NIGGEMANN

Managing Director
Tel. +49-(0)211-99104-25
un@fruchthandel.de

Representatives

FRANCE
Promo-Intex,
Pascale Canova-Menke
Tel. +33-(0)139620111
p.canovamenke@promo-intex.com

ITALY
NCX Drahorad srl
Tel. +39-059-7863863
Carla Buono
carla@ncx.it

Giordano Giardi
giordano@ncx.it

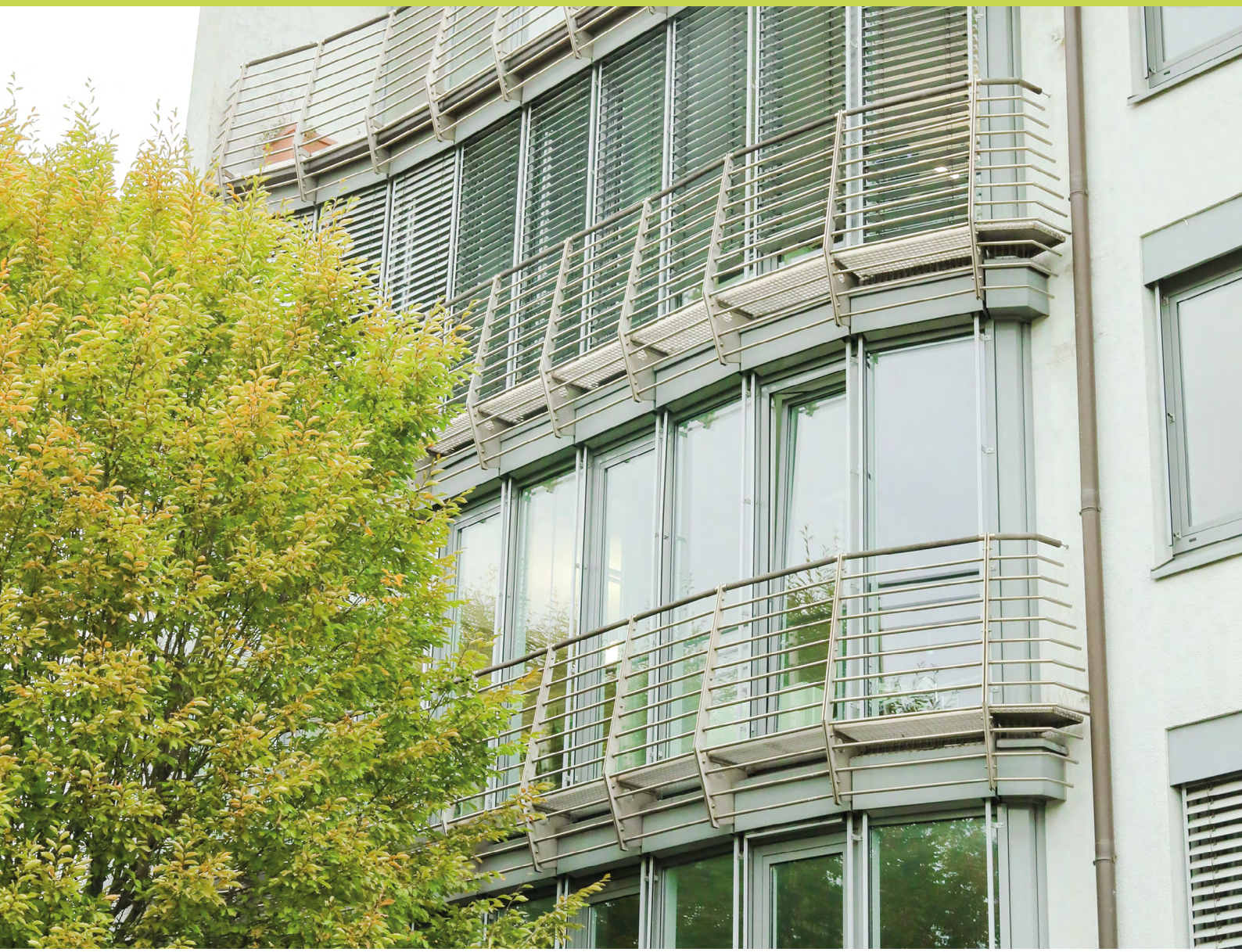
Riccardo Manelli
riccardo@ncx.it

NETHERLANDS
Jochem Wolthuis
Tel. +31-(0)6-16290395
info@nldcommunicatie.nl

SPAIN
Daphne Schmidt
Tel. +34-(0)649-068110
daphne@agronoticias.es

FRUCHTHANDEL

ADDRESS



FRUITNET

FRUITNET MEDIA INTERNATIONAL GMBH

Simrockstraße 64/66
40235 Düsseldorf
Germany

info@fruchthandel.de
www.fruchthandel.de