

# ASIAFRUIT

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

# MEDIA KIT 2020

[fruitnet.com/asiafruit](https://fruitnet.com/asiafruit)

**FRUITNET**

Part of Fruitnet Media International  
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# PUBLICATIONS

## Fresh ideas. Fresh insight.

ASIAFRUIT is the leading supplier of news, information and analysis for Asia's fresh fruit and vegetable business. Available in both print and digital editions, ASIAFRUIT is the reference point of choice for business leaders working in Asia's fresh fruit and vegetable supply chain. 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.

ASIAFRUIT provides the fruit and vegetable trade with fresh ideas and fresh insight – in print, on screen and in person.

ASIAFRUIT is published ten times a year, with double issues for July/August and December/January.

More information at [fruitnet.com/asiafruit](http://fruitnet.com/asiafruit)



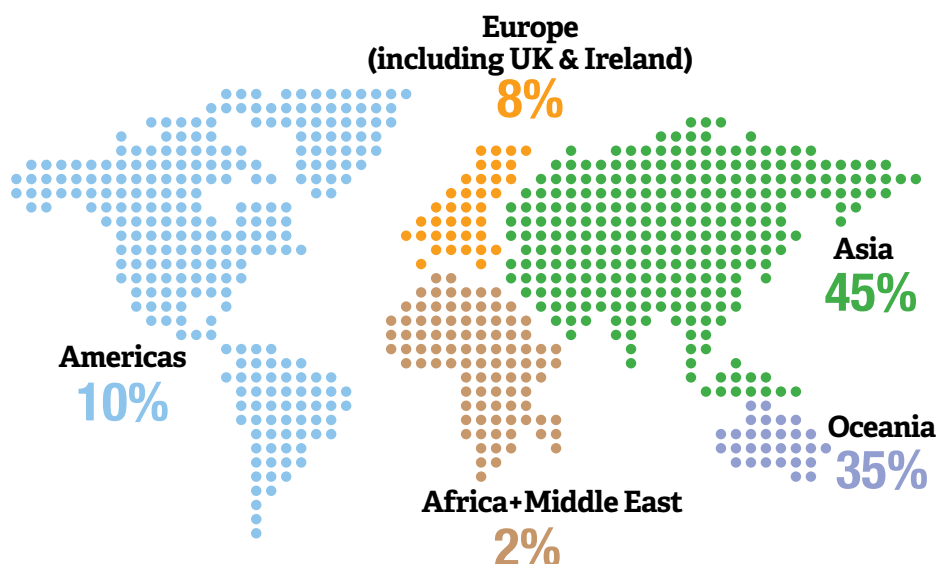
# READERSHIP

## Global coverage

Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: ASIAFRUIT, EUROFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## In print readership data



## Online readership data



\*Online data based on 2018 figures. Statistics based on AWS and Google Analytics

# PUBLICATIONS

## Fruitnet Specials\*

\*All FRUITNET specials are distributed and available at: Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA, WOP Dubai and all Fruitnet Media International events.



### FRESH FOCUS CHERRY

What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.

**Publication date:**  
January 2020



### WOMEN IN PRODUCE

Fruitnet Media International highlights some of the excellent empowerment projects taking place at every level of the sector and interviews women blazing a trail through the industry.

**Publication date:**  
February 2020



### FRESH FOCUS SUSTAINABILITY

With sustainability now influencing decisions at every stage of the supply chain, we take a look at some of the ground breaking initiatives in the global produce industry.

**Publication date:**  
April 2020



### FRESH FOCUS ITALY

Discover what the very best of Italy's fruit and vegetable industry are doing to improve and expand their business in annual publication Fresh Focus Italy.

**Publication date:**  
May 2020



### FRESH FOCUS LATIN AMERICA

Our flagship annual Fresh Focus Latin America special provides essential analysis of the region's thriving fruit and vegetable export business.

**Publication date:**  
June 2020



### FRESH FOCUS AVOCADO

Bringing you in-depth coverage on new and established production regions and markets, plus the latest innovations in breeding, ripening, packing and transportation.

**Publication date:**  
July 2020



### FRESH FOCUS TECH

Fruitnet Media International's annual Fresh Focus Tech special keeps track of technological innovation and ideas in the world of fresh produce.

**Publication date:**  
September 2020



### FRESH FOCUS SPAIN

Our supplement charts Spain's progress as an exporter and identifies the leaders in the pack when it comes to supplying safe, dependable and high-quality products.

