

ASIAFRUIT 亚洲水果

The leading Chinese-language news and information service
for the international fresh produce business.

Chinese-language service Media Kit 2017



Print • Website • Newsletter • WeChat

ASIAFRUIT offers a multi-platform news service for Chinese speaking professionals in the international fresh produce business. Brought to you by the publishers of ASIAFRUIT, ASIAFRUIT's Chinese-language services deliver the latest news and developments in the local and international fresh fruit and vegetable business. Available online and in print, ASIAFRUIT Chinese-language services offer you a high-quality platform to promote your business.

Subscribe to ASIAFRUIT's Chinese-language services:
asiafruitchina.net



Chinese edition of Asiafruit Magazine

ASIAFRUIT's Chinese-language magazine edition caters to the needs of Chinese-speaking industry professionals with latest news and reports from the local and international fresh fruit and vegetable business. At the same time it stays true to the signature editorial quality and design style of ASIAFRUIT's English-language edition. Published three times a year, ASIAFRUIT's Chinese-language edition is sent out to all ASIAFRUIT subscribers and to a target database of Chinese-speaking professionals in the global fresh produce business. It is also distributed to thousands of people in the industry at leading trade events throughout the year.

Circulation

Over 15,000 leading fresh produce industry professionals.



Website

Asiafruitchina.net is ASIAFRUIT's Chinese-language news portal and information service. Updated daily, Asiafruitchina.net brings Chinese readers the most important news and stories from across the local and international fresh fruit and vegetable business. As well as covering the key market developments in China, the site's high-quality coverage features a selection of stories, comment and analysis from our global network of reporters to keep you informed of the most important international news and developments for your business.

Readership

More than 10,000 unique visitors per month.



Newsletter service

ASIAFRUIT NEWS is ASIAFRUIT's free Chinese-language e-newsletter service. ASIAFRUIT NEWS brings readers the most important industry news in Mandarin directly to subscribers' mailboxes. ASIAFRUIT NEWS also curates feature stories and comment articles that give readers deeper insights into the key industry issues.

Readership

More than 4,800 subscribers.



WeChat news service

ASIAFRUIT delivers news in Mandarin to thousands of industry professionals via WeChat, China's most prominent social media platform. Since launching in 2015, ASIAFRUIT's WeChat platform has connected many companies from China with international partners and enabled them to build relationships. ASIAFRUIT's WeChat service is the best vehicle to engage with industry leaders in China.

Readership

More than 8,000 followers.



Events

- Fresh Produce Forum China [FPFC]
www.fpf-china.com

Fresh Produce Forum China, China's leading international trade conference, is organised by Asia Fruit Logistica and ASIAFRUIT. Fresh Produce Forum China 2017 takes place in Hangzhou on 23-25 May.

- Asiafruit Congress
www.asiafruitcongress.com

ASIAFRUIT's annual events also include Asiafruit Congress, which takes place alongside Asia Fruit Logistica each September in Hong Kong. Asiafruit Congress 2017 is held on 5 September at AsiaWorld-Expo, serving as the perfect primer to Asia Fruit Logistica, which takes place on 6-8 September.

ASIAFRUIT

亚洲水果

CHINESE-LANGUAGE PRINT EDITION

DISTRIBUTED AT



FRESH PRODUCE
FORUM CHINA

Reach Out Direct to the Chinese-Speaking Trade...

ASIAFRUIT's Chinese-language edition is published three times a year in print and online. It caters to the needs of Chinese-speaking industry professionals with latest news and reports from the local and international fresh fruit and vegetable business written in simplified Chinese. At the same time it stays true to the signature editorial quality and design style of **ASIAFRUIT's** English-language edition.

ASIAFRUIT's Chinese-language issue is distributed to all **ASIAFRUIT** subscribers. It also enjoys extended distribution at major fruit wholesale markets in China, and at global trade events throughout the year, making it a great editorial and marketing opportunity for companies targeting the Chinese-speaking industry.

Advertising and advertorial bookings are available, offering your company a unique opportunity to get your message out to leading industry professionals and decision makers throughout China.

Please contact **ASIAFRUIT's** China editor Yuxin Yang if you have news to share in one of the upcoming editions.

