

# NEWSLETTER JUICY NEWS



The newsletter provides current business news and up-to-date market information on beverage development, production, marketing, product innovations as well as information on related events.

## Target Group

The newsletter is sent to subscribers who are interested in up-to-date topics and trends in the beverage and fruit processing industry. The personalized e-mail newsletter reaches decision-makers, top executives and buyers from industry and trade involved in the beverage industry.

## Frequency

weekly

## Circulation

9,495 subscribers (July 2022)

## Data Format

HTML

**Take aim at potential customers:  
Your message goes directly to  
9,495 + personalized recipients.**

## Banner Advertising

### Top Banner

format: 660 x 120 pixels, static or GIF animated

### Base Banner

format: 660 x 200 pixels, static or GIF animated

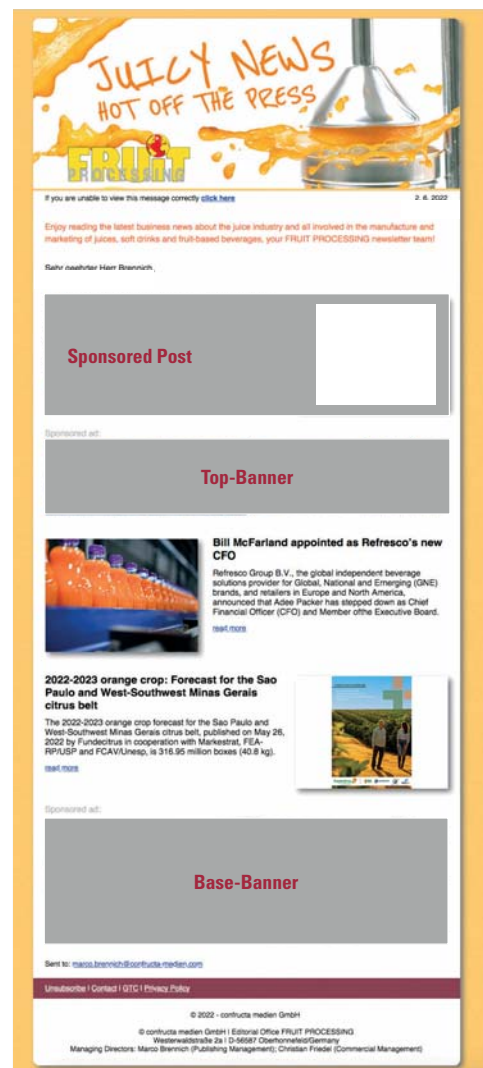
rate per insertion

1 x	3 x	6 x
EUR 400	EUR 300	EUR 250

## Technical Specs

Data formats for banners: jpg (RGB), 72 dpi, max. 150 KB

Links with tracking code or redirect possible. We do not integrate pixels or provide any banner statistics.



## Sponsored Post

Your message is **one of three exclusive news** published in the newsletter. Share information focused on your company/products. All you need to send is a press release and one or two photos. **Additionally you profit from your news published in the news section on [www.fruit-processing.com](http://www.fruit-processing.com).**

rate per insertion

1 x	2 x
EUR 600	EUR 500

## Stand Alone Newsletter

This newsletter is **dedicated only to the message/subject you want to share**. You deliver HTML data or text and photos. Details upon agreement.

rate per insertion

1 x	2 x
EUR 1,500	EUR 1,250

All prices plus VAT, if applicable.

## Targeted advertising:

**Your message gets to people engaged  
in the fruit beverage business!**

