

# 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**

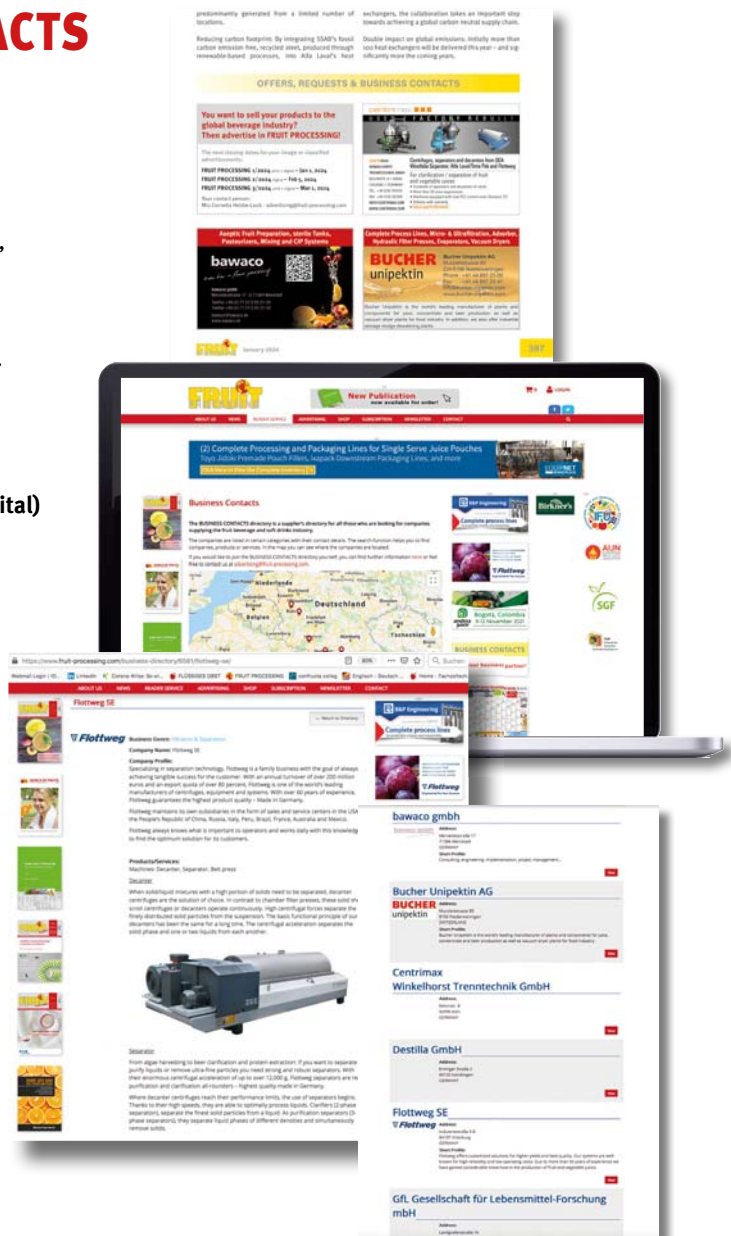
### 3) Business Contacts Directory online – full entry

- **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.