2017 Asiafruit Magazine Chinese Language publication schedule

DECEMBER/JANUARY 2017: CHINESE NEW YEAR EDITION

Booking deadline: 2nd December 2016

Artwork deadline: 9th December 2016

APRIL 2017: FRESH PRODUCE FORUM CHINA EDITION

Booking deadline: 30th March 2017

Artwork deadline: 6th April 2017

OCTOBER 2017: AUTUMN EDITION

Booking deadline: 15th September 2017

Artwork deadline: 25th September 2017

ADVERTISING PACKAGES

A number of different advertising and advertorial packages are available, each of which can be tailored to your company's own requirements. All advertorial and advertising will enjoy a complementary translation and design service in Chinese

DIGITAL CIRCULATION

Online version, free to all **ASIAFRUIT** subscribers

PRINT CIRCULATION

15,000+ including targeted mailing to Chinese-speaking industry professionals

EVENT DISTRIBUTION

Distributed to thousands of people in the industry free of charge at leading trade events, including:

- Asia Fruit Logistica
- Global Berry Congress
- Asiafruit Congress
- Fresh Produce Forum China
- Fruit Logistica
- PMA Fresh Summit

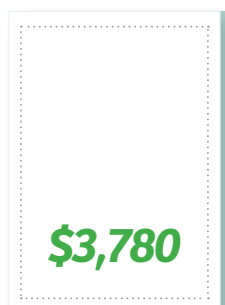
All prices quoted are in USD. For other currencies, please speak to a member of the advertising team.

There are no additional charges for bleed or printing over centrefold, but the minimum advert size for this is 1/2 page.

All print materials should be submitted as PDF files saved at a resolution of 300dpi. Fonts should be embedded and pictures must be CMYK, not RGB.

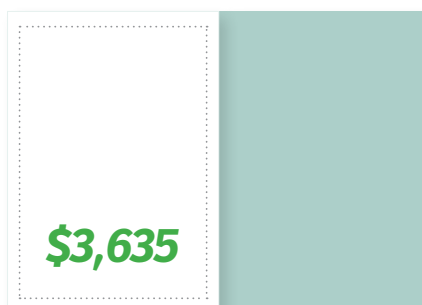
*The front section of ASIAFRUIT Chinese language edition is any advertising space between pages 2 - 10.

Back cover



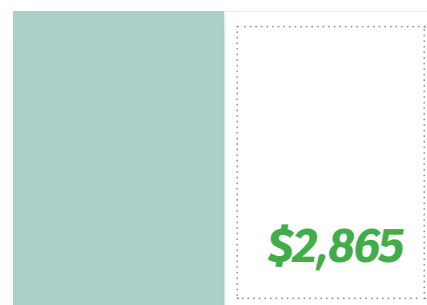
210mm x 297mm +
3mm bleed on all sides

Inside front cover



210mm x 297mm +
3mm bleed on all sides

Inside back cover



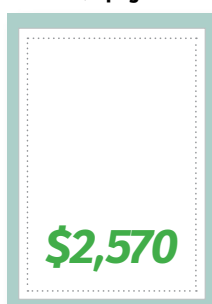
210mm x 297mm +
3mm bleed on all sides

Front section*



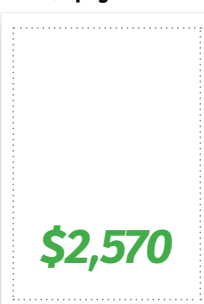
210mm x 297mm
+3mm bleed on all sides

1/1 page



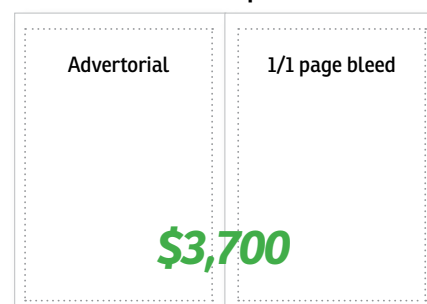
171mm x 260mm

1/1 page bleed



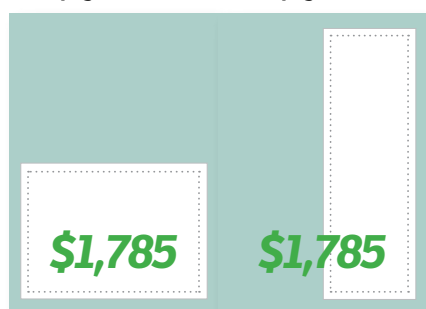
210mm x 297mm
+3mm bleed on all sides

Premium spread



420mm x 297mm +3mm bleed on all sides

1/2 page horizontal



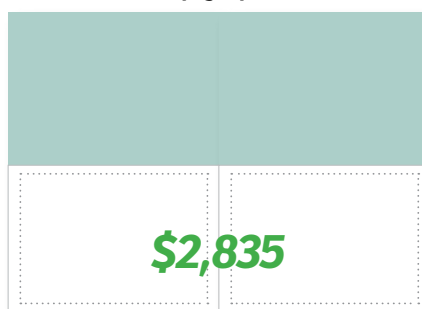
171mm x 127mm
Bleed 210mm x 143mm
+3mm on all sides

1/2 page vertical



71mm x 256mm
Bleed 88mm x 297mm
+3mm on all sides

1/2 page spread



420mm x 144mm +3mm bleed on all sides

USD	
Other rates	
Extra colour (with 4-colour advert)	390
Special colours (eg Pantone)	520
VAT (UK companies only)	20 per cent

