

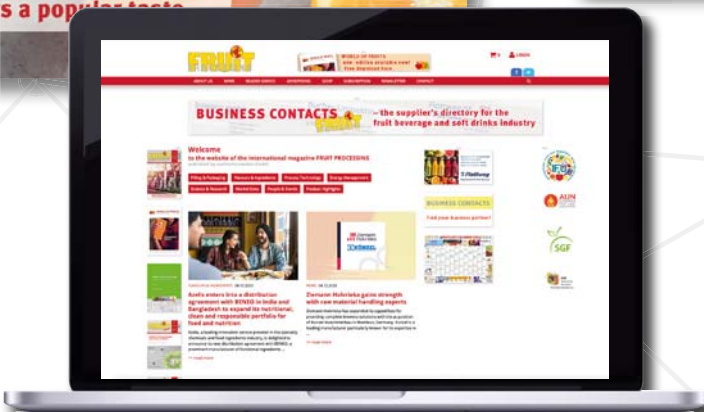
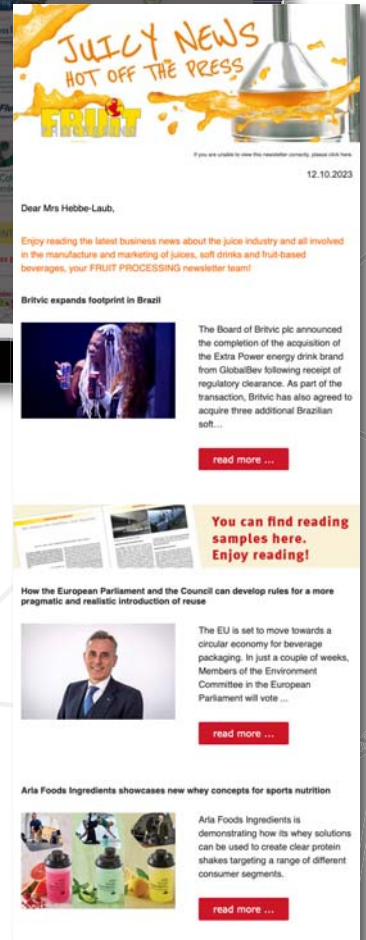
# FRUIT PROCESSING

www.fruit-processing.com

# MEDIA PLANNER 2024

INTERNATIONAL JOURNAL FOR THE FRUIT PROCESSING, JUICE AND SOFT DRINKS PRODUCING INDUSTRY

- MAGAZINE • NEWSLETTER • WEBSITE • SOCIAL MEDIA •



Join our network!

# MAGAZINE – PROFILE



For more than 30 years **FRUIT PROCESSING** – as a specialized B2B magazine for the international fruit processing, juice and soft drinks producing industry and their suppliers – covers the latest news and relevant topics worth to know in the industry. **FRUIT PROCESSING** is the ultimate marketing tool to deliver your message directly to professionals from management, production, engineering, marketing and R&D.

The international peer-reviewed magazine ensures comprehensive and insightful analysis of key industry concerns. Technical, scientific and marketing articles provide our readers with up-to-date knowledge to help them run their businesses successfully.

Today's fruit juice and soft drinks professionals set value on essential and pertinent content that offers solutions to meet their new challenges. They rely on **FRUIT PROCESSING**.

**FRUIT PROCESSING – 11 issues per year!**

## THE FRUIT PROCESSING NETWORK

In addition to the informative **FRUIT PROCESSING** magazine we provide the website [www.fruit-processing.com](http://www.fruit-processing.com) and the weekly newsletter **JUICY NEWS** to bring news to a broad target group within the fruit beverage and fruit processing industry. **Social media** actions and **other print and digital publications** complete our portfolio. **Altogether we reach more than 54,000 contacts in the soft drinks industry per month!**



## CIRCULATION & TARGET GROUP

**FRUIT PROCESSING** provides current news for those engaged in juice and soft drinks activities; featuring technical or research reports, market price reports, trends and future developments. **Reach out for your target group and contact decision makers and top executives worldwide.**

**Distributed circulation (print + digital subscription): 4,668\***

(\*Average per issue from July 2022 to June 2023)

As paid subscription **FRUIT PROCESSING** is valued with 3-4 readers per print copy, **thus, reaching over 16,000 readers per issue!**

### Readership per Business Type

Soft Drinks Industry	51 %
Fruit Juice Industry	30 %
Supplying Industry	15 %
Institutions	4 %

### Geographic Distribution

Western Europe	29 %
Eastern Europe	14 %
Asia	20 %
North America	14 %
South America	9 %
Middle East	9 %
Australia/NZ	3 %
Africa	2 %

