

PUBLISHED BY

FRUITNET

IN PRINT • ON SCREEN • IN PERSON

ASIAFRUIT

Media Kit

2017

IN PRINT, ON SCREEN, IN PERSON

ASIAFRUIT is the leading supplier of news, information and analysis for Asia's fresh fruit and vegetable business. Available in print, on screen and in person, ASIAFRUIT is the reference point of choice for business leaders working in Asia's fresh fruit and vegetable supply chain. From global suppliers to local buyers, our readers are the decision-makers in the business. They want quality news and information to give them a competitive edge. They use ASIAFRUIT as a platform to present their products and services to the top players in the business.



Print and digital editions

ASIAFRUIT's print edition provides the best industry analysis as well as in-depth company, product and country profiles. Published ten times a year, it is also available as a digital edition to read on your computer or tablet, and is available for the iPad via the App Store. To view a sample issue, visit:

www.exacteditions.com/sample/asiafruit



Online news service

ASIAFRUIT's quality news and information is available online 24/7. The magazine's team of journalists and international correspondents post regular stories on our global news portal Fruitnet.com (Fruitnet.com/asiafruit). The news is delivered via our free, premium-quality news service, Fruitnet Daily News, which is sent via email to tens of thousands of fresh produce industry professionals worldwide everyday.



Wide distribution

ASIAFRUIT is present at the world's leading fresh produce trade shows. It is distributed in large number – free of charge – at Asia Fruit Logistica in Hong Kong and Fruit Logistica in Berlin. It is also present at PMA in the US, World Food Moscow, World of Perishables in Dubai, Fruit Attraction in Madrid and other regional exhibitions.



Live networking events

ASIAFRUIT organises the premier fresh produce conference events for the business in Asia. ASIAFRUIT's annual conference events include: Asiafruit Congress, together with Asia Fruit Logistica each September in Hong Kong; Fresh Produce India, the annual event for the rapidly emerging Indian market; and Fresh Produce Forum China, China's leading international trade conference co-organised with Asia Fruit Logistica. The three events are the best way to learn about the markets, explore commercial opportunities and make new business contacts.



Information network

ASIAFRUIT is part of the Fruitnet Media International Group. It is the sister magazine of Eurofruit (for fresh buyers in Europe, first published in 1973), Fresh Produce Journal (the magazine for the UK fresh produce market, first published in 1895), Americafruit (the news service for North America since 2000) and Produce Plus (the magazine for Australia and New Zealand since 2011). It is also a partner of Fruchthandel Magazine, Germany's leading fresh fruit and vegetable trade magazine.



Asiafruit in Chinese

ASIAFRUIT is also available in Chinese. Our Chinese magazine editions are published in print and digital format in conjunction with key dates on the fresh produce trade calendar. They're delivered directly into the hands of decision-makers throughout China's fresh produce business. Asiafruitchina.net, ASIAFRUIT's Chinese-language portal, offers high-quality daily news and information for Chinese readers – the news is also delivered via our e-newsletter Asiafruit News and our WeChat platform (WeChat ID: asiafruit). ASIAFRUIT's Chinese-language services are the best vehicle to speak directly to Chinese industry decision-makers. For more information, see our Chinese Media Kit.



Social Media

Keep up to date with news, opinions and developments from around the Asian fresh produce business by following our dedicated Twitter feed (twitter.com/asiafruit). Asiafruit's WeChat platform (**WeChat ID: asiafruit**) also provides daily news and information in Chinese.

Subject to alteration. For latest version, visit asiafruitmagazine.com and click Editorial

February

The Japan Issue

**Distributed at
Market Focus
Products**

Foodex Japan 2017
Japan, Myanmar
Bananas & Pineapples, Grapes
(Southern Hemisphere), Citrus (US),
Limes (Mexico), Onions & Squash,
Avocados (Mexico), Asparagus (Mexico)
Branding & Labelling, Packaging & Merchandising,
Reefer Logistics

Specials

Suppliers

Mexico

March

The India Issue

**Distributed at
Market Focus
Products**

Fresh Produce India 2017
Global Berry Congress - The Netherlands
India, Bangladesh
Apples & Pears, Citrus (California),
Grapes (Australia, India), Mangoes
(India, Mexico), Pomelos (Vietnam),
Strawberries (California), Tomatoes
India

