

## Mediadata 2024/2025

Since 2004, fruchtportal.de is the information platform for fruit professionals and enjoys widespread recognition in the industry. Every day, the portal publishes industry-relevant information about the international trade in fresh fruits and vegetables.

More than 60,000 **unique** visitors visit fruchtportal.de every month and get information and news about the industry. The integrated job market offers interesting job offers, which are also communicated via the daily newsletter.

fruchtportal.de offers you the perfect target group for your advertising. The target group includes among others: Importers, exporters, wholesalers, food retailers, specialty retailers, distributors, producers, producer organizations, marketing centers, logistics service, packers, packaging suppliers, contractors for fruit handling, storage, refrigerated transport, quality assurance and food safety, marketing organizations, agencies, etc.

### Facts and Figures

- Online since 2004
- Pageimpressions per month:  $\approx$  500.000
- **Unique users** per month:  $\approx$  62.000
- Daily newsletter recipients: 8.750 + (Monday to Friday)

### Discount grading

Banner ads	From 3 months	15%	From 6 months	20%	From 12 months	25%
------------	---------------	-----	---------------	-----	----------------	-----

### Combination extra discount

When reserving space for banner promotion on the Homepage AND in the Newsletter at once, you will receive a combination extra discount of 20%.

### Agency commission

Advertising agencies or intermediaries receive, provided they are able to provide evidence of their services, agency commission equal to 15% plus VAT.

### Banner design

On desire, we create a static banner for you by the details you give for a one-off price of 40,- Euro. The creation of an animated banner has a one-off price of 70,- Euro.

### Exchange of banner motive






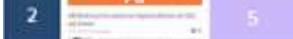
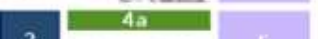





















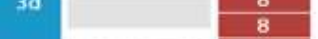



An exchange of banner motives can always be conducted.

### Your appearance on fruchtportal.de

ONLINE ADVERTISING - **DESKTOP, NEWSLETTER & MOBILE (TABLET AND SMARTPHONE)**

# FORMS OF ADVERTISEMENT









## 1. HOMEPAGE - www.fruchtportal.de

Homepage	News article detail view	Format	File vol.	Price/month €	
		1	1020 x 118	80 kB	on request
		2	200 x 200	50 kB	600,-
		3a	200 x 100	25 kB	250,-
		3b	200 x 200	35 kB	350,-
		3c	200 x 300	45 kB	400,-
		3d	200 x 400	50 kB	500,-
		4a*	468 x 60	30 kB	375,-
		4b*	468 x 120	50 kB	500,-
		4c*	468 x 200	80 kB	750,-
		5	300 x 200	60 kB	750,-
		6a	300 x 100	30 kB	250,-
		6b	300 x 200	45 kB	350,-
		6c	300 x 300	50 kB	500,-
		7a	468 x 60	30 kB	300,-
		7b	468 x 120	50 kB	400,-
		7c	468 x 200	80 kB	500,-

\* The order of banner type 4 changes daily by one position up. ↻


## 2. NEWSLETTER

Frequency: every day from Monday to Friday (except holidays).

	Format	File vol.	Price/month €	
	1	758 x 90	80 kB	on request
	2	120 x 600	45 kB	850,-
	3a	120 x 60	15 kB	300,-
	3b	120 x 120	25 kB	450,-
	3c	120 x 300	35 kB	650,-
	4a*	468 x 60	30 kB	550,-
	4b*	468 x 120	50 kB	750,-
	4c*	468 x 200	80 kB	950,-

\* The order of banner type 4a, 4b and 4c changes daily by one position up. ↻

### 3. MOBIL

	Format	File vol.	Price/month €
	1	468 x 60	250,-
	2	468 x 120	300,-
	3	468 x 200	400,-

### 4. SPECIAL FORMS OF ADVERTISING

#### STAND-ALONE NEWSLETTER (individual exclusive content) - € 750

Maximum width 750 pixels, length flexible.

#### Exclusive dispatch to selected recipients

The stand-alone newsletter is sent to our entire mailing list! The content, as well as the subject of the newsletter, can be designed and delivered individually.

*All prices excl. Statutory VAT. For EU customers with a valid VAT number outside of the Netherlands we will zero rate the VAT so you can account for it at your local rate.*

Other special forms of advertising and special formats on request.

#### Data delivery

At least 3 working days before publication date via eMail to:

[info@fruchtportal.de](mailto:info@fruchtportal.de)

#### Technical specifications

1. Homepage: JPEG-, PNG-, or GIF\*-Format.
2. Newsletter: JPEG-, PNG- or GIF\*-Format
3. Mobil: JPEG-, PNG- or GIF\*-Format

#### \* Animated Banner in the newsletter:

Outlook 2007 - 2016 does not support animated GIFs, instead it only shows the first slide of your animation so make sure the most important call to action is on that slide..

#### Contact:

If you have any questions regarding online advertising, please Contact Us.

#### Your contact:

Maurice Stevens

Telefon +31 6200 99992

[info@fruchtportal.de](mailto:info@fruchtportal.de)