

Advertising rates 2022

Fruit











Fruit is the only Belgian specialized magazine on and for the fruit sector. With a circulation of 1700 copies, it reaches almost every Belgian fruit producer and interested parties from abroad also. This specialized magazine brings news from the world of fruit production in Belgium. Topics like pome fruits, stone fruits, grapes, berries and strawberries are discussed extensively. International developments are closely followed.

Fruit is the result of a collaboration between the former magazines *Fruitteeltnieuws* and *Belgische Fruitrevue*. These established names decided to join forces. So we harvested *Fruit*, a win-win for readers and for advertisers.

Fruit is the magazine for the members of the organizations pcfruit, the Study Group Fruit of the Farmers's Union, the pomological association of East Flanders and Studiekring Guvelingen.

■ **Target groups:** The supply of information is mainly aimed at the professional grower and devotee of hard and soft/small fruit.

Standard format

Format	b/w	Quadri	Layout
Dimensions in mm (H x W)		Prices in euro	
Cover 2 			
297 x 210		1295,00	65,00
Cover 3 			
297 x 210		1265,00	65,00
1/1 			
263 x 182 297 x 210		1040,00	65,00
1/2 			
128 x 182 263 x 87		890,00	55,00
1/3 			
82 x 182	205,00	600,00	45,00
1/4 			
60 x 182 128 x 87	160,00	460,00	35,00
1/8 			
28 x 182 60 x 87	130,00	310,00	25,00
1/16 			
28 x 87 40 x 57	40,00		15,00

Publication dates 2022

Edition	Date	Reservation	Material
		Before	Before
1	19/01	16/12/2021	04/01
2	02/02	13/01	18/01
3	16/02	27/01	01/02
4	02/03	10/02	15/02
5	16/03	24/02	01/03
6	30/03	10/03	15/03
7	13/04	24/03	29/03
8	27/04	07/04	11/04
9	11/05	21/04	26/04
10	25/05	05/05	10/05
11	08/06	16/05	20/05
12	22/06	02/06	07/06
13	06/07	16/06	21/06
14/15	17/08	28/07	02/08
16	31/08	11/08	16/08
17	21/09	01/09	06/09
18	12/10	22/09	27/09
19/20	02/11	13/10	18/10
21/22	23/11	03/11	07/11
23/24	14/12	24/11	29/11

■ **Circulation:** 1700 ex.

■ **Surplus charge:** Preferential insertion +10%

■ **Material:** Technical data can be found on www.mediaservice.be.

■ **Prices excl. VAT:**

The proposed advertising can be refused or adjusted by the responsible publisher of the chosen magazine, if his decision is motivated.

General conditions of sale available on request.