



fruittoday magazine

PERFIL DEL MES

Profile of the month

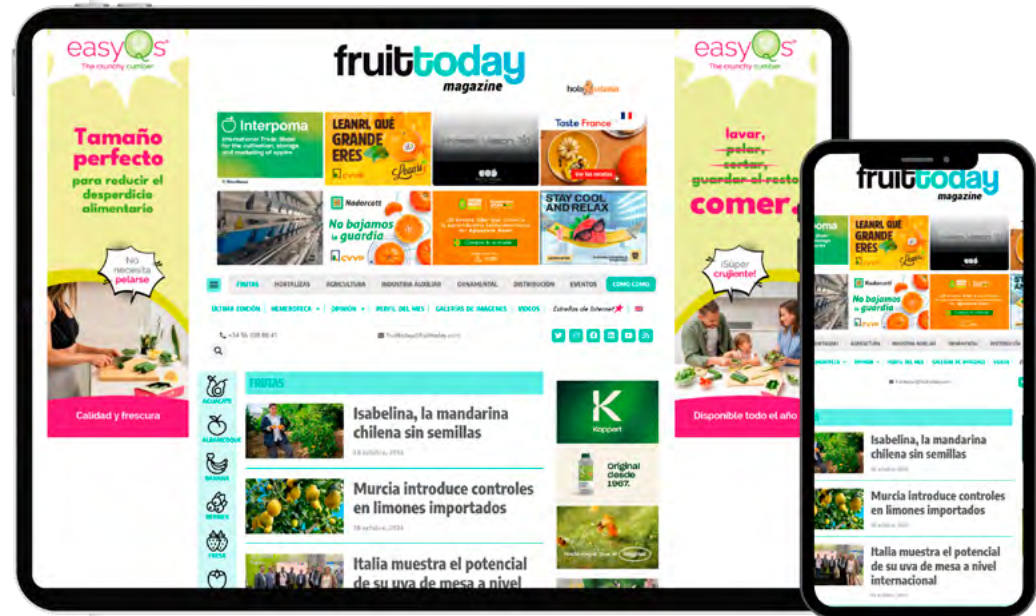
Agricultura

"Podemos crecer a doble dígito"

"We can achieve double-digit growth"



Media Kit 2026



Your TRUSTED fruit and vegetable MAGAZINE

Fruit Today magazine is one of the most relevant publications in the **fruit and vegetable sector**. Since 2003, the magazine has specialised in information ranging from the **production area to the supermarket shelves**, without forgetting the **auxiliary industry and related companies**.

The writers at **Fruit Today magazine** are **professional journalists** with over **20 years' experience in the sector**, who evaluate and generate **their own validated contents**.

Fruit Today magazine also has an **online platform** that **updates its contents daily** through its **website** and **social media**.

In addition, every Wednesday we send out a **newsletter** featuring the week's top news stories.

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The **“Estrellas de Internet” Awards** came into being in **2010** as an extra commitment to **marketing** and **communication** by Fruit Today magazine. These prizes reward **online promotion actions** carried out by companies in the fruit and vegetable growing sector.

The **‘Estrellas de Internet’** are **ongoing prizes**, which are updated with new categories according to the **users’ tastes**.

The **‘Estrellas’** award ceremony takes place on the central day of **Fruit Attraction** on Proexport's stand.