**Publication date:**  
October 2020

# EDITORIAL PROGRAMME

## FEBRUARY

Distributed at  
Foodex Japan

**Market Focus**  
Japan, Myanmar

**Products**  
Bananas & Pineapples,  
Grapes (Southern  
Hemisphere), Berries  
Lemons (US), Limes  
(Mexico), Onions & Squash,  
Avocados (Mexico),  
Asparagus (Mexico)

**Specials**  
Branding & Labelling,  
Packaging & Technology,  
Reefer Logistics

**Suppliers**  
Mexico, Taiwan

**Booking Deadline:** 08/01/2020

## MARCH

Distributed at  
Global Berry Congress

**Market Focus**  
South-East Asia spotlight

**Products**  
Apples & Pears, Citrus  
(California), Grapes  
(Australia, India), Mangoes  
(India, Mexico), Strawberries  
(California), Tomatoes

**Specials**  
Fresh Focus New Zealand

**Suppliers**  
Spain

**Booking Deadline:** 13/02/2020

## APRIL

Distributed at  
Fresh Produce India

**Market Focus**  
India

**Products**  
Cherries (California),  
Blueberries (US), Kiwifruit  
(Southern Hemisphere),  
Exotics (Thailand), Dried  
Fruit & Nuts, Lemons &  
Navels (South Africa), Dates

**Specials**  
Fresh Focus USA,  
Health & Nutrition

**Suppliers**  
India

**Booking Deadline:** 17/03/2020

## MAY

**Market Focus**  
China, South Korea

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

**Specials**  
Fresh Focus South Africa,  
E-commerce & Social Media

**Suppliers**  
Malaysia, Turkey

**Booking Deadline:** 09/04/2020

## JUNE

**Market Focus**  
Singapore, Sri Lanka

**Products**  
Cherries (Northwest),  
Oranges (South Africa),  
Avocados (Peru, Australia,  
Philippines)

**Specials**  
Organics, Food Safety,  
Ethical Trading

**Suppliers**  
Israel, Uzbekistan

**Booking Deadline:** 21/05/2020

## JULY/AUGUST

**Market Focus**  
China & Hong Kong

**Products**  
Grapes (California),  
Avocados (New Zealand),  
Apples (India, France),  
Pears (Belgium, China),  
Salads & Herbs

**Specials**  
Citrus Special,  
Packaging & Grading,  
Technology

**Suppliers**  
Canada

**Booking Deadline:** 10/07/2020

## SEPTEMBER

**Market Focus**  
Indonesia

**Products**  
Apples (Northern  
Hemisphere), Pears (US),  
Berries (Central America,  
Australia), Cherries (US),  
Grapes (California),  
Mushrooms, Pomelos  
(China), Asparagus,  
Lemons (US, Turkey)

**Specials**  
Foodservice

**Suppliers**  
Poland

**Booking Deadline:** 14/08/2020

## OCTOBER

Distributed at  
PMA Fresh Summit,  
Fruit Attraction

**Market Focus**  
Thailand

**Products**  
Bananas, Citrus (China),  
Dragon fruit, Kiwifruit  
(China), Avocados (Chile,  
Mexico), Mangoes  
(Australia), Apples (China),  
Pomegranates

**Specials**  
Fresh Focus China,  
Ports & Logistics,  
Seeds & Crop Care

**Suppliers**  
Italy, Egypt, Ukraine,  
The Netherlands

**Booking Deadline:** 07/09/2020

## NOVEMBER \*

Distributed at  
Asia Fruit Logistica &  
Asiafruit Congress,  
World of Perishables

**Market Focus**  
South-East Asia spotlight

**Products**  
California Navels, Kiwifruit  
(Italy, France, Greece),  
Cherries (Australia, Chile),  
Berries (South America),  
Citrus (Mediterranean),  
Grapes (Peru, California),  
Kinnows (Pakistan),  
Strawberries (Korea)

**Specials**  
Asia Fruit Logistica &  
Asiafruit Congress Preview,  
Finance & Insurance,  
Investment,  
Surveying & QA Services

**Suppliers**  
Korea

**Booking Deadline:** 06/10/2020

## DEC/JAN 2021

Distributed at  
Fruit Logistica

**Market Focus**  
China & Taiwan

**Products**  
Cherries (Chile, New  
Zealand, Tasmania),  
Dried Fruit & Nuts (US),  
Grapes (South Africa),  
Soft Citrus (California),  
Carrots, Melons, Berries  
(Chile, New Zealand),  
Stonefruit (Australia, New  
Zealand)

**Specials**  
Asia Fruit Logistica &  
Asiafruit Congress Report,  
Chinese New Year Preview,  
Fresh Focus Australia,  
Airfreight