**Suppliers
Supplements**

Fresh Focus New Zealand

April

The China Issue

**Distributed at
Market Focus
Products**

Fresh Produce Forum China - China
PMA Fresh Connections - Australia
China, South Korea
Cherries (California), Blueberries (US),
Kiwifruit (Southern Hemisphere),
Exotics (Thailand), Dried Fruit & Nuts,
Lemons & Navels (South Africa)

**Suppliers
Specials
Supplements**

Spain
Social Media & E-commerce
Fresh Focus USA

May

The Health Issue

**Market Focus
Products**

Vietnam, Malaysia
Grapes (California, Mexico, Egypt),
Citrus (Australia), Garlic & Ginger,
Kiwifruit (New Zealand),
Lychees & Longans (China), Mangoes (Pakistan),
Stonefruit (California), Vegetables (US)

**Specials
Suppliers
Supplements**

Health & Nutrition, Ramadan
Malaysia
Fresh Focus South Africa -
Celebrating 125 years of South African exports

June

The Green Issue

**Market Focus
Products**

Singapore, Sri Lanka
Cherries (Northwest), Oranges (South Africa),
Avocados (Peru, Australia), Dates
Organics, Food Safety, Ethical Trading
Turkey

**Specials
Suppliers**

July/August Asiafruit Congress & Asia Fruit Logistica Issue

**Distributed at
Market Focus
Products**

Asiafruit Congress & Asia Fruit Logistica - Hong Kong
China, Hong Kong & Macau, Australia
Avocados (New Zealand), Grapes,
Citrus (Australia), Apples (India, France),
Pears (Belgium, China), Salads & Herbs
Packaging & Grading, Ports & Logistics
Seeds & Crop Care

Specials

**Suppliers
Supplements
Event Preview**

Italy, Canada, Egypt, The Netherlands
Fresh Focus Latin America
Asia Fruit Logistica & Asiafruit Congress

September The Talent Issue

**Distributed at
Market Focus
Products**

PMA Fresh Summit - USA, Fruit Attraction - Spain
Indonesia
Apples (Northern Hemisphere), Pears (US),
Berries (Central America, Australia), Cherries (US),
Grapes (California), Mushrooms, Pomelos (China),
Asparagus, Lemons (US, Turkey)
Training & Education
Poland

**Specials
Suppliers**

October

The Convenience Issue

**Distributed at
Market Focus
Products**

Eurofruit Business Forum at WOP Dubai
The Philippines
Bananas, Citrus (China), Dragon fruit,
Kiwifruit (China), Mexican Avocados,
Mangoes (Australia), Apples (China)
Asia Fruit Logistica / Asiafruit Congress Report,
Fresh Convenience
Egypt
Fresh Focus China

Specials

**Suppliers
Supplements**

November

The Investment Issue

**Market Focus
Products**

Thailand
California Navels, Kiwifruit (Italy, France, Greece),
Cherries (Australia, Chile, Argentina),
Berries (South America), Citrus (Mediterranean),
Grapes (Peru), Kinnnows (Pakistan), Strawberries (Korea)
Finance & Insurance, Investment,
Surveying & QA Services
Korea

Specials

Suppliers

Dec 2017/ Jan 2018

The Chinese New Year Issue

**Distributed at
Market Focus
Products**

Fruit Logistica - Germany
China & Taiwan
Cherries (New Zealand, Tasmania),
Dried Fruit & Nuts, Grapes (South Africa),
Soft Citrus (California), Blueberries
(Chile, New Zealand), Carrots,
Stonefruit (Australia, California)
Airfreight, Chinese New Year Preview
Peru, Japan
Fresh Focus Australia

**Specials
Suppliers
Supplements**

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

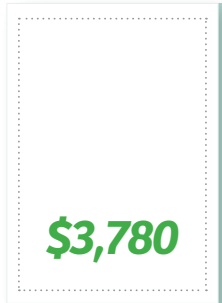
There are no additional charges for bleed or printing over centrefold, but the minimum advert size for this is 1/2 page.