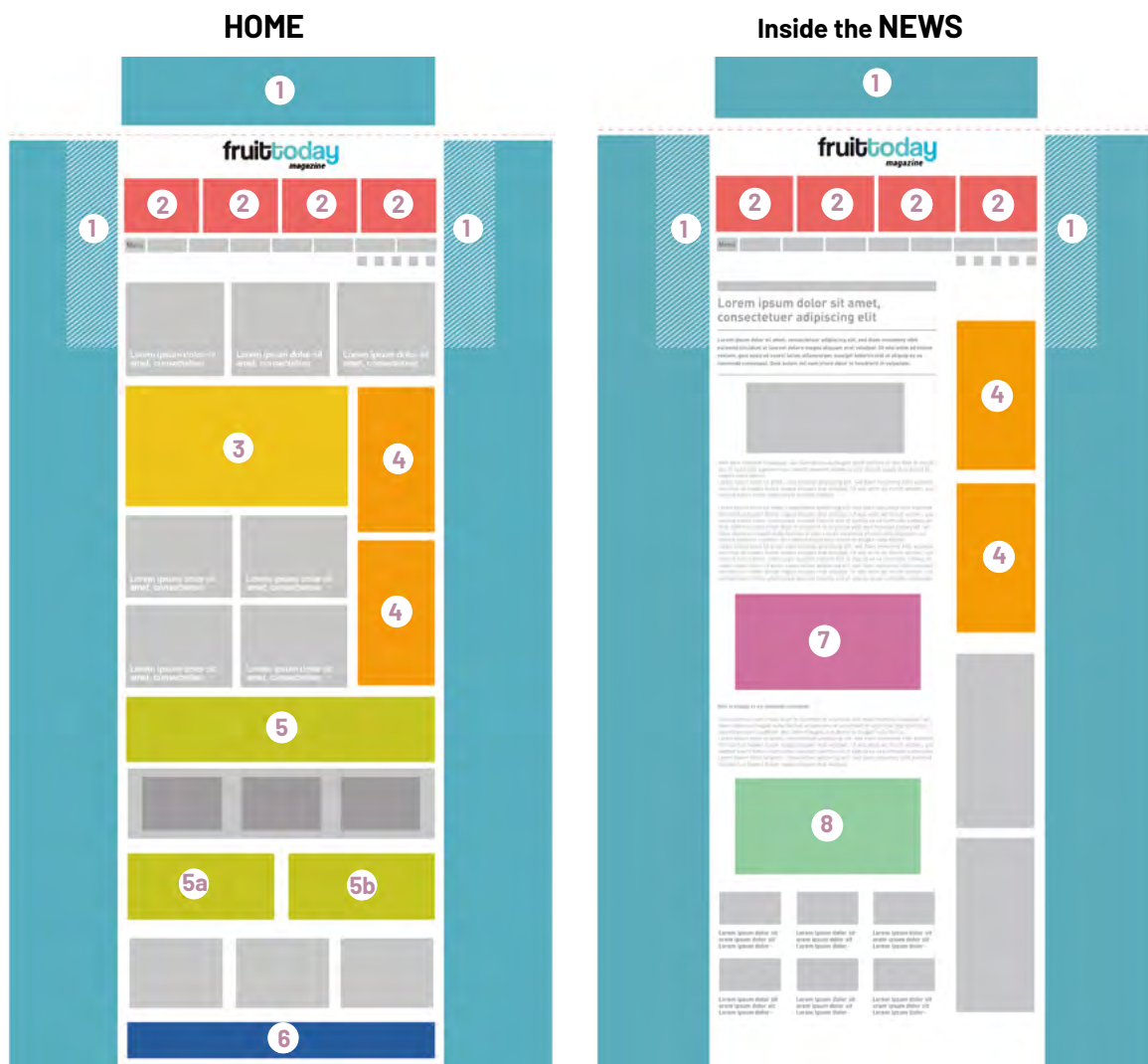
Please find further information [online](#).

Sponsored by:



Collaborating:





***50% OF THE PAYMENT FOR BANNERS MUST BE PAID WHEN CONTRACTING THEM TO GUARANTEE RESERVATION OF THE SPACE (If the banner is not sent for publication on the reserved date, the prepaid amount will not be refunded).**

At <https://fruittoday.com> every day we offer our readers validated, up-to-date, national and international information about the entire fruit and vegetable chain of value.

Our readers include the main professionals and executives with decision-making capacity from the most important companies in the sector.

Study the options we offer for advertising your company and choose the one that is most in line with your priorities:

WEB	Medidas	Ubicación	Mes	
1	Pack 2 side columns	320 x 960 px * 140 x 600 px.	The entire website. Visible on all large screens up to 15" (1440 x 900 px)	900 €
	+ heading on mobile	1300 x 330 px	The entire website. Visible on all large screens up to 15" (1440 x 900 px)	
2	Header	240 x 167 px	The entire website.	700 €
3	Large highlight	790 x 320 px	Home	600 €
4	Skyscraper up	270 x 500 px	Home and news	500 €
4	Skyscraper below	270 x 500 px	Home and news	550 €
5	Landscape home	1300 x 330 px	Home	400 €
5a/5b	1/2 horizontal home	650 x 330 px	Home	300 €
6	1/2 landscape home	1300 x 165 px	Home	300 €
7	Inside the news	450 x 270 px	All the news	900 €
8	Below the news	450 x 270 px	All the news	700 €

* We recommend that the main message and logotypes occupy the minimum visible area (140x600 px) on 15" screens or resolution 1440 x 900. The rest of the space will be visible on larger screens and can be occupied using the campaign's creative features.

