

**ASIAFRUIT**

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

**MEDIA  
KIT 2019**

**[fruitnet.com/asiafruit](http://fruitnet.com/asiafruit)**

**FRUITNET**

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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)



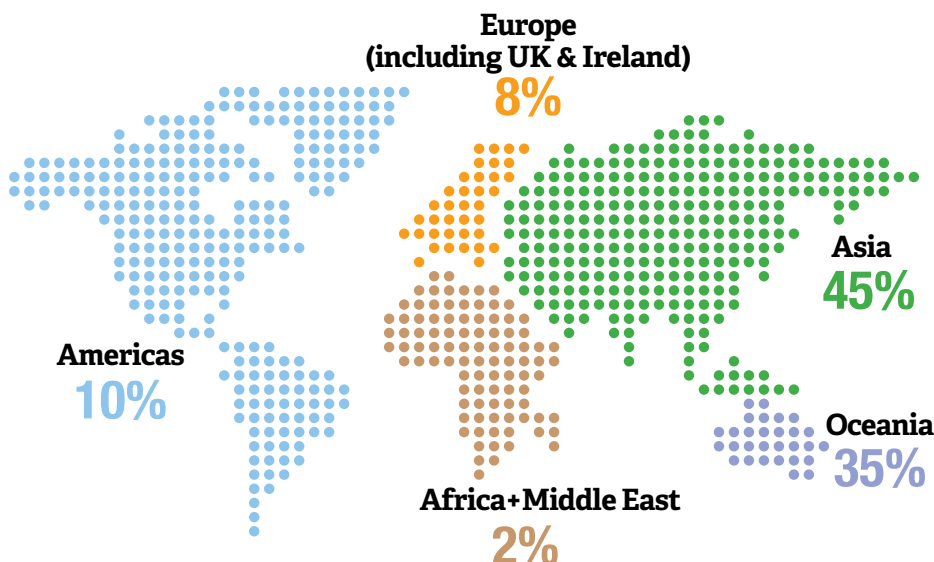
# READERSHIP

## Global coverage

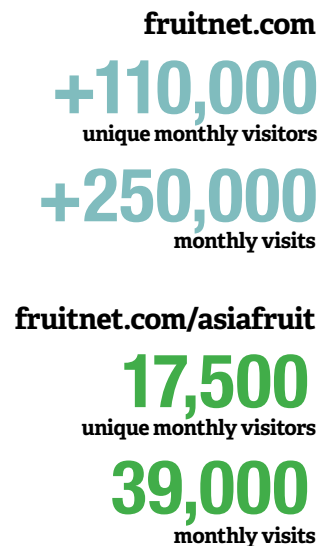
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: ASIAFRUIT, EUROFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## In print readership data



## Online readership data



# PUBLICATIONS

## Special publications\*:

\*All EUROFRUIT supplements 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 LATIN AMERICA

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

**Publication date:**  
June 2019

### 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:**  
September 2019

### FRESH FOCUS MIDDLE EAST



Our annual supplement can help identify the right opportunities and business partners in the Middle East a key component when it comes to making that growth a reality.

**Publication date:**  
March 2019



### FRESH FOCUS TECH

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

**Publication date:**  
July 2019

### 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:**  
November 2019



### 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 2019

# EDITORIAL PROGRAMME

## February

**Distributed at**  
Global Berry Congress,  
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

**DEADLINE: 9/01/2019**

## March

**Distributed at**  
Fresh Produce India

**Market Focus**  
India

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

**Specials**  
Fresh Focus New Zealand

**Suppliers**  
India

**DEADLINE: 12/02/2019**

## April

**Market Focus**  
Vietnam, South Korea

**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**  
Spain

**DEADLINE: 14/03/2019**

## May

**Distributed at**  
China Fruit Logistica &  
Fresh Produce Forum China

**Market Focus**  
China, Malaysia

**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

**DEADLINE: 04/04/2019**

## June

**Distributed at**  
Hort Connections

**Market Focus**  
Singapore, Sri Lanka

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

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

**Suppliers**  
Israel, Uzbekistan

**DEADLINE: 07/05/2019**

## July/August

**Distributed at**  
Asia Fruit Logistica &  
Asiafruit Congress

**Market Focus**  
China, Hong Kong & Macau

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

**Specials**  
Asia Fruit Logistica &  
Asiafruit Congress Preview,  
Packaging & Grading,  
Ports & Logistics,  
Seeds & Crop Care

**Suppliers**  
Italy, Canada, Ukraine,  
The Netherlands

**DEADLINE: 04/07/2019**

## September

**Distributed at**  
PMA Fresh Summit,  
Fruit Attraction

**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**  
Training & Education

**Suppliers**  
Poland

**DEADLINE: 13/08/2019**

## October

**Distributed at**  
Fruitnet Forum South-East  
Europe

**Market Focus**  
The Philippines

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

**Specials**  
Asia Fruit Logistica &  
Asiafruit Congress Report,  
Fresh Focus China,  
Fresh Convenience

**Suppliers**  
Egypt

**DEADLINE: 12/09/2019**

## November

**Distributed at**  
World of Perishables,  
Fruitnet Forum Middle East

**Market Focus**  
Thailand

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

**Specials**  
Finance & Insurance,  
Investment,  
Surveying & QA Services

**Suppliers**  
Korea

**DEADLINE: 10/10/2019**

## Dec/Jan 2020

**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**  
Chinese New Year Preview,  
Fresh Focus Australia,  
Airfreight

**Suppliers**  
Peru, Japan

**DEADLINE: 02/12/2019**

# 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



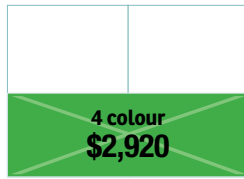
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## 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