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.

We are happy to design and produce your advertisement, including translation if required, at cost price.

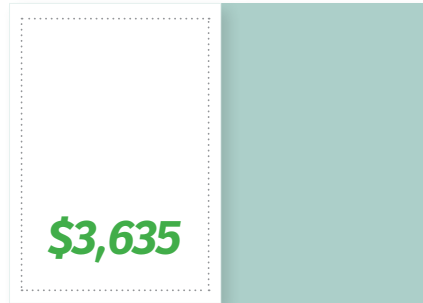
*The front section of ASIAFRUIT consists of the Contents, Colophon, The Newsroom and The Boardroom.

Back cover



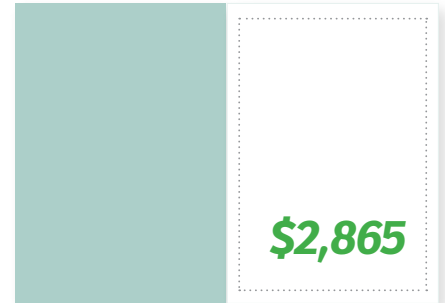
210mm x 297mm + 3mm bleed on all sides

Inside front cover



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

Inside back cover



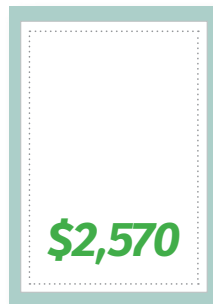
210mm x 297mm + 3mm bleed on all sides

Front section*



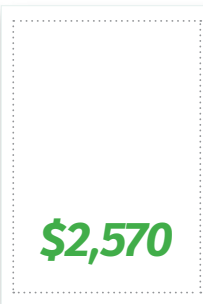
210mm x 297mm +3mm bleed on all sides

1/1 page



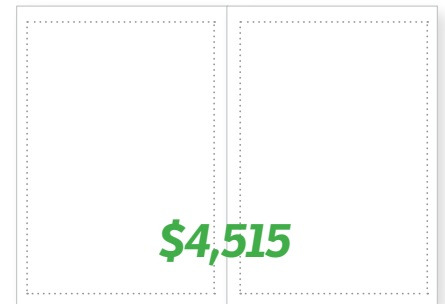
171mm x 260mm

1/1 page bleed



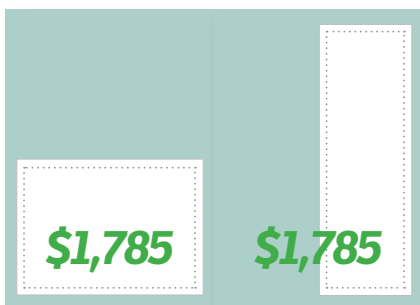
210mm x 297mm +3mm bleed on all sides

Double page spread



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

1/2 page horizontal



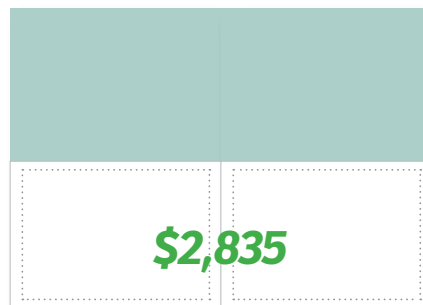
171mm x 127mm
Bleed 210mm x 143mm
+3mm on all sides

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 | |
| Design & Production | 10% of list price |
| 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 |

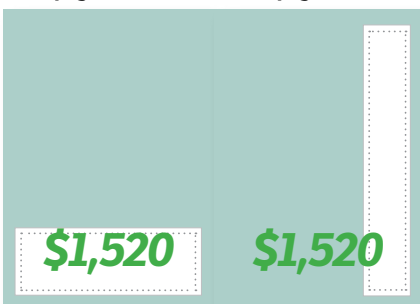
Artwork

- 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)
- On CD/DVD to: Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, UK