### Readership per Job Function

CEO/Senior Management	43 %
Technical Management	33 %
R&D/Product Development	16 %
Science & Research	4 %
Marketing	4 %

**Major part of the typical readership are decision makers with a high educational background, and superior qualification.**

**Our network is your profit. Advertising pays.**

## NETWORK OVERVIEW

### Magazine, print & digital

- **circulation: 4,668**
- 3-4 readers per copy
- distribution: 11 issues a year
- includes 6 times print & digital, 5 times digital

### Newsletter JUICY NEWS

- **recipients: 9,457**
- distribution: weekly

### Website [www.fruit-processing.com](http://www.fruit-processing.com)

- **unique users: 20,672\***
- sessions: 32,193\*
- page impressions: 126,975\*
- \* monthly average

### Social Media

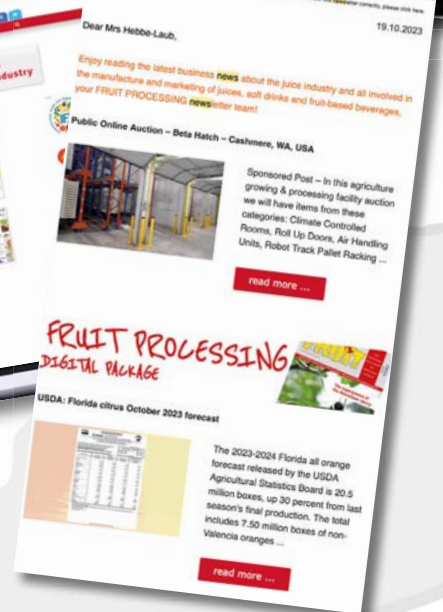
- Facebook
- X
- LinkedIn

### Fruit Juice Calendar

- **circulation: 6,000**
- distribution to more than 5,600 subscribers (FRUIT PROCESSING & FLÜSSIGES OBST magazine together)

### World of Fruits/Fruchtwelten

- print & digital version
- **print run (German version): 1,100 copies**
- **digital version (English & German) for free download**
- distribution: worldwide
- annual publication