OTHER ONLINE FORMATS		Price
A	Advertising Feature on Website	500 € each
B	Advertising Feature Website + Newsletter	750 € each

Banner requirements

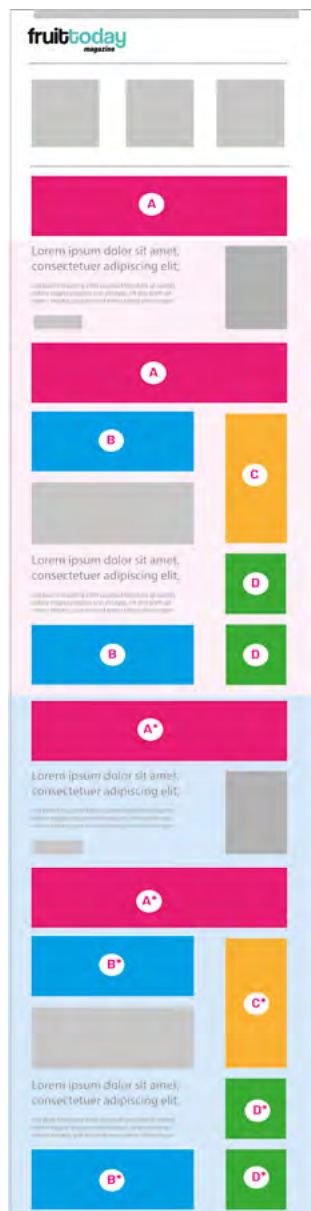
- Banner file with the contracted measurements.
- Recommended formats: .png or .gif / Maximum banner weight 200 kb.
- Link for the page.

Our **Newsletter** is sent out every Wednesday with a summary of the most relevant news items from the previous week.

The Fruit Today magazine Newsletter is a unique advertising opportunity to influence a database of over 5,000 readers interested in all the topical subjects from the sector. w

Study the options we offer for advertising your company and choose the one that is most in line with your priorities:

NEWSLETTER	Measurements	Area	Month
A Horizontal 3 columns	660 x 165 px	Preferential	700 €
B Horizontal 2 columns	440 x 110 px	Preferential	550 €
C Skyscraper	220 x 550 px	Preferential	600 €
D Standard square	220 x 215 px	Preferential	500 €
A* Horizontal 3 columns	660 x 165 px	Non preferential	600 €
B* Horizontal 2 columns	440 x 110 px	Non preferential	450 €
C* Skyscraper	220 x 550 px	Non preferential	500 €
D* Standard square	220 x 215 px	Non preferential	400 €



***50% OF THE PAYMENT FOR BANNERS MUST BE PAID WHEN CONTRACTING THEM TO GUARANTEE RESERVATION OF THE SPACE** (If the banner is not sent for publication on the reserved date, the prepaid amount will not be refunded).

Banner requirements

- Banner file with the contracted measurements.
- Recommended formats: .png or .gif* / **Maximum banner weight 200 kb.**
- Link for the page.

*Animations will not play when using programmes such as Microsoft Outlook.

SPONSORED in NOTICIAS A MI MANERA

700 € / month

Every Friday, Carmen Cabra, director of Fruit Today, summarizes the current situation in the fruit and vegetable sector in a short video.
Do you want to sponsor this format?



SPECIAL FORMATS IN THE NEWSLETTER

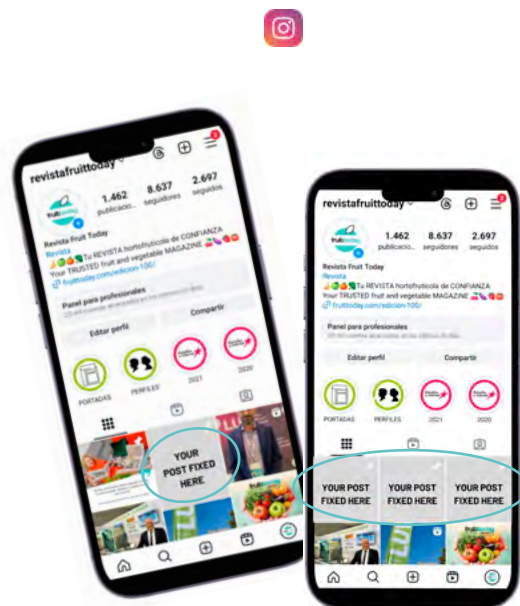
Price

E-mail marketing	900 €
G Important highlighted news item	800 €
V Video + banner Banner: 215x215 Video cover: 384x215	600 €
T Sponsorship of thematic links Banner: 215x215	600 €



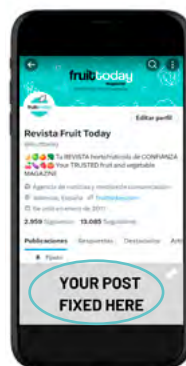
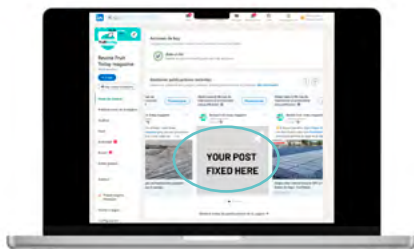
FIXED Post

- 1 FIXED post : 225 € /week
- 1 FIXED post : 600 € /week
- 3 FIXED post : 375 € /week
- 3 FIXED post : 1.100 € /week



FIXED Post

- 1 FIXED post : 225 € / week
- 1 FIXED post: 600 € / week



We promote your brand on social media

At **Fruit Today magazine** we know how to connect with the target audience that matters, particularly through platforms such as Instagram, where we are leaders in our segment, with 9,000 followers.

