



The website fruit-processing.com is an established and highly frequented news portal which is kept up-to-date by our editorial staff. Therefore it is an excellent cross-marketing platform for innovative suppliers who aim to position themselves successfully in the fruit juice and soft drinks industry.

Beside the digital issues of FRUIT PROCESSING the following sources of information and sub-sites are available: daily news · readers service · advertising · business contacts/suppliers' guide · media kit · password protected access for online subscribers.

Target Group

Decision-makers from industry and trade and their supplying industries

Website Traffic

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

*Source: Provider

Geographic key areas of unique users

- USA 51 %
- Europe 36 %
- Asia 7 %
- other 6 %

Banner Advertising

| | | |
|-------------------|-------------------|----------------|
| Head Banner | 468 x 60 pixels | EUR 350 /month |
| Leader Board std. | 728 x 90 pixels | EUR 550 /month |
| Leader Board max | 1250 x 120 pixels | EUR 750 /month |
| Sky-Scraper | 240 x 120 pixels | EUR 200 /month |
| | 240 x 240 pixels | EUR 300 /month |
| | 240 x 480 pixels | EUR 500 /month |
| Button | 120 x 120 pixels | EUR 100 /month |
| | 120 x 240 pixels | EUR 200 /month |
| | 120 x 360 pixels | EUR 250 /month |
| Pop-Up Banner | 500 x 500 pixels | EUR 220 /week |

Each banner is linked to the corresponding website.

Submit Creative

5 days prior to the start of the campaign

Technical Specs

Formats: gif, jpg, swf
 Banner: File size up to 80 kb
 Target-URL, links with tracking code or redirect possible.
 We do not integrate pixels for tracking.

Our network is your profit. Advertising pays.