

**Target readership**

- Fresh produce import and export organisations
- Fresh produce wholesale and distribution organisations
- Supermarket organisations and other retailers
- Producers, producer organisations and their marketing organisations
- Packing and packaging suppliers
- Specialists for quality assurance, food safety, produce handling, logistics, refrigeration, cold storage, cool transport and technical services
- Food service (Horeca, canteen suppliers) and fresh convenience manufacturers and suppliers
- Marketing organisations and agencies
- Associations, academic and scientific institutions, government offices

**Circulation**

Average print run and circulation per issue 1.10.2013 to 30.9.2014

Print run 4,200 copies  
Copies distributed 4,063 copies

**Copy statistics**

Period 1.10.2013 to 30.9.2014

Issues 49  
Total pages 2,726  
Editorial pages 76% 2,088  
Advertising pages 24% 638  
Inserts 16

**Readership statistics**

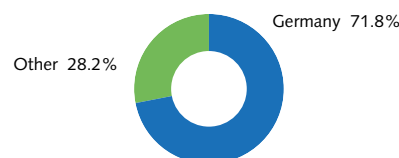
- Indispensable: 94% of readers say that Fruchthandel Magazine is required reading for the industry
- Widely read: Each copy of Fruchthandel Magazine is read on average by 4.5 different people
- Highly rated: 90% say the quality of the magazine is good or excellent
- Professional: 94% say the editorial content is of a good professional standard
- Intensively used: 88% read at least three quarters of each issue, 73% the whole magazine
- Decision makers: 56% of readers are decision-makers in their organisations, a further 35% contribute to decision-making
- Good acceptance for advertising: 82% agree that advertisers can promote their products effectively in its pages

Independent reader survey carried out in November-December 2013 by Inquest-Institut Sieber GmbH, Hamburg. Sample of 1,472 subscribers, 1,066 in Germany, 406 outside Germany.

**Readership by country**

Germany	71.8%
Other countries	28.2%
of which	
Netherlands	16.2%
Italy	13.3%
Austria	12.3%
Switzerland	12.0%
Belgium	7.9%
France	5.5%
Spain	4.0%
Poland	3.5%
Hungary	2.4%
Czech Republic	2.4%
Russia	1.7%
Rest of Eastern Europe	8.3%
Other	10.5%

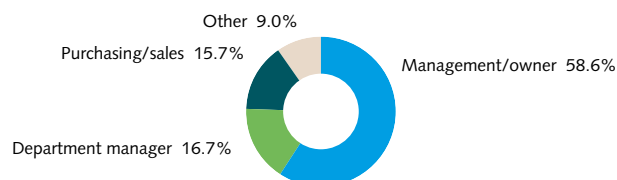
**Countries**



**Readership by position in company**

Management/owner	58.6%
Department manager	16.7%
Purchasing/sales	15.7%
Other	9.0%

**Position**



**Readership by sector**

Import, wholesale, distribution	47.7%
Export and production	10.7%
Retail	31.3%
Packing, packaging, logistics	6.5%
Other	3.8%

**Sector**

