



*The Leading BtoB website
for Fruit & Vegetables*



ONE BRAND 4 MEDIAS

Newsletters

91.000 subscribers

Directories

31.000 copies

Websites

467.686 pages seen

E-mailings

92.000 qualified e mails

Media kit 2024



MISSION :

Since 1935, Fructidor helps buyers and suppliers to optimize their sales and purchasing, to increase their reputation and to minimize business risks.

WHO USES FRUCTIDOR.COM ?

- Importers
- Retail chain buyers
- Hypermarket- Supermarket buyers
- Industry buyers
- E-commerce buyers
- Associations – Marketing organizations
- Growers
- Packers - Shippers
- Traders – Brokers
- Exporters
- Pre-Post Harvest professionals
- Transport – Logistics professionals

ONE BRAND, 4 MEDIAS :



Newsletters

- 4 languages
- 91.000 subscribers
- 2 publications /week



Websites: a combination of resources that drives traffic

- Daily news
- Business opportunities with qualified Buyers Alerts
- The biggest B2B database worldwide



Directories: The « Bible » of the F/V industry

- 145.000 Fruit-Veg professionals
- 5 directories updated every year
- FULL database also available online



E-mailing Send & track leads

- Select your target
- Send your e mailing on Fructidor database
- Collect stats and qualified leads

FRUCTIDOR NEWSLETTER : THE BIGGEST AUDIENCE

91.000 subscribers worldwide,
+12% in one year!

83% Delivery
rate

55% Open
rate

2 Publications /
week

4 languages


Develop you Brand recognition

How?: alternative messages of banners and news.

Duration: 6 to 12 months

Catch attention to your next season

How?: explain your company, expertise and forecasts with videos, news, interviews and banners.

Duration: 3 months before the season

Attract more visitors on trade shows

How?: Fructidor will planify news and banners to increase your notoriety and attract visitors

Duration: 3 months before the event

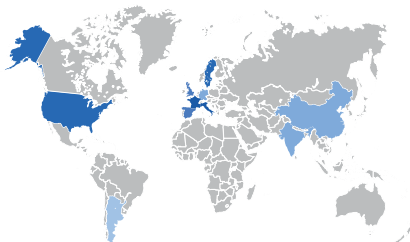


See
Fructidor
Newsletter

FRUCTIDOR WEBSITES



128.329 users



+62%
Session with
engagement



See
Fructidor
Website

467.686
pages seen

183.575
sessions

15.5%
Bounce rate: a proof
of quality audience!

2'37"
session

DIRECTORIES : THE LONGEST LIFE FOR PRINT ADVERTISING



West Europe



Central East Europe



Africa Middle-East



Asia Americas



Logistics



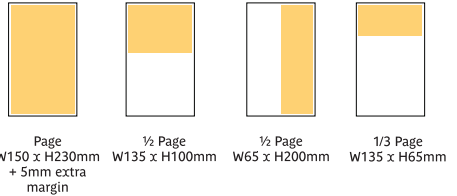
Pre & Post-harvest

619.000 in-hands/year (2023 survey sample group 1000 users)

31.000 copies



Technical specs



File PSD or PDF or TIF in quadri (CMYK) – resolution 300 dpi minimum

TESTIMONIES



«Selected suppliers have contacted me»

Mr. Stanley Chen, GuiZhou Shou Yang Agriculture Co. Ltd., China



«Thank you very much to Fructidor team. In order to prepare my trip to South Africa, I asked recommendations of citrus suppliers to Fructidor team. Within the same day, selected suppliers have contacted me back. Highly appreciate their efficiency and enthusiasm.»

«Fructidor have been very good and helpful»

Mr Paul Devlin, Managing Director Europe and China, Halls Fresh Produce, United Kingdom



«We use Fructidor to help leads generation. It has been very good and helpful for our global sales forces.»



«These books are everywhere!»

Mr Peter Davis, President Davis Worldwide, England



«These Fructidor directories are the only books that people still use, all others have disappeared but one still finds Fructidor directories on every fresh produce buyer's desk!»

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