

MAGAZINE – PROFILE



FRUIT PROCESSING is a specialized B2B magazine for over 30 years specifically for the international fruit processing, juice and soft drinks producing industry and their suppliers. New channels like the Internet, websites, and social media have been successfully implemented offering modern and comprehensive communication concepts.

The international peer-reviewed magazine ensures comprehensive and insightful analysis of key industry concerns. Technical, scientific and marketing articles provide our readers with up-to-date knowledge to help them run their businesses successfully.

Today's fruit juice and soft drinks professionals are eager for valuable and pertinent content that offers solutions to meet their new challenges. They rely on **FRUIT PROCESSING**.

FRUIT PROCESSING – 11 issues per year!

THE FRUIT PROCESSING NETWORK

In addition to our informative **FRUIT PROCESSING** magazine we provide the website www.fruit-processing.com and the weekly newsletter **JUICY NEWS** to bring news to a broad target group within the fruit beverage and fruit processing industry. **Social media** actions and **other print and digital publications** complete our portfolio. **Altogether we reach more than 53,000 contacts in the soft drinks industry per month!**



CIRCULATION & TARGET GROUP

FRUIT PROCESSING provides current news for those engaged in juice and soft drinks activities; featuring technical or research reports, market price reports, trends and future developments. **Reach out for your target group and contact decision makers and top executives worldwide.**

Distributed circulation (print + digital subscription): 4,647*

(*Average per issue from July 2020 to June 2021)

As paid subscription **FRUIT PROCESSING** is valued with 3-4 readers per print copy, **thus, reaching over 16,000 readers per issue!**

Readership per Business Type

Soft Drinks Industry	49 %
Fruit Juice Industry	32 %
Supplying Industry	16 %
Institutions	3 %

Geographic Distribution

Western Europe	29 %
Eastern Europe	14 %
Asia	20 %
North America	14 %
South America	9 %
Middle East	9 %
Australia/NZ	3 %
Africa	2 %

Readership per Job Function

CEO/Senior Management	46 %
Technical Management	30 %
R&D/Product Development	14 %
Science & Research	5 %
Marketing	5 %

Major part of the typical readership are decision makers with a high educational background, and superior qualification.

Our network is your profit. Advertising pays.

NETWORK OVERVIEW

Magazine, print & digital

- **circulation: 4,647**
- 3-4 readers per copy
- distribution: 11 issues a year
- includes 6 times print & digital, 5 times digital

Newsletter JUICY NEWS

- **recipients: 9,465**
- distribution: weekly

Website www.fruit-processing.com

- **unique users: 29,078***
- sessions: 55,897*
- page impressions: 174,359*
- * monthly average

Social Media

- Facebook
- Twitter
- LinkedIn

Fruit Juice Calendar

- **circulation: 6,000**
- distribution to more than 5,600 subscribers (FRUIT PROCESSING & FLÜSSIGES OBST magazine together)

World of Fruits/Fruchtwelten

- print & digital version
- **print run (German version): 1,200 copies**
- **digital version (English & German) for free download**
- distribution: worldwide
- annual publication



Readers in 103 countries!

83 % of readers are subscribers!

Reach more than 54,000 experts per month.