1/3 page horizontal



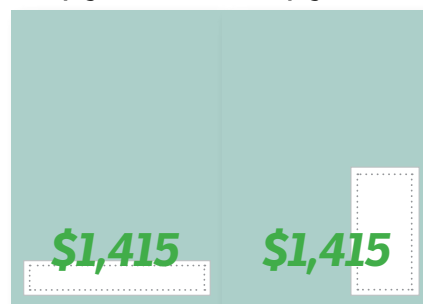
171mm x 83mm
Bleed 210mm x 99mm
+3mm on all sides

1/3 page vertical



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

1/4 page horizontal

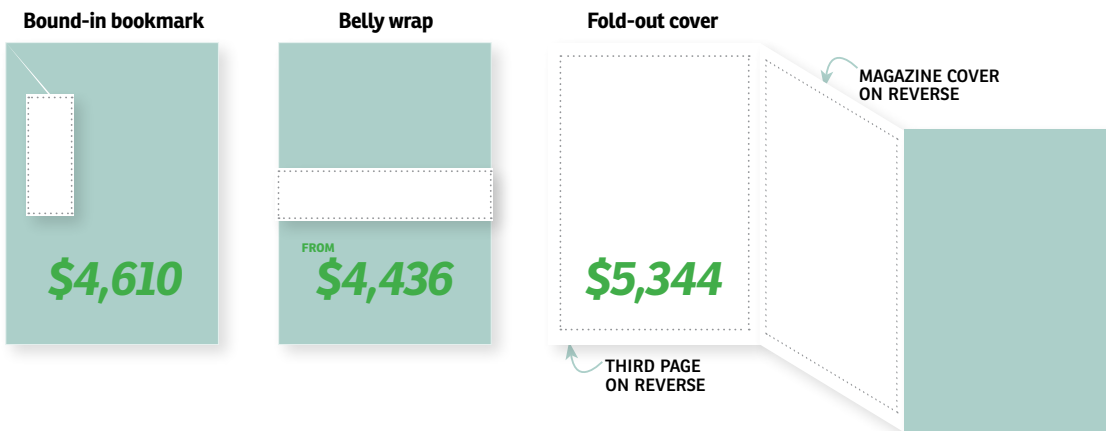


171mm x 61mm

1/4 page vertical



71mm x 127mm



Would you prefer to speak to one of the ASIAFRUIT team about our various advertising options?

Please feel free to contact:

Key Account Manager
Kate Riches
+61 3 2 9040 1601
kate@fruitnet.com

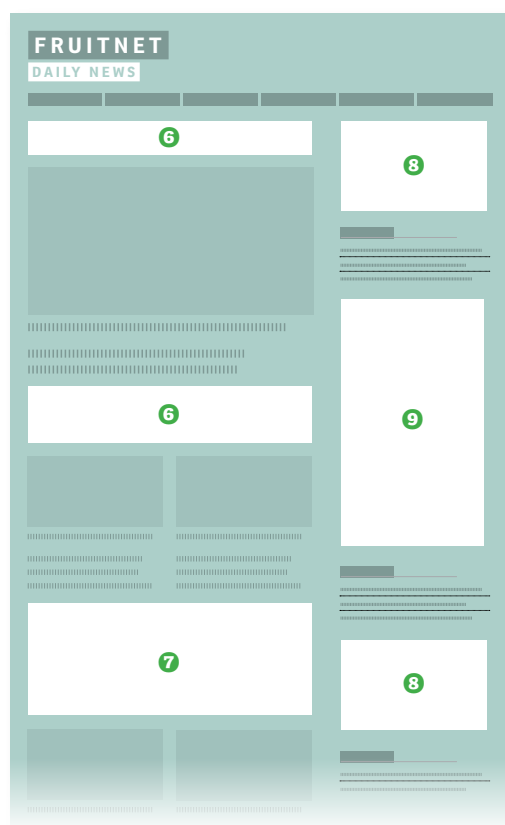
Or turn to p7 for a full list of advertising contact details...

