



fruittoday magazine

PERFIL DEL MES

Profile of the month

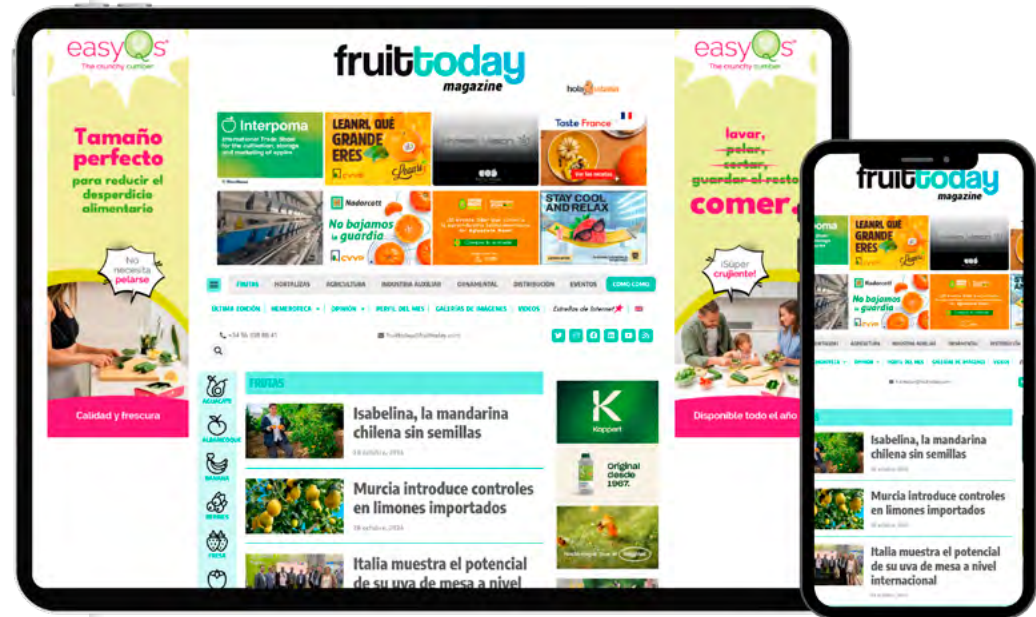
Agricultura

"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:





JANUARY / FEBRUARY

FRUIT LOGISTICA SPECIAL

Strawberries and other berries
Apple
Ethnic vegetables
Ecological agriculture
Tropical fruit

TRADE FAIRS

Fruit Logistica (Berlin)
Vestial (Almeria)
Sabor del Año Awards



MARCH / APRIL

MELON AND WATERMELON

Potato
Mercamadrid
Banana and Plátano
Onions, Garlic and Sweet potatoes
Asparagus
Pepper seeds

TRADE FAIRS

5 al Día Conference
MacFrut (Italia)
Infoagro/Expolevante (Almeria)
Medfel (Perpignan)



MAY / JUNE

STONE FRUIT

Preliminary melon and watermelon seminars
Auxiliary industries (machinery, packaging, harvest and post-harvest solutions)
Tomato and Aubergine seeds

TRADE FAIRS

Aecoc (Valencia)
Congress of Red Fruits (Huelva)
+ Brócoli Conference



JULY / AUGUST

STONE FRUIT (Lleida and Aragon)

Mercabarna
Fresh-cut & Ready-to-eat
Apples
Table grapes
Courgette, Cucumber and Broccoli seeds

TRADE FAIRS

Prognosfruit



SEPTEMBER / OCTOBER

FRUIT ATTRACTION SPECIAL

Persimmons
Apples and Pears
Tomatoes and Peppers
Tropical fruit

TRADE FAIRS

Fruit Attraction Special (Madrid)
Interpoma. Biennial (Italy)
Potato Europe
LUV Fiera. Biennial (Italy)
Expo AgriTech (Málaga)



NOVEMBER / DECEMBER

CITRUS FRUIT

Broccoli, Lettuce and similar vegetables
Strawberries and other berries
Kiwis
Pumpkins
Melon and Watermelon seeds

TRADE FAIRS

Citrus Events
HortiFruit (Murcia)
Pomatec (Girona)

Fruit Today magazine has a circulation of **5,000 copies**, which rises to **8,000** during the **Fruit Attraction** and **Fruit Logistica Trade Fairs**. 60% is distributed in Spain and the remaining 40% goes to the **European markets and South America**.



POP-UP COVER 5.000 €

Size: 240 x 330 mm. (+5 mm.)



1/2 COVER 3.000 €

Size: 240 x 165 mm. (+5 mm.)



1/3 COVER 2.500 €

Size: 240 x 110 mm. (+5 mm.)



BACK COVER 2.000 €

Size: 240 x 330 mm. (+5 mm.)



INSIDE FRONT COVER/INSIDE BACK COVER 1.700 €

Size: 240 x 330 mm. (+5 mm.)



1 ODD PAGE 1.300 €

Size: 240 x 330 mm. (+5 mm.)



1 EVEN PAGE 1.500 €

Size: 240 x 330 mm. (+5 mm.)



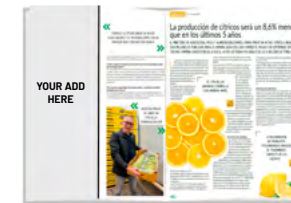
1/2 ODD LANDSCAPE 1.000 €

Size: 240 x 165 mm. (+5 mm.)



1/2 EVEN LANDSCAPE 1.100 €

Size: 240 x 165 mm. (+5 mm.)



1/2 ODD VERTICAL 1.000 €

Size: 120 x 330 mm. (+5 mm.)



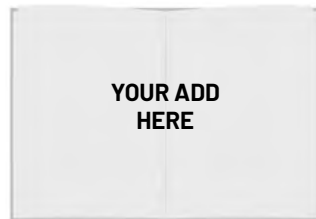
1/2 EVEN VERTICAL 1.100 €

Size: 120 x 330 mm. (+5 mm.)



1/4 LANDSCAPE 800 €

Size: 240 x 85,5 mm. (+5 mm.)



DOUBLE PAGE SPREAD 2.500 €

Size: 480 x 330 mm. (+5 mm.)



MODULE 500 €

Vertical size: 82,5 X 120 mm. (+5 mm.)

Landscape size: 120 x 82,5 mm. (+5mm.)

Advertorial



1 EVEN PAGE 1.500 €

Size: 240 x 330 mm. (+5 mm.)



DOUBLE PAGE SPREAD 2.500 €

Size: 480 x 330 mm. (+5 mm.)

Requirements of original documents:

- **File type:** .pdf for printing, Jpg or Tiff (both with colours in CMYK).
- **Resolution:** 300 Dpi minimum.

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/revistafruittoday/>



INSTAGRAM / 9.132 Followers

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



LINKEDIN / 10.800 Followers

www.linkedin.com/company/revistafruittoday/



YOUTUBE / 1.500 Followers

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



TIK TOK / 5.600 Followers

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



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