Our followers are active and constantly increasing. As benchmarks in the fruit and vegetable growing world, we can help you to promote your digital presence, as well as making your brand known on the most important market.

What can we do for your brand?

- ✓ **Sponsored posts** that catch the attention and generate interactions.
- ✓ **Stories in real time** from the most important events in the sector, emphasising your products and new developments.
- ✓ **Customised contents** that talk personally to our public and promote the value of your brand.
- ✓ **Comprehensive campaigns** with a suitable scope to ensure your investment has the top visibility.

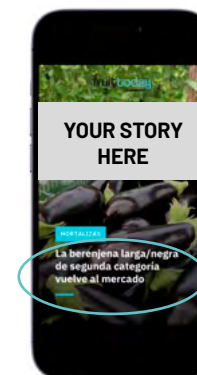
It is not just a question of being present; **the idea is to stand out**. We turn your message into effective content that is attractive to a relevant public.

Join us and we will take your brand up to the next level on social media!

Basic post RRSS



- 1 post + 2 Stories : 200 €
- 2 post + 3 Stories : 350 €
- 3 post + 5 Stories : 600 €



MAGAZINE

Fruit Today magazine



BILINGUAL MAGAZINE

Spanish/English

PUBLICATION FREQUENCY

TWO-MONTHLY

CIRCULATION

5.000 copies

WEB

fruittoday.com

(Up-dated November 2025)



SINGLE USERS / MONTH

26.000 users

PAGES VISITED / MONTH

46.700 pages visited

AVERAGE TIME ON PAGE

00:01:10

NEWSLETTER

News Fruit Today

(Up-dated November 2025)



LANGUAGE

Spanish version

English version

FREQUENCY

WEEKLY

USERS

5.100

EMAILS SENT

20.400 per month

NEWSLETTER

Open rate: 41%

Click-through open rate: 15%

SOCIAL NETWORKS

(Up-dated November 2025)



X / 13.000 Followers

<https://twitter.com/fruittoday>



FACEBOOK / 7.950 Followers

<https://www.facebook.com/revistafuittoday/>



INSTAGRAM / 9.132 Followers

<https://www.instagram.com/revistafuittoday/>



LINKEDIN / 10.800 Followers

www.linkedin.com/company/revistafuittoday/



YOUTUBE / 1.500 Followers

<https://www.youtube.com/channel/UC50-V9ko02PTPS1NYkn0GbAg>



TIK TOK / 5.600 Followers

<https://www.tiktok.com/@revistafuittoday>



ISSUU / All our publications in digital format

<https://issuu.com/fruittoday>



IVOOX / Programme 'La voz de Fruit Today

https://www.ivoox.com/podcast-voz-fruit-to-day_sq_f1901080_1.html

Given the repercussions of the ["Estrellas de Internet" Awards](#), we consider this event to be an excellent showcase for broadcasting your company's brand. Therefore, we propose different types of sponsorship.

**SPECIFIC
SPONSORSHIP
OF AN
AWARD
2,500 EUROS**

1. Sponsor's logo on the chosen Award.
2. The company's logo in a prominent position at the photocall for the award-giving ceremony.
3. A full-page advertisement in "Fruit Today magazine," in the issue that will be handed out at Fruit Attraction.
4. A banner on Fruit Today magazine's website, as the organiser of the awards.
5. Your company's logo on the invitations sent out.
6. Your logo on all the information about the event.
7. A mention in all the articles about the awards published in "Fruit Today magazine."
8. Great impact of the event on social media.

**GENERAL
SPONSORSHIP
2,000 EUROS**

1. The company's logo in a prominent at position at the photocall for the award-giving ceremony.
2. Half a page advertisement in "Fruit Today magazine," in the issue that will be handed out at Fruit Attraction.
3. A banner on the "Fruit Today magazine's" website, as the organiser of the awards.
4. Your company's logo on the invitations sent out.
5. Your logo on all the information about the event.
6. A mention in all the articles about the awards published in "Fruit Today magazine."
7. Great impact of the event on social media.

**COLLABORATOR
900 EUROS**

1. Your company's logo at the photocall for the award-giving ceremony.
2. Your company's logo on the invitations sent out.
3. Your logo on all the information about the event.
4. A mention in all the articles about the awards published in "Fruit Today magazine."
5. Great impact of the event on social media.

CATEGORIES:

Best LinkedIn
Best Online Campaign
Best Web
Best Blog
Best Instagram
Best Facebook
Best Tik Tok