| | USD | |
|--------------------------------|--------------|--|
| Bookmarks | 4,610 | The bound-in bookmark is 200mm tall by 50mm wide, and printed and laminated front and back. Only available for ASIAFRUIT's July/August edition, it is an eye-catching way of reaching readers as well as thousands of visitors to Asia Fruit Logistica. For example, it can be used to announce your stand number and exhibitor details, highlighting your company to those attending the show. For other editions, a mini bookmark printed with your own design clips to the top of any page. The mini bookmark is detachable and magnetic, which makes it a useful gift that readers will want to keep and re-use. |
| Brochure on page | | |
| With full page | 4,400 | The brochure on page adds value to traditional print advertising. You can affix a small, light brochure to a full page or half page advertisement, so that readers can remove it and keep your details to hand. We can also design the brochure for you, for an additional fee. |
| With half page | 3,586 | |
| Belly wrap | | |
| To specific page | 4,610 | Our belly wraps offer an extremely direct method of talking to readers. The wraps consist of detachable strips of paper printed with your message and wrapped around the magazine. To read the issue, the wrap must be removed; this guarantees the message will be seen. The wrap can also be inserted into the magazine, taking readers directly to your article or advertisement. |
| Standard | 4,436 | |
| Fold-out covers | 5,344 | In order to have a major impact on readers, you can attach a full-page advert to the front cover, with a further double-page spread of advertising on the reverse. We will also flag the presence of your fold-out on the front cover itself. |
| Fold-out pages | | |
| Double (three pages) | 4,436 | Fold-out pages offer as many as five full pages of standard advertising to publicise your latest product, service or development. Compared with standard page advertisements, the rate per page is excellent value and the format guarantees a big impact on readers. |
| Triple (five pages) | 5,344 | |
| Fold-out map | 4,559 | Sent out with ASIAFRUIT to all subscribers, the fold-out map is a stunning, high-quality A1 sheet that can be used to demonstrate key information such as production areas, supply routes or trade data – at the same time promoting your company brand, products and services. The pages on the reverse side can also be used. |
| Bound-in card | | |
| A4 | 4,610 | Made from a heavier weight of paper, the bound-in card can be placed anywhere in an issue so that the magazine opens directly to it. The 4-colour, double-sided piece of A4 or A6 card can be laminated and/or perforated, allowing it to be removed with ease. It is an excellent way, for example, to publicise an event by supplying a reply card, or it can be used as a brochure outlining product info and special offers. |
| A6 | 3,644 | |
| Magazine inserts | | |
| On page | 2,853 | Inserting your own company brochure or flyer into an issue of ASIAFRUIT is a simple but effective way of placing extended company information in our readers' hands. For an additional charge, we can also design your promotional material for you. |
| Inside front cover | 2,432 | |
| Promotional merchandise | | |
| Affixing | 2,642 | ASIAFRUIT now offers a variety of merchandise items that can be affixed to the magazine front cover or mailed to subscribers with an issue. These include USB sticks, keyrings and mouse mats. We can have some of these products manufactured, although USB sticks must be supplied by you the client. If you have any other items of promotional merchandise that would be suitable for inclusion, please feel free to contact us. |
| Mousemat | 7,106 | |
| Keyring | 5,342 | |
| Article brochures | | |
| 2 pages, 1,000 copies | 1,335 | Due to increased demand for reproductions of ASIAFRUIT editorial and advertising pages, we are now offering a bespoke brochure service. As such, we can reproduce articles from the magazine on an even higher-quality paper stock, as part of a two-page or four-page A4 booklet that incorporates other promotional material such as display advertising. The brochures can be distributed to existing or prospective clients, giving them an opportunity to learn more about your company's activities. |
| 2 pages, 2,000 copies | 2,214 | |
| 4 pages, 1,000 copies | 2,214 | |
| 4 pages, 2,000 copies | 3,034 | |
| Run-ons and reprints | | |
| Custom-made advertising | | Please contact us for further details of our standard page run-ons and reprint services. Please contact us to discuss further innovative advertising ideas. |