**Readers in over 100 countries!**

**84 % of readers are subscribers!**

**By using our channels you can reach more than 46,000 experts per month.**

# EDITORIAL CALENDAR 2024



Issue	Topics	Events	Ad close	Published on
<b>1/2024</b> <b>January</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Bag-in-Box, Can, Pouch, Keg</li> <li>• Drink Trends 2024</li> <li>• Glass, Carton, PET</li> <li>• Water Treatment</li> </ul>	<b>International Green Week</b> , Berlin/D, 19-28 Jan	04.01.2024	23.01.2024
<b>2/2024</b> <b>February</b> <i>digital</i>	<ul style="list-style-type: none"> <li>• Anuga FoodTec 2024 – Preview</li> <li>• Packaging Design</li> <li>• Pumps &amp; Compressors</li> <li>• Warehousing &amp; Transporting</li> </ul>	<b>Fruit Logistica</b> , Berlin/D, 7-9 Feb <b>Biofach</b> , Nuremberg/D, 13-16 Feb <b>Packaging Innovations</b> , Birmingham/GB, 21-22 Feb <b>Gulfood</b> , Dubai/UAE, 19-23 Feb	05.02.2024	20.02.2024
<b>3/2024</b> <b>March</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Closure Systems</li> <li>• Hygienic Design</li> <li>• Process Automation</li> <li>• Tanks &amp; Containers</li> </ul>	<b>Internorga</b> , Hamburg/D, 8-12 Mar <b>Alimentaria</b> , Barcelona/E, 18-21 Mar <b>IFE</b> , London/GB, 25-27 Mar <b>agrofood Nigeria</b> , Lagos/NG, 26-28 Mar	01.03.2024	20.03.2024
<b>4/2024</b> <b>April</b> <i>digital</i>	<ul style="list-style-type: none"> <li>• Flavours &amp; Ingredients</li> <li>• Plant-Based Beverages</li> <li>• Robotics</li> <li>• Sweetening Concepts</li> </ul>	<b>Cider World</b> , Frankfurt/D, 26-27 Apr	05.04.2024	22.04.2024
<b>5/2024</b> <b>May</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Aseptic Filling</li> <li>• Inspection Systems</li> <li>• Packaging Design</li> <li>• Quality Control</li> </ul>	<b>Cibus</b> , Parma/I, 7-10 May <b>Vitafoods Europe</b> , Genf/CH, 14-16 May <b>SIAL Canada</b> , Montreal/CA, 15-17 May <b>Control</b> , Stuttgart/D, 23-26 May	03.05.2024	22.05.2024
<b>6/2024</b> <b>June</b> <i>digital</i>	<ul style="list-style-type: none"> <li>• Colours</li> <li>• CSD's, Ice Tea, Energy Drinks &amp; Co.</li> <li>• Labelling</li> <li>• Logistics</li> </ul>	<b>ACHEMA</b> , Frankfurt/D, 10-14 Jun <b>Food &amp; Beverage West Africa</b> , Lagos/NG, 11-13 Jun <b>Fi/Hi Asia China</b> , Shanghai/CN, 19-21 Jun	05.06.2024	20.06.2024
<b>7/2024</b> <b>July</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Filtration &amp; Separation</li> <li>• Packaging Systems</li> <li>• Product Development</li> </ul>		02.07.2024	22.07.2024
<b>8/2024</b> <b>August</b> <i>digital</i>	<ul style="list-style-type: none"> <li>• Blending &amp; Dosing</li> <li>• Energy Management</li> <li>• Industry 4.0</li> <li>• Prognosfruit 2024</li> </ul>	<b>Prognosfruit</b> <b>Fi South America</b> , Sao Paulo/BR, 6-8 Aug	05.08.2024	20.08.2024
<b>9/2024</b> <b>September</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Enzymatic Treatment</li> <li>• Maintenance &amp; Servicing</li> <li>• Process Measuring &amp; Control Technology</li> <li>• Sustainable Packaging</li> </ul>	<b>Fi Asia Indonesia</b> , Jakarta/ID, 4-6 Sep <b>Fachpack</b> , Nuremberg/D, 24-26 Sep <b>Fi India</b> , Bengaluru/IN, 25-27 Sep	02.09.2024	20.09.2024
<b>10/2024</b> <b>October</b> <i>digital</i>	<ul style="list-style-type: none"> <li>• AI</li> <li>• Brau Beviale 2024 – Preview</li> <li>• Functional Drinks</li> <li>• Process Technology</li> </ul>	<b>Fi Vietnam</b> , Ho Chi Minh/VN, 9-11 Oct <b>SIAL</b> , Paris/F, 19-23 Oct <b>Fi North America</b> , Las Vegas/USA, 30-31 Oct	02.10.2024	21.10.2024
<b>11-12/2024</b> <b>November-December</b> <i>print &amp; digital</i>	<ul style="list-style-type: none"> <li>• Flavours &amp; Ingredients</li> <li>• Raw Material &amp; Supplying Markets</li> <li>• SIP &amp; CIP Systems</li> <li>• Sustainability</li> </ul>	<b>Pack Expo</b> , Chicago/USA, 3-6 Nov <b>SIMEI</b> , Mailand/I, 12-15 Nov <b>BrauBeviale</b> , Nuremberg/D, 26-28 Nov	06.11.2024	29.11.2024

**Editorial closes one week prior to the ad closing date.** We welcome input from the industry itself and their suppliers. All contributions are subject to editorial review. Scientific articles are approved by our peer review board. The editorial calendar is a guide only and may be subject to change.

**Contact our editorial team by [editorial@fruit-processing.com](mailto:editorial@fruit-processing.com) or phone +49 (0)2634 9235-21.**

# MAGAZINE – ADVERTISING FORMATS & RATES



type area		175 w x 252 h	175 w x 252 h	85 w x 252 h	115 w x 180 h	175 w x 125 h
bleed size	210 w x 215 h add 3 mm for bleed size	210 w x 297 h	210 w x 297 h	100 w x 297 h	132 w x 202 h	210 w x 140 h

type area	175 w x 83 h	55 w x 250 h	175 w x 40 h	175 w x 60 h	175 w x 30 h	90 w x 47 h
bleed size	210 w x 95 h add 3 mm for bleed size	72 w x 297 h	210 w x 40 h	85 w x 125 h	85 w x 60 h	

All sizes: width x height in mm

Format	2023 Rate per insertion 4c
front cover	EUR 2,500
inside/back cover	EUR 2,400
1/1 page	EUR 2,300
1/2 or junior page	EUR 1,500
1/3 page	EUR 1,180
1/4 page	EUR 980
1/8 page	EUR 490
strip ad	EUR 700
MPR ad	EUR 390

Format	2023 Rate per insertion 4c
front cover	EUR 900
inside/back cover	EUR 800
1/1 page	EUR 750
1/2 or junior page	EUR 500
1/3 page	EUR 380
1/4 page	EUR 300
1/8 page	EUR 160
strip ad	EUR 240
MPR ad	EUR 130

Agency commission is 15 %. All rates + VAT, if applicable. **All ads in the digital issues are linked to a related website.**

**A 10 % discount is granted on combined bookings for FRUIT PROCESSING and FLÜSSIGES OBST** (expert magazine for the German speaking fruit juice and soft drinks industry in Europe) with the same size and in the same time period. Inserts and additional technical costs are not subject to discount.