Discounts

Two or more adverts	5 per cent
Four or more adverts	10 per cent
Six or more adverts	15 per cent
Eight or more adverts	20 per cent
Ten or more adverts	25 per cent
(Applied to adverts within 12-month period)	

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

Artwork

- Please supply artwork as one of following:
- Print-ready PDF
 - InDesign or Illustrator CS5.5 or earlier
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
 - Photoshop CS5.5 or earlier:
 - Saved as JPG, TIFF or EPS (CMYK only)
 - Minimum 300 DPI

How to send your artwork

- To design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files
- Via FTP (contact us for details)

1/3 page horizontal



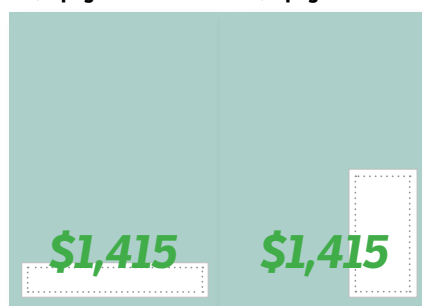
171mm x 83mm
Bleed 210mm x 99mm
+3mm on all sides

1/3 page vertical



46mm x 256mm
Bleed 63mm x 297mm
+3mm on all sides

1/4 page horizontal



171mm x 61mm

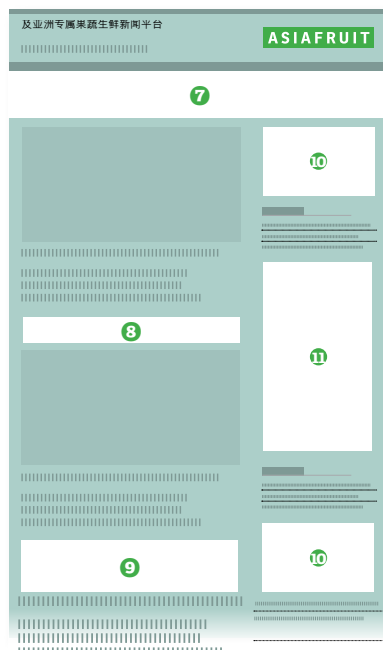
1/4 page vertical



71mm x 127mm



ASIAFRUITCHINA.NET website



ASIAFRUIT NEWS newsletter



ASIAFRUIT WeChat

	FILE TYPES	SIZE (PIXELS) DESKTOP	PRICE (USD) PER WEEK
1 Web – super ¹	JPG · PNG · GIF	980 x 100	685
2 Web – small ¹	JPG · PNG · GIF	468 x 60	135
3 Web – central ²	JPG · PNG · GIF	700 x 90	205
4 Web – small side ¹	JPG · PNG · STATIC GIF	240 x 160	135
5 Web – large side ¹	JPG · PNG · GIF	240 x 400	205
6 Web – skyscraper	JPG · PNG · STATIC GIF	120 x 600	305
7 Email – Super	JPG · PNG · STATIC GIF	730 x 75	420
8 Email – central ³	JPG · PNG · STATIC GIF	468 x 60	260
9 Email – large central ³	JPG · PNG · STATIC GIF	468 x 120	390
10 Email – small side ³	JPG · PNG · STATIC GIF	240 x 160	150
11 Email – large side ³	JPG · PNG · STATIC GIF	240 x 400	220
12 WeChat			FREE for advertisers

Notes

1—Appears on all ASIAFRUIT CHINA pages

2—Central banners are only available on the ASIAFRUIT China homepage

3—Email banner advertisements are positioned in the order that the respective bookings were made, which means banners purchased later will be placed further down the newsletter.

All banner files should be submitted in one of the file formats above at a maximum resolution of 100dpi. Images must be RGB, not CMYK.

Production (translation included) rates

Animated banner production	USD 110
Static banner production	72

Discounts—bulk orders

Two adverts	15 per cent
Three adverts	20 per cent
Four adverts	25 per cent
Five or more adverts	30 per cent

Discounts—agencies

UK agency commission	10 per cent
Other agency commission	15 per cent

Discounts—extended duration

Four weeks	5 per cent
Eight weeks	10 per cent
12 weeks	15 per cent
26 weeks	25 per cent
52 weeks	35 per cent

Artwork

Please ensure you include the following:
—Banner URL location (flash only)
—Web link for banner click
—Contact email address and name

How to send your artwork

—To design@fruitnet.com (max 25MB)
—Via WeTransfer for larger files
—Via FTP (contact us for details)

Editorial

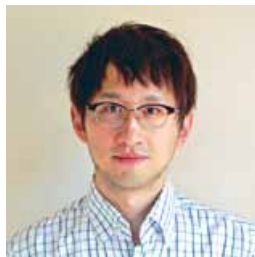


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