ONLINE AT FRUITNET.COM/ASIAFRUIT



FRUITNET DAILY NEWS – FREE EMAIL SERVICE



| | FILE TYPES | SIZE (PIXELS) DESKTOP | MOBILE* | PRICE (USD) PER WEEK |
|--------------------------------------|------------------------|--------------------------|-----------|-------------------------|
| 1 Web – super ¹ | JPG · PNG · GIF | 980 x 100 | 490 x 100 | 685 |
| 2 Web – shared ² | JPG · PNG · GIF | 468 x 60 | 468 x 60 | 135 |
| 3 Web – central ³ | JPG · PNG · GIF | 700 x 90 | 980 x 100 | 205 |
| 4 Web – small side ¹ | JPG · PNG · STATIC GIF | 240 x 160 | 980 x 100 | 135 |
| 5 Web – large side ¹ | JPG · PNG · GIF | 240 x 400 | 490 x 100 | 205 |
| 6 Email – central ⁴ | JPG · PNG · STATIC GIF | 468 x 100 | — | 410 |
| 7 Email – large central ⁴ | PG · PNG · STATIC GIF | 468 x 200 | — | 615 |
| 8 Email – small side ⁴ | JPG · PNG · STATIC GIF | 240 x 160 | — | 240 |
| 9 Email – large side ⁴ | JPG · PNG · STATIC GIF | 240 x 400 | — | 345 |

Notes

1—Appears on all ASIAFRUIT pages

2—Rotating position is shared equally between maximum of four advertisers

3—Central banners are only available on the ASIAFRUIT homepage

4—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 prices quoted are in USD. For other currencies, please speak to a member of the advertising team (see Contacts on p7).

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.

We are happy to design and produce your banner advert, including translation if required, at cost price (see right).

| | USD |
|--|-----|
| Production (translation included) rates | |
| Animated banner production | 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 |

(Applied to adverts within 12-month period. These discounts are also available to companies purchasing banner advertisements on other websites that form part of the Fruitnet group)

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:

- Alternative mobile version (*website only)
- 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)
- By post to Market Intelligence Ltd, 132 Wandsworth Road, London SW8 2LB, United Kingdom

Online



Publishing latest news and up-to-date information on the global fresh produce industry portal Fruitnet.com, ASIAFRUIT delivers useful, up-to-date and relevant content to an extensive network of readers around the world via its homepage, its daily email service Fruitnet Daily News and various social media including Twitter, Facebook and LinkedIn.

By country

| | % |
|----------------|------|
| United States | 18.0 |
| Australia | 16.0 |
| India | 8.4 |
| United Kingdom | 5.6 |
| New Zealand | 5.5 |
| Philippines | 3.2 |
| Singapore | 2.9 |
| Malaysia | 2.8 |
| Chile | 2.4 |
| Hong Kong | 2.1 |

By device

| | % |
|------------|------|
| Desktop | 67.7 |
| Smartphone | 25.9 |
| Tablet | 6.7 |



Print



With a worldwide monthly circulation that averages 5,800 readers, ASIAFRUIT is the leading print publication for senior executives and decision-makers in the international fresh produce business. More than 80 per cent of the magazine's monthly mailed circulation are paying subscribers, and a large number of copies are distributed at all major industry trade events across the globe. ASIAFRUIT is also distributed via a dedicated app available on iPad and Android devices.

Asia 65%

By country

| | % |
|------------------|----|
| China | 15 |
| India | 11 |
| Hong Kong | 9 |
| Singapore | 9 |
| Taiwan | 9 |
| Malaysia | 9 |
| Japan | 7 |
| Thailand | 7 |
| Indonesia | 6 |
| Korea | 4 |
| Vietnam/Cambodia | 4 |
| Philippines | 4 |
| Pakistan | 3 |
| Bangladesh | 3 |

By sector

| | % |
|----------------------|----|
| Import | 36 |
| Retail | 20 |
| Producers/Exporters | 18 |
| Equipment/Technology | 12 |
| Logistics/Transport | 9 |
| Gov/Org | 5 |

Rest of World 35%

By country

| | % |
|----------------------------|----|
| USA | 24 |
| Europe | 23 |
| Australia | 21 |
| South America | 11 |
| New Zealand | 10 |
| Middle East | 5 |
| Africa | 4 |
| Central America/ Caribbean | 2 |

By sector

| | % |
|-----------------------|----|
| Export | 32 |
| Import | 18 |
| Retail | 16 |
| Shipping/ Logistics | 12 |
| Equipment/ Technology | 9 |
| Producers | 9 |
| Gov/Org | 4 |

Online data from AWStats and Google Analytics show average figures for November 2015–October 2016