In case of orders to be executed within one year, the following discounts apply:

Frequency Discounts		Volume Discounts	
for repeated publication (uniform size) of at least		for orders comprising at least	
3 insertions	5 %	2 pages	3 %
6 insertions	10 %	3 pages	5 %
12 insertions	15 %	6 pages	10 %
		8 pages	15 %
		12 pages	20 %

# MAGAZINE – AD SPECIALS

## CLASSIFIED: BUSINESS CONTACTS

### 1) Business Contacts Directory print & online – includes 2) and 3)

- **Ad (85 mm x 55 mm)** is published in **11 issues (6 print & 5 digital)**. The entry includes up to 4 highlighted keywords and a space of 85 mm x 45 mm which can be designed freely e.g. for contact details, logo, qr code. Logo, keywords and descriptive text possible.
- **Full online entry in the Business Contacts Directory with search function under [www.fruit-processing.com](http://www.fruit-processing.com)** (logo, contact data, company profiles, products, hashtags, links).
- **Banner (120 x 60 pixels) on [www.fruit-processing.com](http://www.fruit-processing.com)**
- **rate for one year: EUR 990**

### 2) Classified: Business Contacts print

- **Ad (85 mm x 55 mm)** is published in **each issue (print & digital)**. The entry includes up to 4 highlighted keywords and a space of 85 mm x 45 mm which can be designed freely e.g. for contact details, logo, qr code. Logo, keywords and descriptive text possible.
- **rate for one year: EUR 720**

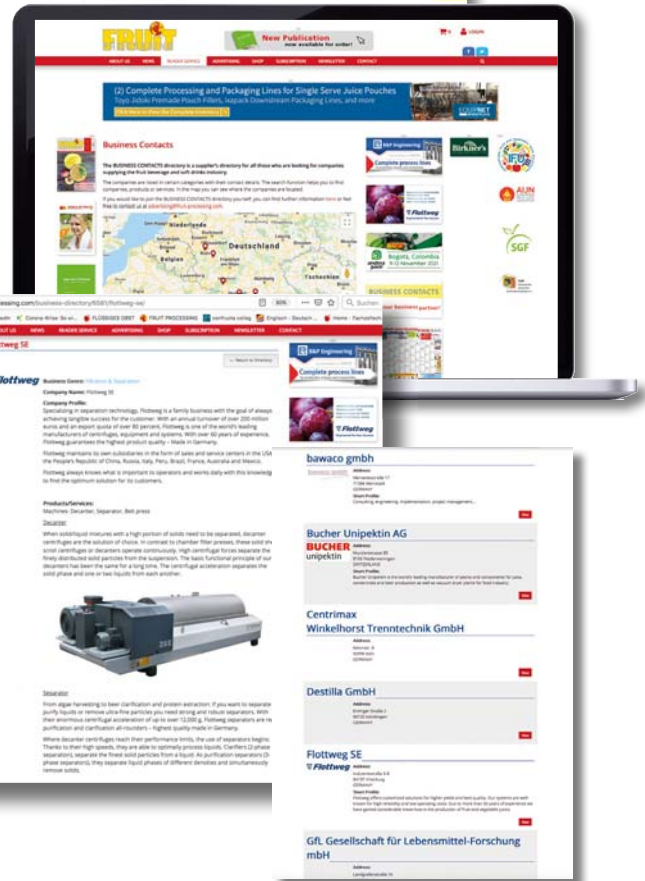
### 3) Business Contacts Directory online – full entry

- **Full online entry in the Business Contacts Directory with search function under [www.fruit-processing.com](http://www.fruit-processing.com)** (logo, contact data, company profiles, products, hashtags, links).
- **Banner (120 x 60 pixels) on [www.fruit-processing.com](http://www.fruit-processing.com)**
- **rate for one year: EUR 780**

### 4) Business Contacts Directory online – free entry

- with company name and address

Interested? Then have a look here:



## CLASSIFIED: OFFERS & REQUESTS

In every issue you can place your offers, requests or job advertisements.

Ads in this section have a width of 85 mm (1-column) or 175 mm (2-column). Maximum height is 235 mm.

