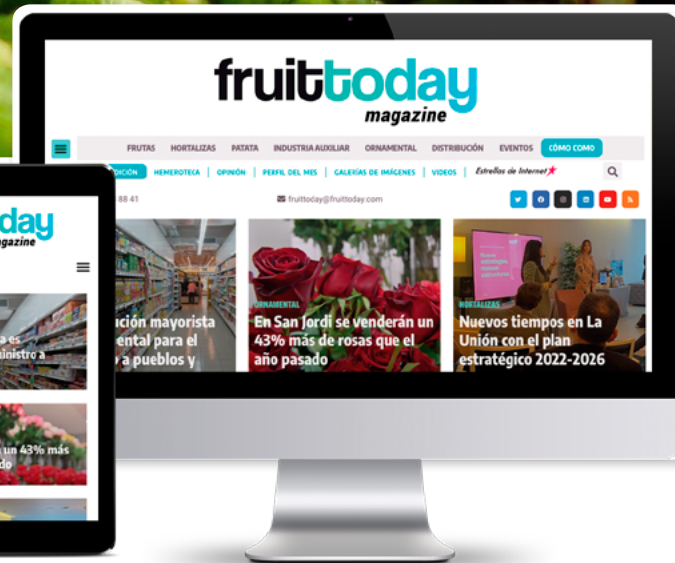


Media Kit



Your TRUSTED fruit and vegetable MAGAZINE



Fruit Today Euromagazine is one of the most relevant publications in the **fruit and vegetable sector**. Since 2003, the magazine has specialised in information ranging from **the production area to the supermarket shelves**, without forgetting the **auxiliary industry and related companies**.

The writers at **Fruit Today** are **professional journalists** with over **15 years' experience in the sector**, who evaluate and generate **their own validated contents**.

Fruit Today also has an **online platform** that **updates its contents daily** through its **website** and **social media**. These formats have been extended with **video-interviews** and **podcasts**.



Premio **Estrellas de Internet**

“Estrellas de Internet” Awards started in **2010**, as another of Fruit Today’s commitments to the **online environment**. These awards show recognition for the **online marketing developed by the sector**.

The different award categories vary as the online world evolves, with **new formats and consumer tastes**.

The ‘Estrellas’ **award ceremony**, which takes place during Fruit Attraction, is an event that provides a **significant recognition** to the companies in the fruit and vegetable sector who have known how to **adapt to the new social reality offered by Internet and online marketing**.



Sponsored by:



Collaborating:



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JANUARY / FEBRUARY

FRUIT LOGISTICA SPECIAL

Strawberries and other berries
Apple
Ethnic vegetables
Flowers and plants
Ecological Agriculture
Tropical Fruit

TRADE FAIRS Fruit Logistica (Berlín)



MARCH / APRIL

MELON AND WATERMELON

Early Stone fruit
Mercamadrid
Potatoes
Asparagus
Pepper seeds

TRADE FAIRS Medfel (Perpignan) Infoagro/Expolevante (Almería) Alimentaria (Barcelona)



MAY / JUNE

STONE FRUIT

Preliminary melon and watermelon seminars
Auxiliary industries (machinery, packaging, harvest and post-harvest solutions)
Tomato and aubergine seeds
Onions, Garlic and Sweet Potatoes
Ecological Agriculture

TRADE FAIRS Organic Food (Madrid) MacFruit (Italia) Aecoc (Valencia) Congreso Frutos Rojos (Huelva)



JULY / AUGUST

STONE FRUIT (LERIDA AND ARAGON)

Mercabarna
Table grapes
Apple
Pre-prepared and Pre-cooked Ranges
Summer vegetables
Pumpkins
Courgette, cucumber and broccoli seeds

TRADE FAIRS Prognosfruit



SEPTEMBER / OCTOBER

FRUIT ATTRACTION

Persimmons
Apples and Pears
Tomatoes and Peppers
Tropical Fruit

TRADE FAIRS Fruit Attraction (Madrid) Interpoma. Bienal (Italia) Potato Europe



NOVEMBER / DECEMBER

CITRUS FRUIT

Banana and Plantains
Broccoli, lettuce and similar vegetables
Kiwis
Melon and watermelon seeds
Strawberries and other berries

TRADE FAIRS Empack (Madrid)

Fruit Today has a circulation of **5,000 copies**, which rises to **8,000 during the Fruit Attraction and Fruit Logistica Trade Fairs**. 60% is distributed in Spain and the remaining 40% goes to the **European markets and South America**. For this reason, the magazine publishes all its articles in both **Spanish and English**.