Editorial



John Hey
EDITOR
+61 3 904 01602
john@fruitnet.com



Matthew Jones
DEPUTY EDITOR
+44 20 7501 0302
matthew@fruitnet.com



Gabrielle Easter
STAFF JOURNALIST
+61 3 904 01603
gabrielle@fruitnet.com



Luisa Cheshire
SENIOR REPORTER
+44 20 7501 3700
luisa@fruitnet.com



Yuxin Yang
CHINA EDITOR
+61 3 9040 1604
yuxin@fruitnet.com

Advertising



Kate Riches
ASIA PACIFIC
+61 3 9040 1601
kate@fruitnet.com



Alexandra Walker
ASIA PACIFIC
+61 2 8005 3495
kate@fruitnet.com



Jeff Long
US & CANADA
+1 805 966 0815
jeff@fruitnet.com

| | | | | |
|--------------------------------|--------------------------------|---------------------------|--------------------------|-------------------------|
| Advertising | Europe | Artur Wiselka | +48 12 2002 129 | artur@fruitnet.com |
| | Latin America & Spain | Felix Moritz | +44 20 7501 0313 | felix@fruitnet.com |
| | Europe | Pedro Sampaio | +44 20 7501 3716 | pedro@fruitnet.com |
| | France | Irmelin Egelhoff | +49 211 691 4523 | irmelin@fruitnet.com |
| | Germany, Austria & Switzerland | Birgit Hannemann | +49 211 99 10 418 | birgit@fruitnet.com |
| | Italy | Giordano Giardi | +39 059 786 3830 | giordano@fruitnet.com |
| | Southern Africa | Fred Meintjes | +27 21 712 8817 | fred@fruitnet.com |
| Design & Production | Design Manager | Simon Spreckley | +44 20 7501 3713 | simon@fruitnet.com |
| | Commercial Graphic Designer | Anna Patoka | +44 20 7501 3721 | anna@fruitnet.com |
| | Junior Designer | Zoe Chui | +44 20 7501 3715 | zoe@fruitnet.com |
| Events | Group Events Manager | Marija Cvetkovic | +44 20 7501 3707 | marija@fruitnet.com |
| | Events Executive | Laura Martín Nuñez | +44 20 7501 3720 | laura@fruitnet.com |
| Administration | Financial Controller | Elvan Gul | +44 20 7501 37113 | elvan@fruitnet.com |
| | Accounts Manager | Tracey Thomas | +44 20 7501 3717 | tracey@fruitnet.com |
| | Office Manager | Mandy Emery-Smith | +44 20 7501 0310 | mandy@fruitnet.com |
| | Subscriptions & Sales Support | Michelle Walsh | +44 20 7501 0311 | michelle@fruitnet.com |
| Agents | South Asia | Keith Sunderlal | +91 (124) 638 5033/50447 | ksunderlal@scsgroup.com |
| Management | Managing Director | Chris White | +44 20 7501 3710 | chris@fruitnet.com |

DOGK

DÜSSELDORF · 21-22 SEPTEMBER 2017
dogkongress.de

EUROFRUIT BUSINESS FORUM

DUBAI · 13-15 NOVEMBER 2016
fruitnet.com/businessforum

FRESH PRODUCE FORUM CHINA

HANGZHOU · 23-25 MAY 2017
fpf-china.com



GLOBAL BERRY CONGRESS

ROTTERDAM · 27-29 MARCH 2017
berrycongress.com

EUROPEAN TOMATO FORUM

DÜSSELDORF · 01-02 JUNE 2017
fruchthandel.de/tomatoforum



FRESH PRODUCE INDIA

MUMBAI · 27-28 APRIL 2017
freshproduceindia.com



FPJ LIVE

THE BELFRY · 04 MAY 2017
fpjconferences.com



ASIAFRUIT CONGRESS

HONG KONG · 05 SEPTEMBER 2017
asiafruitcongress.com



FRUITNET FORUM SOUTH-EAST EUROPE

BELGRADE · 29-30 NOVEMBER 2016
fruitnetlive.com/forumsee

FOR MORE INFORMATION CONTACT EVENTS TEAM:

+44 20 7501 3725 • events@fruitnet.com