FRUIT PROCESSING 1, 3, 5, 7, 9, 11-12 print & digital rate per mm/column = EUR 3.50

FRUIT PROCESSING 2, 4, 6, 8, 10 digital rate per mm/column = EUR 1.20

e.g. an advertisement in a print & digital issue: size 85 mm (1-column) x 20 mm = 1 x 20 x 3.50 = EUR 70

## LOOSE INSERTS

(no discounts given on inserts)

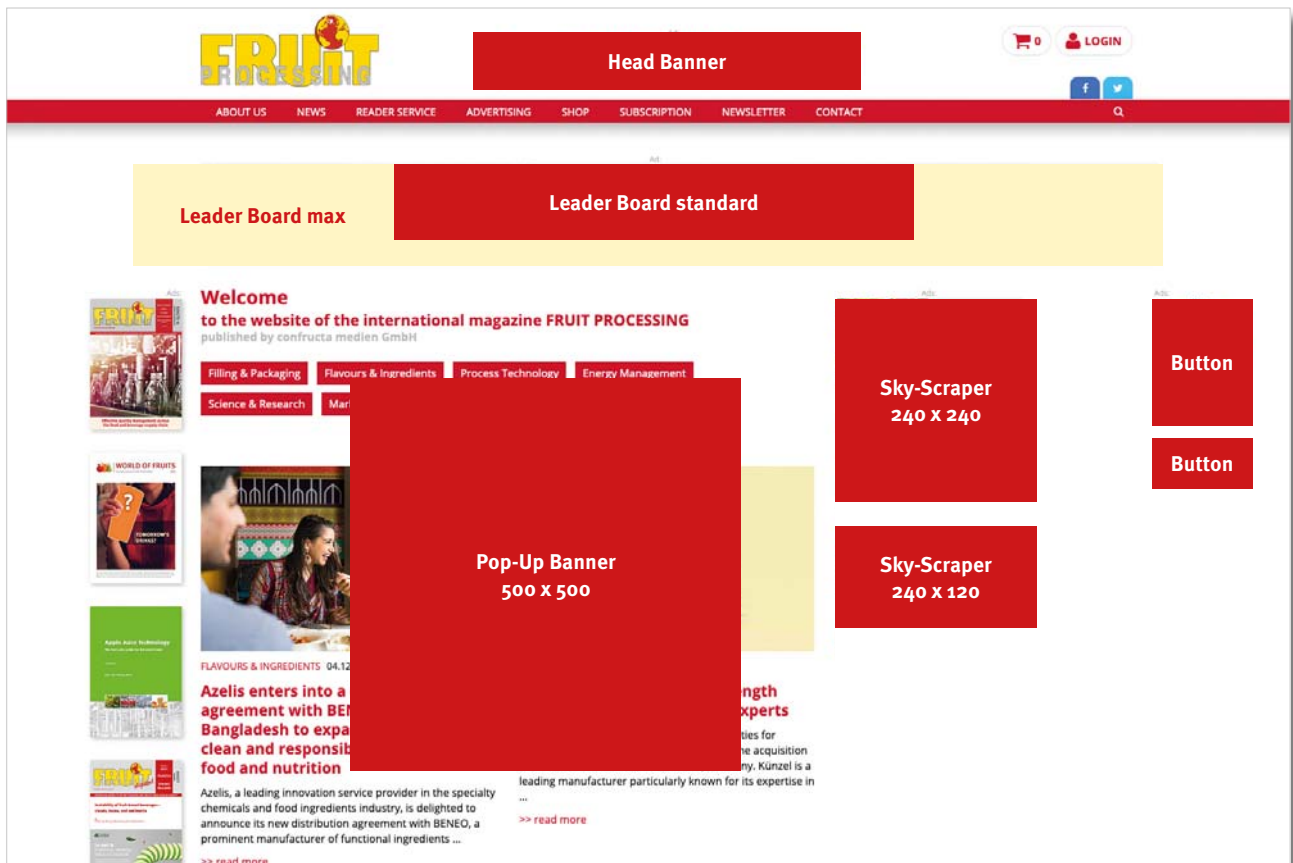
2 pages: height up to 295 mm, width up to 200 mm, weight up to 25 grams, per thousand copies

EUR 440

The digital issue includes your insert as PDF file!

4 and more pages on request

**Bound Inserts** also possible. Additional costs incl. postage on request.



The website fruit-processing.com is an established and highly frequented news portal which is kept up-to-date by our editorial staff. Therefore it is an excellent cross-marketing platform for innovative suppliers who aim to position themselves successfully in the fruit juice and soft drinks industry.

