Mediadata 2027

Since 2004, fruchtportal.de has been the information platform for the international fruit and vegetable industry and enjoys a high level of recognition among industry professionals and decision-makers. Every day, the portal provides up-to-date, industry-relevant information on the international trade of fresh fruits and vegetables.

fruchtportal.de reaches an engaged professional readership that actively follows market information, trends and developments within the industry. Through the daily newsletter and the integrated job market, fruchtportal.de offers additional opportunities to communicate content and corporate messages directly to the target audience.

With an advertising presence on fruchtportal.de, you reach relevant decision-makers and market participants across the entire value chain – including importers, exporters, wholesalers, food retailers, producers, logistics and packaging companies, as well as specialists in quality assurance, cooling, storage and food safety.

Page views per month	Newsletter subscribers
112.000	**8.740**
The DACH region is the core market of our readership and accounts for the largest share of our subscribers.	

Discount grading

Banner ads	From 3 months 15%	From 6 months 20%	From 12 months 50%

Combination discount
When booking banner advertising on both the website and the newsletter at the same time, you will receive an additional combination discount of 20%. We are happy to offer further special and combination discounts upon request.

Agency commission
We are pleased to grant agencies a 15% commission (plus VAT) for the placement and handling of an advertising campaign.

Do you not have advertising banners?
Upon request, we can create a static banner according to your specifications for a one-time fee of €150. The creation of an animated banner is available for a one-time fee of €250.

Changing the banner design
Your advertisement will be visible on fruchtportal.de over an extended period. Therefore, you have the option at any time to optimize your campaign by replacing the banner design.

FORMS OF ADVERTISEMENT

1. HOMEPAGE

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,-

* With banner type 4, the banners move up by one position each day, ensuring that all advertisers receive regular visibility.

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,-

* With banner type 4, the banners move up by one position each day, ensuring that all advertisers receive regular visibility.

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 distribution to the entire mailing list
The stand-alone newsletter is sent exclusively to all recipients of our newsletter. Both the content and the subject line can be individually created and provided by you.

All prices quoted are exclusive of statutory VAT. EU customers outside the Netherlands with a valid VAT identification number will receive a net invoice without VAT being charged.

Data delivery / deadlines
No later than 3 working days before the requested mailing date by email to:
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 banners in newsletters:
Please note that some email clients do not support animated GIFs and therefore only display the first frame as a static image. For this reason, the first frame should always contain a complete and meaningful representation of your advertisement. To ensure optimal display and maximum compatibility, we recommend using static advertising banners in newsletters.

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

Your contact:
Maurice Stevens
Telefon +31 6200 99992
info@fruchtportal.de