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Asparagus World

Magazine and newsletter
entirely dedicated to asparagus

7TH ÉDITION APRIL 2024

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

► Asparagus World is a magazine **written mostly in English** and his print run is **8,000 copies**

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

► The articles and information posted on www.asparagusworld.com are **available in all languages** with the help of translation software.

ABOUS 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

DISTRIBUTION

► Asparagus World magazine is **distributed with the partnerships** of Réussir Fruits & Légumes, Spargel&Erdbeer Prof, Christian Befve and Co and at numerous trade fairs/congresses

► Asparagus World **magazine** and its **newsletters** are distributed to a select mailing list comprising **specialised** producers, suppliers and retail buyers.

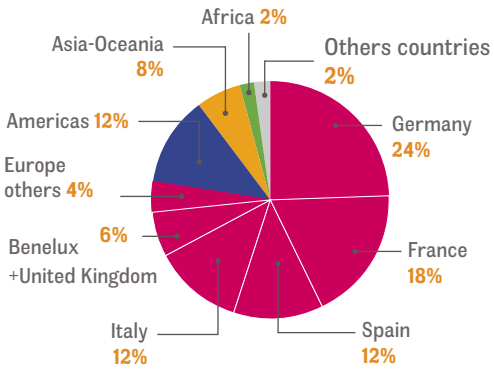
► Asparagus World is **available online** : www.asparagusworld.com and www.befve.com

► Asparagus World is **seen and read by 80% of the world's asparagus professionals**.

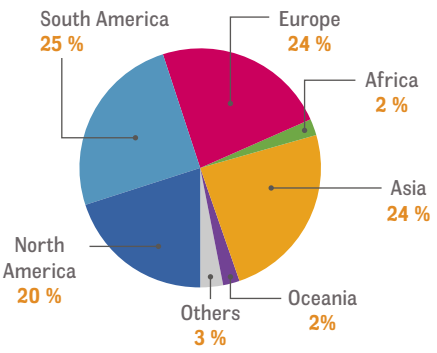
SEEN AND READ BY 80% OF THE WORLD'S ASPARAGUS PROFESSIONALS

DIFFUSION OF ASPARAGUS WORLD

as a percentage of farms



as a percentage of volumes (tons)



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YOUR PRESENCE ALL YEAR ROUND

SPECIAL 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

Asparagus World Magazine

> 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)

Asparagus World Newsletter

> Sponsor Gold
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- banner inside pages

> Sponsor Silver
€500
- logo on the "home page"
- banner inside pages

Asparagus World Site Internet

> **Publication for 3 month**
€500/3 mois
- central banner

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We are present on major international fresh produce events:

exposE EUROPÄISCHE SPARGEL- UND ERDBEERBÖRSE · fruit attraction · SIVAL · British Asparagus · MACFRUT · pma · CESENA ITALY · FRUIT LOGISTICA