Beside the digital issues of FRUIT PROCESSING the following sources of information and sub-sites are available: daily news · readers service · advertising · business contacts/suppliers' guide · media kit · password protected access for online subscribers.

**Target Group**

Decision-makers from industry and trade and their supplying industries

**Website Traffic**

- Average monthly
- unique users: 20,672\*
- sessions: 32,193\*
- page impressions: 126,975\*

\*Source: Provider

**Geographic key areas of unique users**

- USA 54 %
- Europe 33 %
- Asia 7 %
- other 6 %

**Banner Advertising**

Head Banner	468 x 60 pixels	EUR 350 /month
Leader Board std.	728 x 90 pixels	EUR 550 /month
Leader Board max	1250 x 120 pixels	EUR 750 /month
Sky-Scrapper	240 x 120 pixels	EUR 200 /month
	240 x 240 pixels	EUR 300 /month
	240 x 480 pixels	EUR 500 /month
Button	120 x 120 pixels	EUR 100 /month
	120 x 240 pixels	EUR 200 /month
	120 x 360 pixels	EUR 250 /month
Pop-Up Banner	500 x 500 pixels	EUR 220 /week

Each banner is linked to the corresponding website.

**Submit Creative**

5 days prior to the start of the campaign

**Technical Specs**

Formats: gif, jpg, swf  
 Banner: File size up to 80 kb  
 Target-URL, links with tracking code or redirect possible.  
 We do not integrate pixels for tracking.

**Our network is your profit. Advertising pays.**

# NEWSLETTER JUICY NEWS



The newsletter provides current business news and up-to-date market information on beverage development, production, marketing, product innovations as well as information on related events.

## Target Group

The newsletter is sent to subscribers who are interested in up-to-date topics and trends in the beverage and fruit processing industry. The personalized e-mail newsletter reaches decision-makers, top executives and buyers from industry and trade involved in the beverage industry.

## Frequency

weekly

## Circulation

9,457 subscribers (July 2023)

## Data Format

HTML

**Take aim at potential customers:  
Your message goes directly to  
9,457 + personalized recipients.**

## Banner Advertising

### Top Banner

format: 660 x 120 pixels, static or GIF animated

### Base Banner

format: 660 x 200 pixels, static or GIF animated

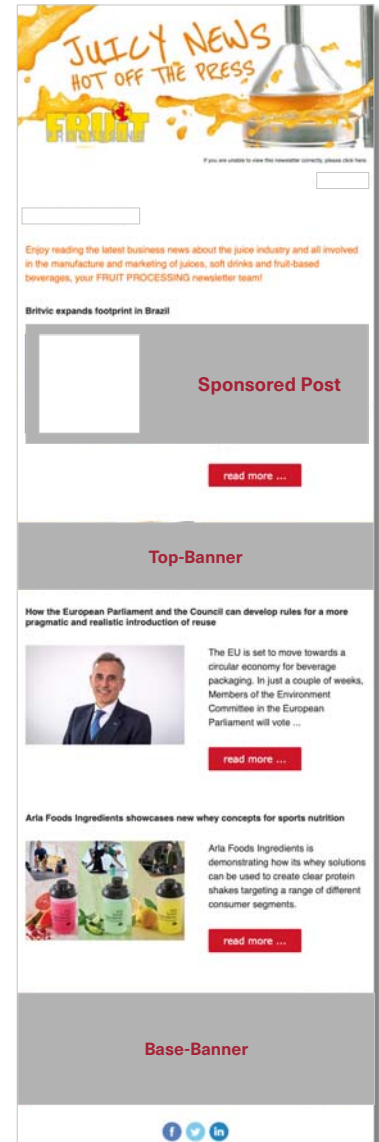
rate per insertion

1 x	3 x	6 x
EUR 400	EUR 300	EUR 250

## Technical Specs

Data formats for banners: jpg (RGB), 72 dpi, max. 150 KB

Links with tracking code or redirect possible. We do not integrate pixels or provide any banner statistics.



## Sponsored Post

Your message is **one of three exclusive news** published in the newsletter. Share information focused on your company/products. All you need to send is a press release and one or two photos. **Additionally you profit from your news published in the news section on [www.fruit-processing.com](http://www.fruit-processing.com).**

rate per insertion

1 X	2 X
EUR 600	EUR 500

## Stand Alone Newsletter

This newsletter is **dedicated only to the message/subject you want to share**. You deliver HTML data or text and photos. Details upon agreement.

rate per insertion

1 X	2 X
EUR 1,500	EUR 1,250

All prices plus VAT, if applicable.