**Suppliers**  
Peru, Japan

**Booking Deadline:** 23/11/2020

\* Official Asia Fruit Logistica & Asiafruit Congress edition

# MAGAZINE ADVERTISING

For Print and Digital editions of Asiafruit Magazine

## Premium positions

Back cover

**\$ 3,895**

Inside front cover

**\$ 3,745**

Inside back cover

**\$ 2,950**

Front section

**\$ 3,390**

## Discounts

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

## Agencies

UK agency commission	10%
Other agency commission	15%

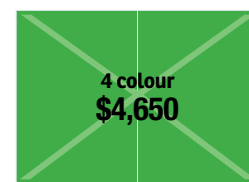
• All rates in US dollars

## Full Page



216mm x 303mm including set up bleeds on all sides  
(logos and text should be at least 8mm from the edge of page)

## Double Page Spread



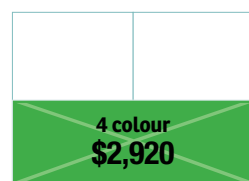
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page



171mm x 127mm, bleeding ad - 210mm x 143mm  
+3mm on all sides (216mm x 149mm)  
(logos and text should be at least 5mm from the edge of page)

## Half Page Spread

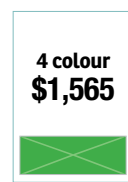


420mm x 144mm +3mm bleed on all sides (426mm x 150mm)  
(logos and text should be at least 5mm from the edge of page)



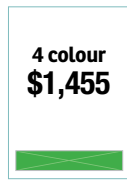
71mm x 256mm, bleeding ad - 88mm x 297mm  
+3mm on all sides (94mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Third Page

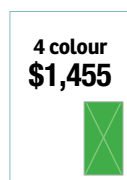


171mm x 83mm, bleeding ad - 210mm x 99mm  
+3mm on all sides (216mm x 105mm)  
(logos and text should be at least 5mm from the edge of page)

## Quarter Page



171mm x 61mm



71mm x 127mm



46mm x 256mm, bleeding ad - 63mm x 297mm  
+3mm on all sides (69mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## Contact:

For more information please contact our advertising team:  
[advertising@fruitnet.com](mailto:advertising@fruitnet.com)  
+61 90401602

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2020 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2020 or earlier:
  - Saved as JPG, TIFF or EPS (**CMYK only**)
  - Minimum 300 DPI

### How to send your artwork

- To [design@fruitnet.com](mailto:design@fruitnet.com) (max 25MB)
- Via WeTransfer for larger files



# CREATIVE MARKETING

## Bound-in bookmark



**\$4,610**

## Belly wrap



FROM  
**\$4,436**

### Further Options

<b>Brochure on page</b> (With a full page ad)*	<b>\$4,400</b>
<small>*brochure supplied by a client</small>	
<b>Fold-out pages</b>	
Double (three pages)	<b>\$4,436</b>
Triple (five pages)	<b>\$5,344</b>
<b>Magazine inserts</b>	
On page	<b>\$2,853</b>
Inside front cover	<b>\$2,500</b>