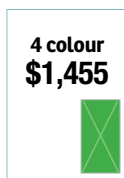


171mm x 83mm, bleeding ad - 210mm x 99mm  
+3mm on all sides (216mm x 105mm)  
(logos and text should be at least 5mm from the edge of page)

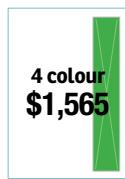
## Quarter Page



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)

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2019 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2019 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

## Contact:

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

# 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)	\$4,436
Triple (five pages)	\$5,344
<b>Magazine inserts</b>	
On page	\$2,853
Inside front cover	\$2,500

## 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

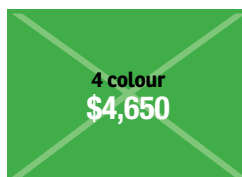
### Creative

### Full Page



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

### Double Page Spread



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

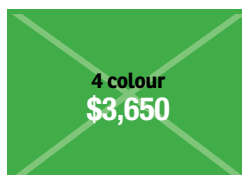
### Standard

### Full Page



Maximum 500 words & 1 picture

### Double Page Spread



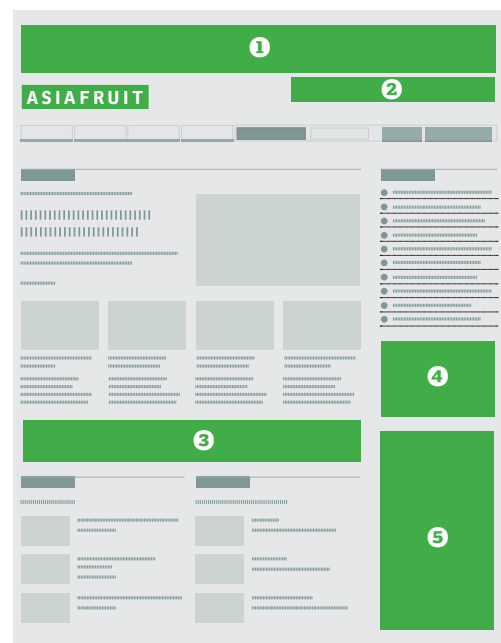
Maximum 1000 words & 2 pictures

# 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

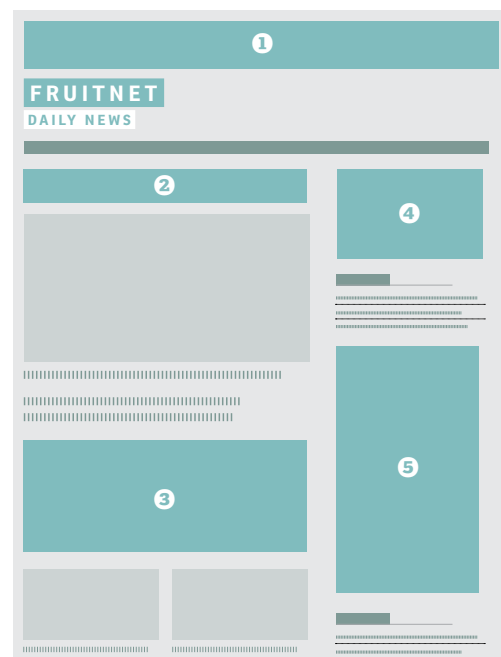


## Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
			DESKTOP	WEEKLY
1 Super Banner <sup>2</sup>	JPG · PNG	752 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** One off charge \$1,250  
Appears once in Newsletter (up to 500 words)

 **+18,500**  
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

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.

# 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:** Full access to online news

## SUBSCRIBE NOW!

**CORPORATE\***  
**US\$286** per year

**PRINT & DIGITAL**  
**US\$220** per year

For information about how to subscribe, please contact:  
[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)

TEL +44 20 7501 031 | +61 3 9040 1602

\*Corporate: One copy of each printed issue, plus online access for a total of three users.  
All postage & delivery costs are included in your subscription.



READ A SAMPLE ISSUE OF ASIAFRUIT  
FOR FREE



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# EVENTS

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.

For more information contact events team:  
+44 20 7501 3725 | [events@fruitnet.com](mailto:events@fruitnet.com)



## FPI

24-26 April 2019  
Mumbai  
[freshproduceindia.com](http://freshproduceindia.com)



## GBC

25-27 March 2019  
Rotterdam  
[berrycongress.com](http://berrycongress.com)



## FPFC

29-31 May 2019  
Shanghai  
[chinafruitlogistica.cn](http://chinafruitlogistica.cn)

## EPF

EUROPEAN  
PACKAGING FORUM

04-05 June, 2019  
Düsseldorf  
[fruchthandel.de/packagingforum](http://fruchthandel.de/packagingforum)

## DOGK

16-17 September 2019  
Düsseldorf  
[dogkongress.de](http://dogkongress.de)



ASIAFRUIT  
CONGRESS  
亚洲水果国际果蔬大会

03 September 2019  
Hong Kong  
[asiafruitcongress.com](http://asiafruitcongress.com)

## AFC



## FFME

[fruitnetforumme.com](http://fruitnetforumme.com)

## FFC

[fruitnetforumcolombia.com](http://fruitnetforumcolombia.com)



07-08 October 2019  
United Kingdom  
[fpjlive.com](http://fpjlive.com)

## FPJLIVE



## FFSEE

06-07 November 2019  
Belgrade  
[fruitnetforumsee.com](http://fruitnetforumsee.com)



For more information contact events team:  
+44 20 7501 3725 | [events@fruitnet.com](mailto:events@fruitnet.com)