For the greatest business on the planet. The Clipper for Nuts and Dried Fruit 2020.
Our publications serve as a high-end business card for the industry. A trusted, independent source. Since 1943.
Our audience are decision makers in the industry: Producers, Processors, Brands, Traders, Scientists, Institutions - in 89 countries. People read our magazine and listen to our content because it is essential and valuable for current and future business.
We break stories. We travel around the world to cover news beyond the press release. Our audience follows. We make it personal. We check the facts. We provide valuable insight. This is our mission.
As an advertiser you have the option to communicate with our audience in print and multimedia - from our magazine to our podcast and the Clipper World Tour.
The Clipper Print

We lowered our prices!
2/1 Double Page - from 2,600 US$
1/1 Page - from 1,800 US$
1/2 Page - from 900 US$
1/4 Page - from 600 US$
Classifieds - from 190 US$
for HR, Machinery, Trade Contacts

Facts:
5 Editions,
8,000+ subscribers in 80+ countries
14,000+ free copies at 14 global trade shows in 11 countries

One more edition in 2020!
The Clipper for Tablets and Smartphones

We lowered our prices!
2/1 Double Page - from 800 US$
1/1 Page - from 600 US$
1/2 Page - from 400 US$
1/4 Page - from 100 US$
Classifieds - from 90 US$
for HR, Machinery, Trade Contacts

Facts:
5 Editions
4,000+ Readers in 11 countries
14+ mins average read time

One more edition in 2020!
The Clipper Podcast Sponsorship

Sponsor:
1 Edition - from 1,600 US$
4 Editions (1/4 Year) - from 4,800 US$
8 Editions (1/2 Year) - from 7,600 US$
16 Editions (1/1 Year) - from 12,800 US$
Exclusive Sponsor - enquire

Facts:
16 Editions,
914 subscribers in 16 countries
Available on Apple Podcasts, Google Play and 9 other platforms

Audience growing 120% every month
The Clipper World Tour

Sponsor:
1 Edition - from 4,800 US$
4 Editions (1/4 Year) - from 12,800 US$
8 Editions (1/2 Year) - from 18,600 US$
16 Editions (1/1 Year) - from 28,800 US$
Exclusive Sponsor - enquire

Facts:
16 Editions,
More than 16,000 views on Youtube, Vimeo, Instagram, LinkedIn and other platforms.

Unique video storytelling for your brand
We lowered our prices!

leaderboard - 690 US$/month
sideboard - 390 US$/month
newsletter - 290 US$/edition
Classifieds - from 190 US$
for HR, Machinery, Trade Contacts

Facts:
Updated Weekly
11,000+ impressions/month
7,000+ newsletter subscribers

15% audience growth per month
And the greatest news:
All content is shared on social media free of additional charge!
## Performance 2019

<table>
<thead>
<tr>
<th>Print Edition</th>
<th>Tablet/Smartphone Edition</th>
<th>theclippermag.com</th>
<th>LinkedIn</th>
<th>Twitter</th>
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<tbody>
<tr>
<td>8429 subscribers</td>
<td>91,629 Impressions/ytd</td>
<td>48659 Views/ytd</td>
<td>7710 Followers</td>
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<td>12800 Free Trade Show</td>
<td>11622 Reads/ytd</td>
<td>11367 Clicks/ytd</td>
<td>782 Average Reads/post</td>
<td>4683 Retweets/ytd</td>
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<td>avg 13400 Readers</td>
<td>14.22 Average Read Time</td>
<td>07.39 Average Read Time</td>
<td>29300+ Interactions/year</td>
<td>1277 Link-Klicks</td>
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Print Subscriber numbers are still growing. +2.8% (231) in 2019

Growing 15-20% per edition. Growing 105% per year Growing >11% per month Growing >28% per month

All numbers current excerpts from status reports of Social Media Apps, Current Clipper Database and/or Jetpack / Google Analytics dec 6 2019
<table>
<thead>
<tr>
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<th>theclippermag.com</th>
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<th>Twitter</th>
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<td>27 countries</td>
<td>100+ countries</td>
<td>30+ countries</td>
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<td>USA (35%)</td>
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<td>3% administration</td>
<td>3% administration</td>
<td>1% administration</td>
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Data, Country, Age, Level and industry segment data mined where available
For you around the world!
Mission Statement

We offer independent, essential information for decision-makers in the nuts and dried fruit industry. We provide first-hand reports for growers, processors, traders, industry associations, logistics operators, retailers and marketing operations. We report about consumption trends, technological innovations and new solutions for harvesting, processing, packaging, logistics and marketing. We help businesses make the right directions for future success.

We bring people together.
We are pro-business, independent, unbiased.

The Clipper is the trusted source for strategic information in the nuts and dried fruit industry.
New technologies - Irrigation, Fertigation, Harvesting, Farm management, certification, crop science, crop protection updates, varieties, farm labor updates, marketing

Reports about suppliers, local developments for countries and varieties from all over the globe. Trends in Packaging and Marketing, Regulatory Affairs, Partnerships

Retail Buyer Trends, Marketing Trends Packaging / Design / Marketing Trends Perspective and Opinions from the Retail Sector, Online Shopping Trends, Consumer Marketing Trends (Media and Blogosphere)

Regulatory Trends, Import/Export Policies and Trends, Packaging and Technology updates, consumption and price trends
Correspondents in key markets
First-hand reports from 21 countries
Key market updates
The Clipper is the market leader in global information about nuts and dried fruit: Production and Consumption trends, science and technology, marketing and business strategies for Coconuts, Peanuts, Cashew nuts, Almonds, Walnuts, Chestnuts, Betel nuts, Hazelnuts, Pistachios, Kola nuts, Macadamia Nuts, Brazil nuts and dried fruit.

The Fruit World is the essential information source for leaders and decision-makers in fresh produce – Throughout its history the Clipper has offered quality journalism by experts: Reports that go beyond the press release. Clipper focuses on in-depth reports of major topics in the business: Trends and developments for producers, exporters and the retail business.
We are publishers of the most influential magazines about global fresh produce, dried fruit and nuts for business leaders. AgroPress Inc. was founded in 1943 in Basel, Switzerland. The multi-language publications The Fruit World, The Clipper, theclippermag.com and fruitworldmedia.com offer invaluable insight into important trends in growing, processing, packaging, crop science, technology and policy developments. AgroPress publications have more than 12,000 subscribers and 30,000 readers in 104 countries. AgroPress offers corporate publishing, video production and public relations services for companies and institutions – with a global network of correspondents, journalists, videographers, website developers and designers.
75 years of excellent global journalism
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