## Bound-in card



**\$4,610**

2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER

## Fold-out cover



**\$5,344**

3 PAGES OF ADVERTISEMENT



## Advertorials

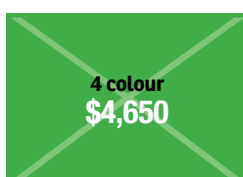
### Creative

### Full Page



Maximum 350 words, up to 2 pictures, logo & graphics

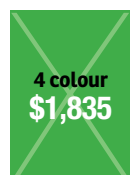
### Double Page Spread



Maximum 700 words, up to 4 pictures, logo & graphics

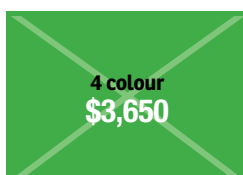
### Standard

### Full Page



Maximum 500 words & 1 picture

### Double Page Spread



Maximum 1000 words & 2 pictures

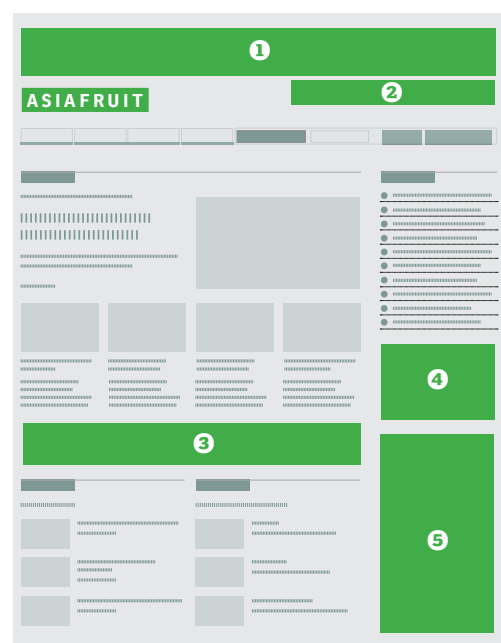
# ONLINE ADVERTISING

## fruitnet.com/asiafruit – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 x 100	980 x 100	\$685	\$2,740
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 x 60	980 x 100	\$190	\$760
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 x 90	-	\$205	\$820
4 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 160	-	\$135	\$540
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 x 400	-	\$205	\$820
4 Video Banner <sup>3</sup>	LINK	240 x 160	-	\$400	\$1,600
Website Take Over				Starting from \$850/week	
Advertorial				Up to 500 words - \$1,100	

 **39,000\***

fruitnet.com/asiafruit  
monthly visits

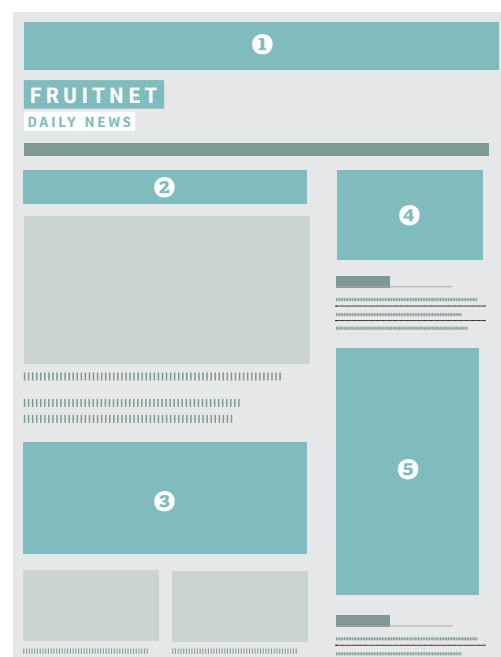


## Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
		DESKTOP	WEEKLY	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG	980 x 100	\$730	\$2,600
2 Central Banner <sup>2</sup>	JPG · PNG	468 x 100	\$410	\$1,640
3 Large Central Banner <sup>2</sup>	JPG · PNG	468 x 200	\$615	\$2,460
4 Small Side Banner <sup>2</sup>	JPG · PNG	240 x 160	\$240	\$960
5 Large Side Banner <sup>2</sup>	JPG · PNG	240 x 400	\$345	\$1,388
Advertorial			Up to 500 words - \$1,250	

 **+19,000**

Fruitnet Daily News  
Recipients



## Artwork

### Please don't forget to send...

- A mobile version (\*website only)
- The banner URL location (flash files only)
- A web link for banner click
- A contact email address and name

### Where to send your artwork:

- design@fruitnet.com (max 25MB)
- Via WeTransfer for larger files

## Discounts

### Agencies

UK agency commission	10%
Other agency commission	15%

### For online advertising

Four weeks	5%
Eight weeks	10%
12 weeks	15%
26 weeks	25%
52 weeks	35%

### Other rates

Animated banner production	\$110
Static banner production	\$80
VAT (UK companies only)	20%

## Notes

1—Appears on all ASIAFRUIT online pages, except Central banner, which is only available on the ASIAFRUIT homepage.

2—Email banner advertisements are positioned in the order that the bookings are made.

3—YouTube or Vimeo link to be provided by company. Video expands to a bigger size lightbox on ASIAFRUIT website.

4—All rates in US dollars

\*Online data based on 2018 figures.

Statistics based on AWS and Google Analytics

We use banner software which has the advantage that the publication and appearance of banners cannot be turned off by the recipient. The disadvantage however is that we are not able to provide automatic click statistics. We recommend banner advertisers to use tags in their banners so that they are able to monitor clicks themselves using Google Analytics.

# ASIAFRUIT CHINA WECHAT SERVICE

## What is WeChat?

WeChat is a Chinese multi-purpose messaging and social media app.

WeChat is free to download and install and is used by over 1 billion people around the world. WeChat can be accessed via mobile phone, tablet and computers.

[www.wechat.com/en/](http://www.wechat.com/en/)

## How do I promote my business on Asiafruit China WeChat?

We offer both advertising and advertorial opportunities.

