fruittoday magazine

MEDIA KIT 2027



YOUR TRUSTED FRUIT AND VEGETABLE MAGAZINE

www.fruittoday.com

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YOUR TRUSTED MAGAZINE

Since 2003, **Fruit Today magazine** has been covering the latest developments in the fruit and vegetable sector, offering specialised insight into the entire value chain, from production to distribution, including the supporting industries and companies operating across the sector.

With more than **20 years of experience**, our team delivers original, accurate and thoroughly researched content, providing valuable insights into the companies, trends and events shaping the industry's evolution.

'THE PEOPLE BEHIND FRUIT TODAY'



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Originally from Italy, he is passionate about good food, sport and music. He also enjoys taking on DIY projects around the house.



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Sonia Cortés

She loves hiking and getting lost in a good book. She also has a rather unusual passion: keeping the tradition of hand bell-ringing alive.



Carmen Cabra
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Carmen Cabra Martínez

She's passionate about interior design and loves bringing spaces to life with her own personal touch. Looking after her plants is her favourite way to unwind and switch off.



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Originally from Argentine Patagonia and now based in Valencia, she works in the visual arts and has a special passion for ceramics and drawing.



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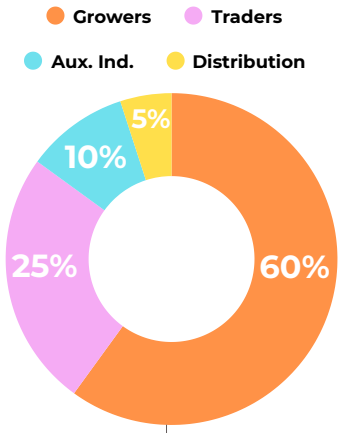
He finds his favourite place in sport.
He admires the talent of virtuosos of music, dance and singing.

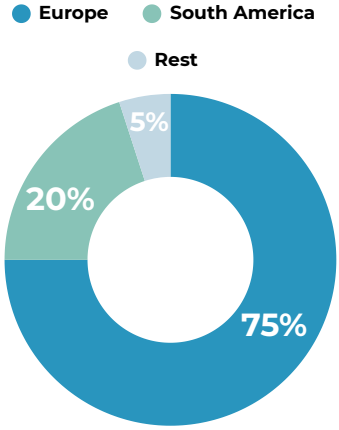
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MEDIA SUMMARY

5,000 COPIES

PRINT EDITION





1.4M IMPRESSIONS

WEB

730,000 VISITS

365,000 UNIQUE USERS

DAILY UPDATES

+5,000 SUBSCRIBERS

NEWSLETTER

+49% OPEN RATE

6,9% CTR

EVERY WEDNESDAY

fruittoday magazine

EDITORIAL CALENDAR

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 (ALMERÍA)

MEDFEL (PERPIGNAN)



MAY / JUNE

STONE FRUIT

PRELIMINARY MELON AND WATERMELON SEMINARS

AUXILIARY INDUSTRIES

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)



PRINTED MAGAZINE RATES



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. (+5mm.)



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 EVEN PAGE	1.500 €
1 ODD PAGE	1.300 €

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



DOUBLE PAGE SPREAD	2.500 €

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



1/2 EVEN VERTICAL	1.100 €
1/2 ODD VERTICAL	1.000 €

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



1/2 EVEN LANDSCAPE	1.100 €
1/2 ODD LANDSCAPE	1.000 €

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



1/4 LANDSCAPE	800 €

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

Advertorial



MODULE	500 €

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

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



1 EVEN PAGE	1.500 €

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



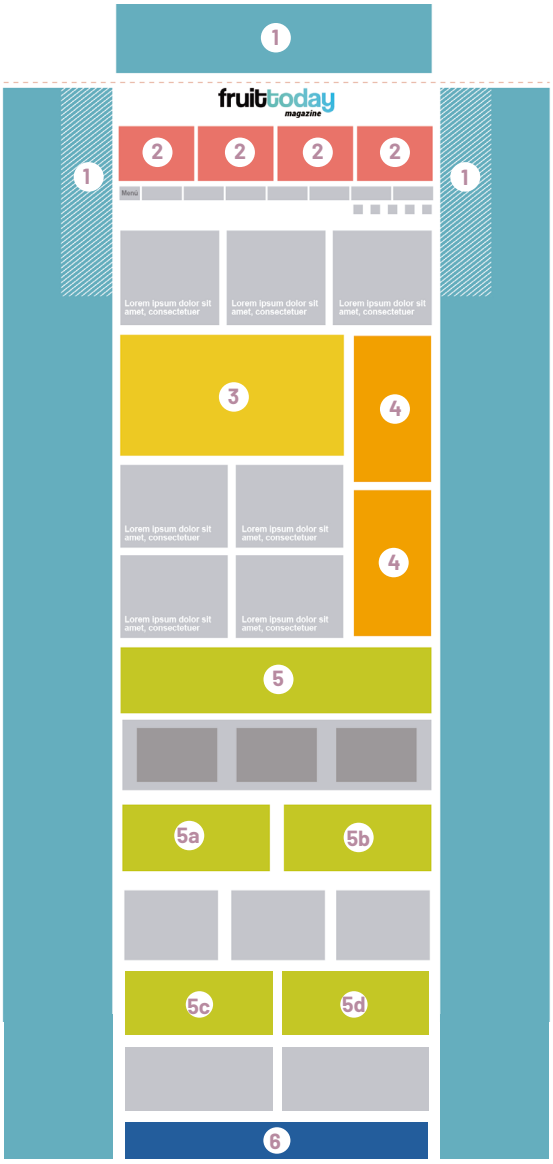
DOUBLE PAGE SPREAD	2.500 €

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

Requirements of original documents: .pdf for printing, .jpg or .tiff (both with colours in CMYK) + 300 dpi resolution minimum.