**Targeted advertising:  
Your message gets to people engaged  
in the fruit beverage business!**





# CONTENT MARKETING

Boost your brand awareness by sharing your content (editorial) with thousands of readers and users in the fruit juice and fruit processing industry. Profit from the high awareness to editorial content.

## Advertorial in the FRUIT PROCESSING magazine

Your sponsored, non-commercial contribution alongside the editorial content in a chosen issue.

one full page in print issue = EUR 1,500  
two full pages in print issue = EUR 2,500

## Sponsored Post in the JUICY NEWS newsletter

Your message is one of three exclusive news published in the newsletter.  
one post = EUR 600  
two posts = EUR 1,000

Additionally your message appears in the news section on [www.fruit-processing.com](http://www.fruit-processing.com) and on Twitter and Facebook.

## Stand Alone Newsletter JUICY NEWS

This newsletter is exclusively dedicated to your message/topic/event.  
one stand alone newsletter = EUR 1,500  
two stand alone newsletters = EUR 2,500

## Sponsored News on the FRUIT PROCESSING website

Your message is published in the news section on [www.fruit-processing.com](http://www.fruit-processing.com) and on Twitter and Facebook.  
one post = EUR 300  
two posts = EUR 500

## Featured Article on Social Media and Website

Your company has published an article in the FRUIT PROCESSING magazine? Share your editorial contribution **additionally** on website and social media.

- inclusion of **photo out of your article on the magazine front page** with a non-commercial headline
- **mini front cover for one month on landing page** [www.fruit-processing.com](http://www.fruit-processing.com)
- your article incl. front cover as permanent **reader sample (PDF)** on website
- distribution of the PDF via **LinkedIn/Facebook/Twitter**

featured article = EUR 500

**We are happy to provide a tailor-made marketing solution for your company!**



# SOCIAL MEDIA

Share your company's message to those followers interested in fruit beverages, beverage production and active in social media.

- Facebook:** [www.facebook.com/confructa.medien](http://www.facebook.com/confructa.medien)  
**Twitter:** [www.twitter.com/confructamedien](http://www.twitter.com/confructamedien)  
**LinkedIn:** FRUIT PROCESSING Magazine Group



# FRUIT JUICE CALENDAR

– the popular wall calendar for companies in the beverage business to be published in November 2024!

The Fruit Juice Calendar 2025 will be distributed world-wide to our readers with the November issues of FRUIT PROCESSING and FLÜSSIGES OBST (B2B magazine in German) and is 12 months available for free download at [www.fruit-processing.com](http://www.fruit-processing.com) / [www.fluessiges-obst.de](http://www.fluessiges-obst.de).

- format of single advertising unit: 9 cm x 9 cm
- rate: EUR 300 per unit
- plus fee for additional online presence with link: EUR 50
- distribution: 6,000 copies worldwide
- supplement in November 2024 to FRUIT PROCESSING and FLÜSSIGES OBST
- calendar format: 70 cm high x 100 cm wide
- no discounts, no agency commission

### Publication date

November 2024

### Closing date

October 2, 2024

### Placement options:

A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	A11
D1	<p><b>A small budget opportunity and well-priced advertising a whole year long on the wall of your target group!</b></p>									B1
D2										B2
D3										B3
D4										B4
D5										B5
C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11



All rates in this media kit are plus VAT, if applicable!

Eye to eye with the decision makers of the beverage industry – for 12 months!



Sample

# WORLD OF FRUITS

is the **International Juice and Soft Drinks Review**,  
a **yearly publication of international product launches**.

Every year in May/June we publish an overview of new product launches on a global scale including information on ingredients, packaging, country of origin, company, retail price and claims. Beverage producers usually have a close look at this publication. The issue delivers inspirations for their innovations!

**So you cannot afford to miss out to present your solutions for an innovative product development!  
Promote your beverage ingredients and packaging!**

