



187  
Sept-Oct 2023  
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THE INTERNATIONAL DISTRIBUTION MAGAZINE FOR FRESH PRODUCE AND RETAIL

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AUTHENTIC  
NADORCOTT®**  
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**RETAIL** Healthy diets take a hit from cost of living crisis **21**

**MARKETS** Germans worried about their health, and that of the planet **22**

**PRODUCE** The pear: a sleeping beauty **23**

**INTERVIEW** Mauro Pionelli, head of the wine, spirits and horticultural products unit at the European Commission **24**



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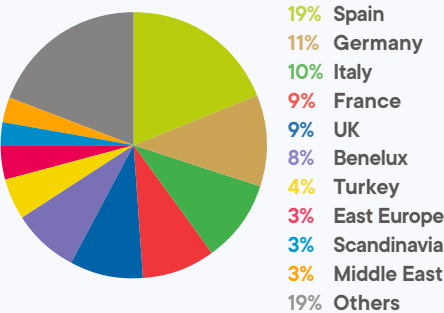
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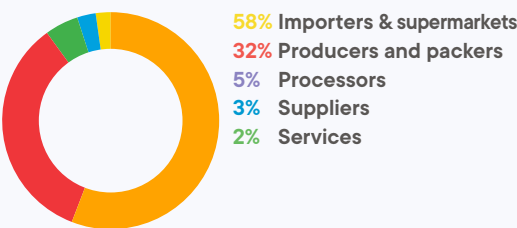
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# Readership

## Countries

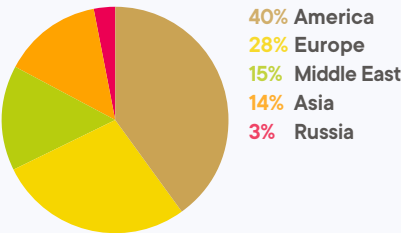


## Reader Profile



## Digital Edition

by newsletter



# Circulation

- ▶ Digital editions by newsletter to **20,000 international distributors** (retail buyers, importers & suppliers)
- ▶ We are present at **15 events worldwide**
- ▶ The print run reaches leading exporters. Plus, **online editions** are also available on our website.
- ▶ We are reaching **80 countries** with online subscribers (**19%**), events (**20%**) and direct mail (**61%**)

# EVENTS 2024

The printed edition of Eurofresh Distribution is distributed at the major **exhibitions & conferences**, with participation in 15 leading international industry events (physical and digital).



**eurofresh**  
Distribution

## Our conferences



## B2B Management



# eurofresh 2024 Editorial Plan

Distribution

	#189 JAN/FEB	#190 MAR/APR	#191 MAY/JUN	#192 JUL/AUG	#193 SEPT/OCT	#194 NOV/DEC
FRUIT	Apple Clubs Exotics Grapes Kaki & kiwis	Berries Citrus Summer Fruits	Melons Banana Stone Fruits	Summer fruit Grapes Pears	Apple Clubs Banana Citrus Kaki & kiwis	Apple Banana Citrus Tropical
VEGETABLES	Lettuce & Brassicae New Varieties	Asparagus Convenience Broccoli	Tomato Pepper New varieties	Melons Garlic & onions	Broccoli Lettuce Berry varieties	Tomatoes Peppers Potato seeds
RETAIL	US trends	Social responsability	Online shopping	EU trends	Healthy eating habits	Consumer trends
MARKETS	Benelux France Germany US	Australia India Italy & Spain Middle East	UK Austria Vietnam France	Benelux Scandinavia China Peru	Germany Spain Poland America	France Switzerland Colombia Africa & UAE
SPECIAL REPORT	Global logistics	Flavours of the year	Consumer Brands & New Varieties	Asia	Organic & Sustainability	Labels of Origin
BIO & SUSTAINABILITY	Consumers' expectation	Sustainable goals	Fairtrade	Biocontrol	Certifications	Zero residue
LOGISTICS	Port leaders	Wholesale	Roads and rails	Air & Sea	Logistics platforms	E-commerce
TECHNOLOGY	Post-harvest innovation & Packaging	Fresh cuts	Grading	Packing	Post-Harvest & Innovation	Sorting
EVENTS	Fruit Logistica Biofach Gulfood	Medfel Macfrut FH Asia	Fresh India Show AECOC Spain SIL Barcelona Greentech	Asia FL Fruit Expo World Food	Fruit Attraction Produce Show AEBE Forum WUWM Congress	Growtech FHC China Sival
DEADLINES Editorials Advertisement	December 20 <sup>th</sup> January 10 <sup>th</sup>	February 20 <sup>th</sup> March 10 <sup>th</sup>	April 20 <sup>th</sup> May 10 <sup>th</sup>	June 20 <sup>th</sup> July 10 <sup>th</sup>	August 30 <sup>th</sup> September 10 <sup>th</sup>	October 20 <sup>th</sup> November 10 <sup>th</sup>

# asiafresh 2024 Editorial Plan

Distribution

Asiafresh n°4	PRODUCE	RETAIL	MARKETS	SPECIAL REPORT	BIO	EVENTS
DEADLINES Editorials Advertisement	Apple Leaders Banana Durian Grapes Kiwi Tomato	Fruit Grocery	China Indonesia Japan Vietnam	Consumer brands	Sustainable Labels	Fruit Expo, Shanghai ASIA FL FHC China
June 5 <sup>th</sup> June 10 <sup>th</sup>		LOGISTICS			TECHNO	
		Cold chain			Post-Harvest	Taiwan Agriweek

# Advertising rates

All rates per edition, in euros without VAT

## Advertisements

> Front cover	€5,480
> Back cover & first page	€3,370
> 1 page right	€2,475
> 1 page left	€2,325
> Double page	€4,580
> ½ page right	€1,585
> ½ page left	€1,415
> ⅓ page	€1,160
> ¼ page or footer	€1,030
> ⅙ page	€830

## Advertorial (per edition)

> 1 Page	€1,800
> 2 Pages	€3,200

## Digital banners

> Website top banner (960×90 px)	€900
> Website central banner (960×90 px)	€800
> Website large side banner (296×367 px)	€750
> Website small side banner (296×180 px)	€450
> Newsletter banner (1 week, 600×350 px)	€650
> Newsletter banner (1 month/4 newsletters)	€2,200

## Digital packs

> ¼ page footer + web banner	€1600
> ¼ page left + 1 web & 1 newsletter banners	€2100

# Specifications

□ **PAYMENT:** 30 days after publication

□ **PERIODICITY:** every 2 months

□ **MATERIALS:**

- Printed ads: in PDF format with 300 DPI
- Web or newsletter banners: JPEG or GIF
- **DEADLINE:** 30 days before publication

□ **FORMATS:**

- Front cover: 210x220mm (+5 mm margin)
- 1 Page: 217x305mm (+5 mm margin)
- ½ Page: 217x146mm low (+5 mm margin) or 102x305mm high (+5 mm margin)
- ⅓ Page: 217x97mm low (+5 mm margin) or 67x305mm high (+5 mm margin)
- ¼ Page: 102x146mm high or 217x76mm footer (+5 mm margin)
- ⅙ Page: 100x100mm

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