## What is Asiafruit China WeChat?

ASIAFRUIT CHINA WeChat is a free daily newsletter published in Chinese by the ASIAFRUIT CHINA team. It is an essential, reliable information service for the Chinese-speaking fresh produce trade. Each day subscribers receive the leading stories in the fresh fruit and vegetable industry direct to their WeChat subscription feed. ASIAFRUIT CHINA WeChat is an 'active' service as subscribers are able to engage directly with the news by liking, sharing or commenting on stories.

### Readership

20,000 subscribers (and growing)

## How to subscribe to Asiafruit China WeChat?

It's free!

To subscribe to ASIAFRUIT CHINA WeChat, download the WeChat app and scan the ASIAFRUIT CHINA WeChat QR code



## Asiafruit China WeChat can help grow your business in China

ASIAFRUIT CHINA WeChat is the best vehicle to engage with industry leaders in China.

- 20,000 + subscribers
- Above average open rates
- Accurate, reliable news curated by Asiafruit's own Chinese team
- Integrated into asiafruitchina.net and Asiafruit China News (email newsletter)
- Translation and design services in Chinese
- High level of engagement with the trade

## Advertising rates

Banner advertising starts at **US\$199**

Advertorial: price on application

Please contact us for more information:

[kate@fruitnet.com](mailto:kate@fruitnet.com) (English)

[jennifer@fruitnet.com](mailto:jennifer@fruitnet.com) (Chinese)

Refer to English version of ASIAFRUIT China Media Kit for further information about ASIAFRUIT's Chinese services.



# ■ GET INFORMED



## We've got all the major markets covered

THE NUMBER ONE SOURCE OF FRESH PRODUCE INDUSTRY NEWS IN PRINT AND ONLINE

**PRINTED MAGAZINE:** The best marketing information for fresh produce buyers

**DIGITAL EDITION:** Online access included with your subscription

Fully searchable digital archive, including every magazine issue since 2007

**FRUITNET DAILY NEWS:** Regular fresh news updates direct to your inbox

**FRUITNET.COM:** Read the latest online news

## SUBSCRIBE NOW!

### CORPORATE\*

Bespoke packages available for your team or company

### PRINT & DIGITAL

**US\$220** per year

For information please contact our subscriptions team:  
[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com) | TEL +44 20 7501 0311 | +61 3 9040 1602

\*All postage & delivery costs are included in your subscription. Prices are subject to VAT.



**READ A SAMPLE ISSUE OF ASIAFRUIT  
FOR FREE**

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# EVENTS 2020

Official Cooperation Partner



Fruitnet Media International specialises in creating high quality, content rich, commercial networking conferences for the fresh produce industry held around the globe. These live events provide the best arena to connect with present and future clients, discover new trade opportunities and to shape the future of your business.

**GBC**  
GLOBAL BERRY CONGRESS  
7-9 December 2020  
Rotterdam  
[berrycongress.com](http://berrycongress.com)

**EPF**  
EUROPEAN PACKAGING FORUM  
14 May 2020  
Düsseldorf  
[fruchthandel.de/packagingforum](http://fruchthandel.de/packagingforum)

**FPJLIVE**  
05-06 October 2020  
United Kingdom  
[fpjlive.com](http://fpjlive.com)

**FFSEE**  
FRUITNET FORUM SOUTH-EAST EUROPE  
November 2020  
Belgrade  
[fruitnetforumsee.com](http://fruitnetforumsee.com)

**ECF**  
EUROPEAN CONVENIENCE FORUM  
03-04 June 2020  
Düsseldorf  
[fruchthandel.de/convenience-forum](http://fruchthandel.de/convenience-forum)

**FPI**  
23 April 2020  
Mumbai  
[freshproduceindia.com](http://freshproduceindia.com)  
FRESH PRODUCE INDIA

**FFAC**  
亚洲水果牛油果论坛  
FRUITNET FORUM AVOCADO CHINA  
Shanghai 2020  
[fruitnetforumavocado.com](http://fruitnetforumavocado.com)

**DOGK**  
DEUTSCHER OBST & GEMÜSE KONGRESS  
14-15 September 2020  
Düsseldorf  
[dogkongress.de](http://dogkongress.de)

**AFC**  
ASIAFRUIT CONGRESS  
17 November 2020  
Singapore  
[asiafruitcongress.com](http://asiafruitcongress.com)

**GTC**  
GLOBAL TOMATO CONGRESS  
24 November 2020  
Rotterdam  
[fruitnet.com/globaltomato](http://fruitnet.com/globaltomato)



For more information contact events team:  
+44 20 7501 3708 | [events@fruitnet.com](mailto:events@fruitnet.com)