WEB RATES

HOME



Inside the NEWS

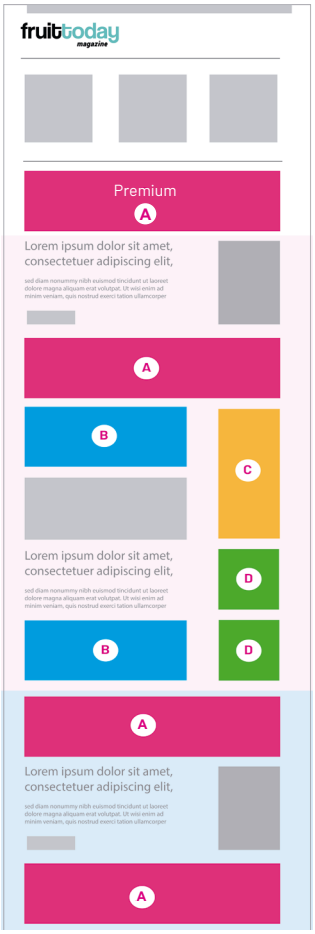


WEB		Sizes	Visibility	Month
1	Pack 2 side columns	320 x 960 px * 140 x 600 px.	The entire website. Visible on all large screens up to 15" (1440 x 900 px)	900 €
	+ heading on mobile	1300 x 330 px	The entire website. Visible on all large screens up to 15" (1440 x 900 px)	
2	Header	240 x 167 px	The entire website	750 €
3	Large highlight	790 x 320 px	Home	700 €
4	Skyscrapper up	270 x 500 px	Home and news	600 €
4	Skyscrapper abajo	270 x 500 px	Home and news	550 €
5	Landscape home	1300 x 330 px	Home	500 €
5a/5b	1/2 Landscape home	650 x 330 px	Home	300 €
5c/5d	1/2 Landscape 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.

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NEWSLETTER RATES



NEWSLETTER		Measurements	Area	Month
A	Landscape 3 columns	660 x 165 px	Premium	750 €
A	Landscape 3 columns	660 x 165 px	Preferential	700€
B	Landscape 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 €

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 €



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.

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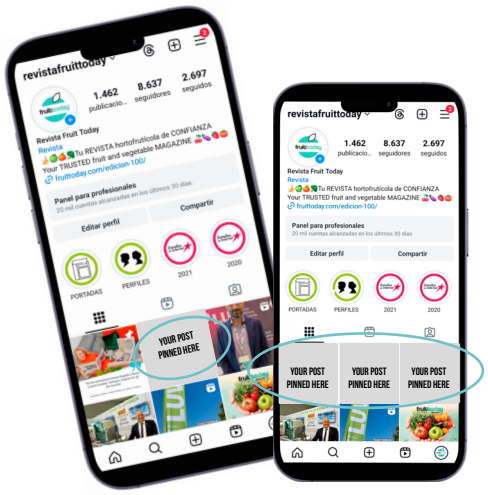
SOCIAL MEDIA RATES

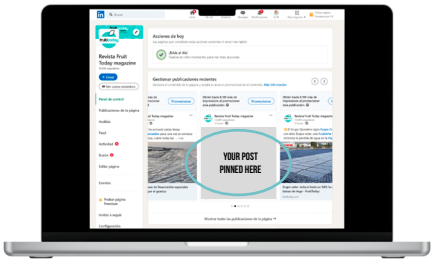
+8,000 FOLLOWERS

+9,000 FOLLOWERS

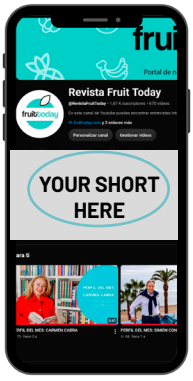
+11,000 FOLLOWERS







+1,600 FOLLOWERS



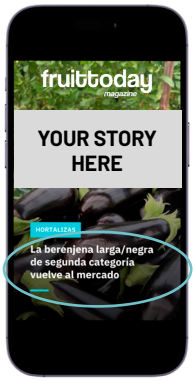
Pinned Post

1 Pinned Post : 225 € /week

1 Pinned Post : 600 € /month

3 Pinned Post : 375 € /week

3 Pinned Post : 1.100 € /month



Basic Pinned Post

1 post + 2 Stories : 200 €

2 post + 3 Stories : 350 €

3 post + 5 Stories : 600 €

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!