

MAGAZINE – PROFILE



FRUIT PROCESSING – the dedicated B2B magazine for the global fruit processing, juice, and soft drink production industries, along with their suppliers – has been delivering the latest news and essential insights from the sector for over 30 years. As a targeted marketing platform, **FRUIT PROCESSING** connects your message directly with professionals in management, production, engineering, marketing, and R&D.

Peer-reviewed and highly regarded, **FRUIT PROCESSING** provides in-depth and well-founded analyses of the industry’s most important issues. Its technical, scientific, and marketing articles equip readers with the latest knowledge to help them operate and grow their businesses effectively.

In today’s market, fruit juice and soft drink professionals seek relevant, solution-oriented content to tackle emerging challenges – and they find it in FRUIT PROCESSING.

FRUIT PROCESSING – 11 issues per year!

THE FRUIT PROCESSING NETWORK

Alongside the informative **FRUIT PROCESSING** magazine, we offer additional communication platforms such as our **website www.fruit-processing.com** and the **weekly newsletter JUICY NEWS**, ensuring that news and updates reach a wide audience across the fruit beverage and fruit processing sectors. Our portfolio is further enhanced by **social media** activities and various other print and digital publications. **Altogether, we connect with more than 54,000 professionals in the soft drinks industry every month!**



CIRCULATION & TARGET GROUP

FRUIT PROCESSING delivers up-to-date information for professionals in the juice and soft drink sectors, including technical and research articles, market price reports, industry trends, and insights into future developments. **Reach out for your target group and contact decision makers and top executives worldwide.**

Distributed circulation (print + digital subscription): 4,584*

(*Average per issue from July 2024 to June 2025)

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

Readership per Business Type

Soft Drinks Industry	55 %
Fruit Juice Industry	27 %
Supplying Industry	15 %
Institutions	3 %

Geographic Distribution

Western Europe	32 %
Eastern Europe	15 %
Asia	16 %
North America	16 %
South America	8 %
Middle East	9 %
Australia/NZ	3 %
Africa	1 %

Readership per Job Function

CEO/Senior Management	41 %
Technical Management	35 %
R&D/Product Development	17 %
Science & Research	4 %
Marketing	3 %

Profit from our network. Advertising pays.

OUR NETWORK

Magazine, print & digital

- circulation: 4,584
- 3-4 readers per copy
- distribution: 11 issues a year
- includes 6 times print & digital, 5 times digital

Newsletter JUICY NEWS

- recipients: 9,289
- distribution: weekly

Website www.fruit-processing.com

- unique users: 50,124*
- sessions: 60,995*
- page impressions: 211,154*
- * monthly average

Social Media

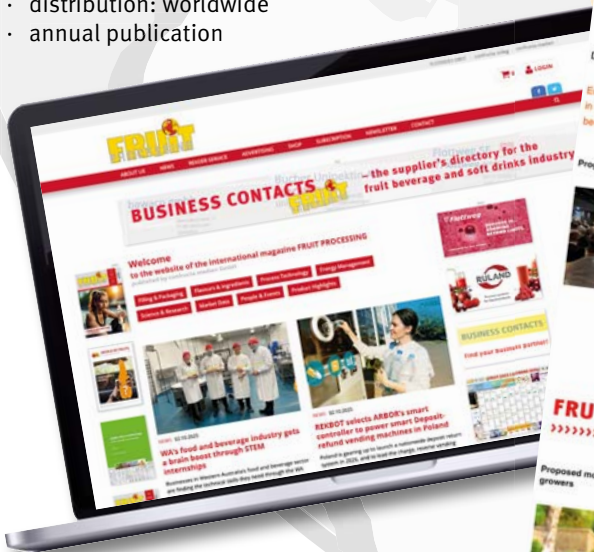
- Facebook
- X
- LinkedIn

Fruit Juice Calendar

- circulation: 6,000
- distribution to more than 5,500 recipients (FRUIT PROCESSING & FLÜSSIGES OBST magazine together)

World of Fruits/Fruchtwelten

- print & digital version
- print run (German version): 1,000 copies
- digital version (English & German) for free download
- distribution: worldwide
- annual publication



Readers in about 100 countries!

81 % of readers are subscribers!

By leveraging all available channels, you can connect with nearly 54,000 professionals each month.