

**OFFER**

# PACK ASPARAGUS WORLD PREMIUM

1 advertisement Asparagus World Magazine  
 + 3 advertisements AsparagusWorld Newsletter  
 + 4 banners on Asparagus World's website

**= 1 advertisement in AW Newsletter for FREE**

## ADVERTISING RATES



> Cover **€6,095**

> Back & 2<sup>nd</sup> cover **€5,135**

> 1 page right **€2,320**

> 1 page left **€2,125**

> Double pages **€4,200**

> ½ page right **€1,455**

> ½ page left **€1,295**

> 1/3 page **€1,085**

> ¼ Page or Footer **€930**

> Page advertorial **€2,125**



> Sponsor Gold

**€1,000**

- banner on the "home page"
- banner inside pages

> Sponsor Silver

**€500**

- logo on the "home page"
- banner inside pages



> Publication for 3 months

**€500/ 3 months**

- central banner

## CONTACTS

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We are present on major international fresh produce events:





# Asparagus World

Magazine and newsletter  
entirely dedicated  
to Asparagus

5th EDITION APRIL 2023



3 newsletters



JULY  
OCTOBER  
DECEMBER



web site  
new

Written by specialists (specialist journalists, advisers, engineers, etc...) for the specialists in the asparagus sector.



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# ABOUT US

Asparagus World is one magazine, 3 newsletters and a website entirely dedicated to asparagus. We have multiple missions :

- 1 Inform** on trends and events in the asparagus sector
- 2** Serve as a **scientific monitor**
- 3 Give accounts** of the most innovative experiences and initiatives
- 4 Comment** on the evolution of markets and consumer trends
- 5 Facilitate communication** between businesses involved with asparagus

Asparagus World belongs to Publications Agricoles, which also publishes Réussir Fruits&Légumes, Eurofresh Distribution and Asiafresh Distribution.

## CIRCULATION

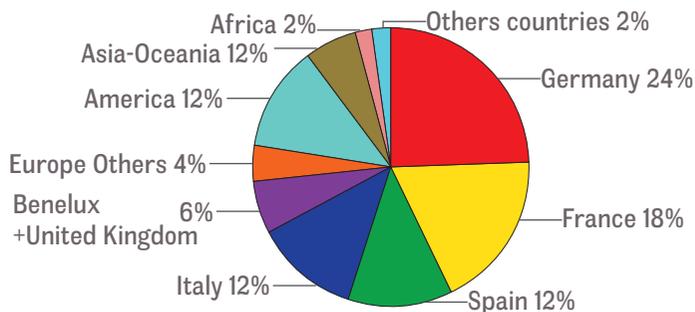
► The print run of Asparagus World magazine is 8,000 copies.

► Asparagus World and its newsletters are distributed to a select mailing list comprising specialised producers, suppliers and retail buyers. The magazine is also available on our website, as well as at trade shows and specialist conferences.

► The information published in Asparagus World (magazine+newsletters+website) is seen and read by 80% of the world's asparagus professionals.



## Diffusion of Asparagus World



## IN PRACTICE

- › The magazine is written mostly in English.
- › The journalistic content (**News, Dossiers, Reports...**) **is published in English.**
- › **Scientific and technical articles are published in the language of the author** (English/Spanish/French/German) accompanied by summaries in English.

## ASPARAGUS WORLD N°5 SUMMARY

- › Editorial & News
- › Around the world

### TECHNICAL

- › High-yielding asparagus plantations
- › Weeding: Co-constructing the fight against weeds
- › Regenerative agriculture - first experiences

### DOSSIER PLASTIC

- › Towards a sustainable use of plastics



### REPORT

- › SPAIN: Local asparagus Moredo de Huertor
- › PERU: Evolution of varietal choice
- › JAPAN: year-round production
- › FINLAND: asparagus approaches the circle
- › ARGENTINA: the asparagus revival
- › EUROPE: Changing surfaces

### POST-HARVEST

- › Better understanding the Breakdown of Green Asparagus

### MARKETING

- › Asparagus going in new directions
- › Asparagus from the forest: a new asparagus?