

Advertising rates 2021

Fruit











Fruit is the only Belgian specialized magazine on and for the fruit sector. With a circulation of 2000 copies, it reaches almost every Belgian fruit producer and interested parties from abroad. 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 a newcomer with years of experience. New, because the magazine is released as *Fruit* from January 2017. With years of experience, because it is the result of a collaboration between the former magazines *Fruittelnieuws* 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		1235,00	60,00
Cover 3  297 x 210		1205,00	60,00
1/1  263 x 182 297 x 210		990,00	60,00
1/2  128 x 182 263 x 87		845,00	50,00
1/3  82 x 182		195,00	570,00
1/4  60 x 182 128 x 87		150,00	435,00
1/8  28 x 182 60 x 87		125,00	295,00
1/16  28 x 87		60,00	10,00

Publication dates 2021

Edition	Date	Reservation	Material
		Before	Before
1	20/01	24/12/2020	06/01
2	03/02	14/01	20/01
3	17/02	28/01	03/02
4	03/03	11/02	17/02
5	17/03	25/02	03/03
6	31/03	11/03	17/03
7	14/04	24/03	30/03
8	28/04	08/04	14/04
9	12/05	22/04	28/04
10	26/05	03/05	07/05
11	09/06	19/05	26/05
12	23/06	03/06	09/06
13	07/07	17/06	23/06
14/15	18/08	29/07	04/08
16	01/09	12/08	18/08
17	22/09	02/09	08/09
18	13/10	23/09	29/09
19/20	03/11	13/10	14/10
21/22	24/11	02/11	08/11
23/24	15/12	25/11	01/12

■ **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.