### Publication date

June 2024

### Closing date

April 19, 2024

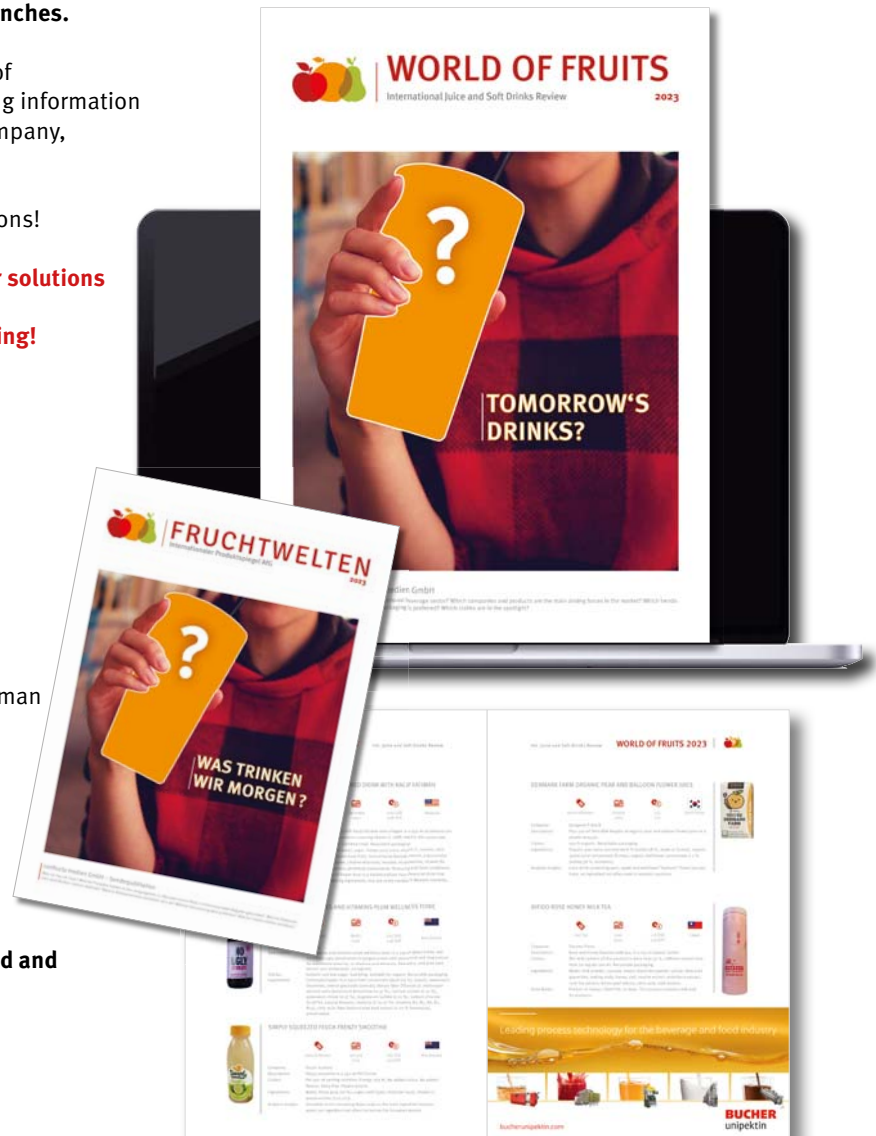
### Including 3 versions

- digital: WORLD OF FRUITS, PDF in English for free download
- digital: FRUCHTWELTEN, PDF in German for free download
- print: FRUCHTWELTEN, DIN A4, 4/4-farbig, German to be distributed to all readers of the FLÜSSIGES OBST magazine

### Advertising possibilities

**Rates incl. both: digital English edition + printed and digital German edition :**

back cover 4c	EUR 2,000
full page 4c	EUR 1,800
1/3 page	EUR 1,000
1/3 page panorama	EUR 1,500



full page 4c

210 mm x 297 mm + 3 mm for trimming



1/3 page 4c

210 mm x 90 mm + 3 mm for trimming



1/3 page panorama 4c

420 mm x 90 mm + 3 mm for trimming

**MATERIAL REQUIREMENTS for print or digital issues available for download at [www.fruit-processing.com/advertising/](http://www.fruit-processing.com/advertising/) or just feel free to contact us!**

## Any questions?

We are happy to help you!



**Marco Brennich**

Editor

fon: +49 (0) 2634 9235-21

[marco.brennich@confructa-medien.com](mailto:marco.brennich@confructa-medien.com)



**Cornelia Hebbe-Laub**

Sales Manager

Marketing

fon: +49 (0) 2634 9235-16

[cornelia.hebbe@confructa-medien.com](mailto:cornelia.hebbe@confructa-medien.com)



**Christian Friedel**

Web-Coordinator

fon: +49 (0) 2634 9235-15

[christian.friedel@confructa-medien.com](mailto:christian.friedel@confructa-medien.com)

**Publishing Company**

confructa medien GmbH  
FRUIT PROCESSING Magazine  
Westerwaldstrasse 2a  
56587 Oberhonnefeld  
GERMANY  
fon: +49 (0) 2634 9235-0  
fax: +49 (0) 2634 9235-35

GTC available at [www.fruit-processing.com](http://www.fruit-processing.com)