The Fruit World

The global magazine for decision makers in the fresh produce world

AgroPress
of Switzerland

Media Kit
The Fruit World has been established in 1943. It is distributed in 104 countries with more than 32,000 readers. It is the ideal platform to build trust and relationships across the globe. The Fruit World covers important trends - from new varieties to processing and packaging, marketing, shipping and logistics, digital solutions, politics and the retail sector. Our knowledge goes deeper than the press release: Our correspondents capture important developments all over the globe - traveling more than 400,000 km each year to find out what might be crucial for your future business, with original, hands-on information.

Why should you advertise?
The Fruit World offers a unique, trusted access to decision-makers in the fresh produce world. The Fruit World turns a global business into a personal business. We love to have you with us.
Quality journalism for decision-makers in the fresh produce business.
The Fruit World - Hard Facts

- number of issues per year: 3
- publication dates:
  - February (FRUIT LOGISTICA, GULFOOD, BIOFACH)
  - June
  - October (SIAL/ANUGA, FRUIT ATTRACTION)
- quantity: 14,000
- distribution: 12,000 subscribers + 1,800 expo+conference
- languages: English, German, Spanish, French, Italian
- 120-240 pages of content
We travel the world 10 times a year for first-hand information.
The Fruit World
AgroPress: Subscribers/Readers Europe (biggest 10) GA® Index

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<th>Country</th>
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The Clipper
Subscribers/Readers World (biggest 10) GA® Index

The Clipper

PRINT ONLINE

China
Rest of Asia
South America
Middle East/India
EU
USA

14.532
15.832
21.341
23.447
25.982
27.943

1.210
1.714
2.641
3.110
6.912
7.312
The Fruit World
AgroPress: Subscribers/Readers Europe (biggest 10)
GA® Index
Our publications

The Clipper is the market leader in global information about nuts and dried fruit: Production and Consumption trends, science and technology, marketing and business strategies for Coconuts, Peanuts, Cashew nuts, Almonds, Walnuts, Chestnuts, Betel nuts, Hazelnuts, Pistachios, Kola nuts, Macadamia Nuts, Brazil nuts and dried fruit.

The Fruit World is the essential information source for leaders and decision-makers in fresh produce – Throughout its history the Fruit World has offered quality journalism by experts: Reports that go beyond the press release. Fruit World focuses on in-depth reports of major topics in the business: Trends and developments for producers, exporters and the retail business.
fruitworldmedia.com relevant day-to-day information for the Fresh Produce Industry. 12% more readers every month, 22% growth in social media. The online magazine features text, illustrations, audio, video and interactive content - live from the most important conferences, exhibitions and fairs - young, provocative and extremely up to date.
The Fruit World Map® is an artful rendering of the global production centers of fresh produce. Graphic designers and agronomics experts have worked together to create an aesthetic perspective on the global business. The ideal gift for decision-makers. The map is printed in Germany on fine art paper with protective coating and is available in 3 sizes. The maps are shipped to any country in a beautiful white and sturdy triangular mailing tube. The first Fruit World Map® was designed by AGROPRESS in 1979. The first map can still be found in executive offices of trade and export companies, producers, importers and researchers all over the world. Clients like Maersk, Dole, the Port of Rotterdam and many others enjoy this beautiful print object. It fits conventional large size frames. If you like to use the FRUIT WORLD MAP as a corporate gift with personalized branding please contact us.
We are publishers of the most influential magazines about global fresh produce, 
dried fruit and nuts for business leaders. AgroPress Inc. was founded in 1943 in Basel, Switzerland. The multi-language publications The Fruit World, The Clipper, theclippermag.com and fruitworldmedia.com offer invaluable insight into important trends in growing, processing, packaging, crop science, technology and policy developments. AgroPress publications have more than 12,000 subscribers and 30,000 readers in 104 countries. fruitworldmedia.com is the leading online magazine with audience growth of 12% per month.
AgroPress offers corporate publishing, video production and public relations services for companies and institutions – with a global network of correspondents, journalists, videographers, website developers and designers.
73 years of excellent global journalism.
The reliable, independent BtoB source of information.

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