



Asparagus & Berries World

Magazine and newsletter **entirely**
dedicated to asparagus and **berries**



8TH EDITION FEBRUARY 2026

The world of asparagus and berries have many similarities:

1. **Actors** who often produce and market these same products;
2. **Common technical challenges**: performance, sustainability, and profitability;
3. **Production areas and globalized markets** on all continents.

In 2026, Asparagus World becomes **Asparagus & Berries World**:
this expertise expands to the entire berry sector.

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

► Asparagus & Berries World is a magazine **written mostly in English**
and his print run is **6,000 copies**.

► **Scientific and technical articles** are published **in the language of the author** (English/Spanish/French/German)
accompagnied by summaries in English.

► Les informations mises en ligne sur le site www.befve.com
are **available in all languages** with the help of translation software.

OBJECTIFS

Asparagus World is one magazine, three newsletters and a website entirely dedicated to asparagus and berries. Its editorial line aims to:

- 1 Provide information on trends and events** that influence the asparagus and berry sectors
- 2** Serve as a **scientific monitor**
- 3 Share** the most innovative experiences and initiatives
- 4 Comment** on market developments and consumer trends
- 5 Ensure communication support** for companies in the relevant sectors

DISTRIBUTION

► Asparagus & Berries World is **distributed through partnerships** with Spargel & Erdbeer Prof, Italian Berry, Christian Befve and Co and at numerous trade shows/conferences.

► Asparagus & Berries World **magazine** and its **newsletters** are

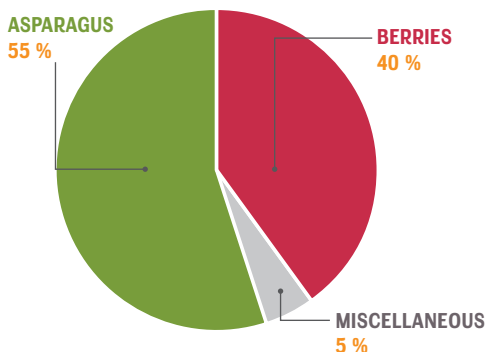
sent to professionals: researchers, producers, suppliers, and distributors in the asparagus and berries industry.

► Asparagus & Berries World is **available online:**

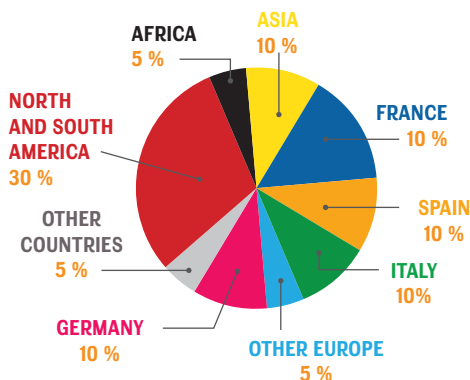
www.befve.com/le-magazine/

SEEN AND READ BY 80% OF THE PROFESSIONALS

Reader interest



Distribution of readers worldwide



CONTENTS OF ASPARAGUS & BERRIES WORLD #8 (FEB 2026)

> News

TECHNIQUE

ASPARAGUS

- > **Varieties:** making the right choice
- > **Fertilisation:** managing soil health
- > The films are changing colour



BERRIES

- > **Strawberry variety:** varietal innovation through seeds
- > **Blueberry storage:** improving fruit preservation
- > **Raspberry:** gaining knowledge about pests

DOSSIER ASPARAGUS

- > Calibration and packaging in the process of automation

ÉQUIPEMENT

- > Seen at trade shows

REPORT

- > Around the world
- > **Chile:** Chilean asparagus seeks outlets
- > **Turkey:** Asparagus 10 months out of 12

MARCHÉS

- > A dynamic global market for berries



Asparagus & Berries World is published by **Développement Environnement Service** and distributed in partnership with **Spargel Profi & Erdbeer**, **Italian Berry** and **Christian BEFVE & CO**



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YOUR PRESENCE ALL YEAR ROUND

PACK PREMIUM ASPARAGUS & BERRIES WORLD

1 advertisement Asparagus & Berries World magazine
3 advertisements Asparagus & Berries World newsletter
4 banners on befve.com website

= 1 advertisement in AW Newsletter for free

ADVERTISING RATES



Magazine



Newsletter

> Cover **€6,095**

> Back & 2nd 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**

> ⅓ page **€1,085**

> ¼ page or footer **€930**

> Page advertorial **€2,125**

> Insert A4 document unbound **4 200 €**
(excluding manufacturing costs)

> Sponsor Gold

1 000 €

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

> Sponsor Silver

€500

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



Site Internet

> Publication for 3 month

€500/3 month

- central banner

CONTACT FOR ADVERTISING

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We are present on major international fresh produce events:

