

CHINESE-LANGUAGE SERVICES

亚洲水果

ASIAFRUIT

MEDIA  
KIT 2019

[asiafruitchina.net](http://asiafruitchina.net)

FRUITNET

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# CHINESE SERVICES

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

## Publication

ASIAFRUIT CHINA magazine caters to the needs of Chinese-speaking industry professionals with the latest news and exclusive 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. Published five times a year, ASIAFRUIT CHINA magazine is sent out to key Chinese-speaking professionals, leading companies and the main wholesale markets across China, as well as to all ASIAFRUIT subscribers around the world digitally.

More than 3,500 average readers per issue.  
**More information at [asiafruitchina.net](http://asiafruitchina.net)**



### WeChat news service

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

More than 15,000 followers.



### 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.

More than 4,800 subscribers.

**Sign up at [fruitnet.com/asiafruitnews](http://fruitnet.com/asiafruitnews)**



### Website

Updated daily, [Asiafruitchina.net](http://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.

More than 10,000 unique visitors per month.

**[asiafruitchina.net](http://asiafruitchina.net)**

# EDITORIAL PROGRAMME

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

**ASIAFRUIT CHINA** magazine is published five 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 CHINA** magazine is distributed digitally to all **ASIAFRUIT** subscribers around the world. It also enjoys extended distribution to leading Chinese companies in the industry, and 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 CHINA**'s editor Yuxin Yang (contact details on Contacts page) if you have news to share in one of the upcoming editions.

### Advertising packages

A number of different advertising and advertorial packages are available, each of which can be tailored to your company's own requirements. Translation and design service in Chinese is available for all advertorial and advertising.

### Digital circulation

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

### Print circulation

15,000+ including targeted mailing to key Chinese-speaking industry professionals and leading companies in China

### 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
- China Fruit Logistica
- Fruit Logistica
- PMA Fresh Summit



### Mar 2019

The Global edition

### May 2019

China Fruit Logistica & Fresh Produce Forum China edition

### Jul/Aug 2019

Asia Fruit Logistica & Asiafruit Congress edition

### Oct 2019

Autumn & Domestic production edition

### Dec/Jan2020

Chinese New Year edition

	<b>Distributed at</b> China Fruit Logistica 2019, Fresh Produce Forum China 2019 & Hort Connections 2019	<b>Distributed at</b> Asia Fruit Logistica 2019, Asiafruit Congress 2019	<b>Distributed at</b> Taiwan Agriculture Week 2019	<b>Distributed at</b> Fruit Logistica 2020
<b>Booking deadline</b> 12/02/2019	<b>Booking deadline</b> 04/04/2019	<b>Booking deadline</b> 04/07/2019	<b>Booking deadline</b> 12/09/2019	<b>Booking deadline</b> 02/12/2019
<b>Artwork deadline</b> 21/02/2019	<b>Artwork deadline</b> 12/04/2019	<b>Artwork deadline</b> 18/07/2019	<b>Artwork deadline</b> 23/09/2019	<b>Artwork deadline</b> 11/12/2019
<b>Content</b> Global news and innovations, New Zealand, India, Apples and Pears, Citrus (California), Grapes (Australia)	<b>Content</b> China Fruit Logistica preview, South Africa, Malaysia, Grapes (California), Citrus (Australia), Kiwifruit (New Zealand)	<b>Content</b> Asiafruit Congress and Asia Fruit Logistica preview, Avocados (New Zealand), Apples (France), Pears (Belgium, China)	<b>Content</b> China, Bananas, Avocados (Mexico, Chile), Mangoes (Australia)	<b>Content</b> Chinese New Year, Cherries (Chile, New Zealand, Australia), Grapes (South Africa), Berries (Chile, New Zealand), Stonefruit (Australia, California)

# 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



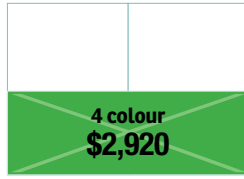
420mm x 297mm +3mm bleed on all sides (426mm x 303mm)  
(logos and text should be at least 5mm from the edge of page)

## 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

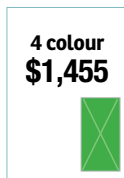


171mm x 83mm, bleeding ad - 210mm x 99mm  
+3mm on all sides (216mm x 105mm)  
(logos and text should be at least 5mm from the edge of page)

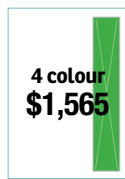
## Quarter Page



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 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

# 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 \*

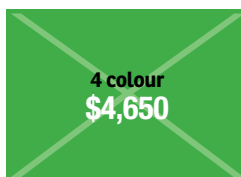
### Creative

### Full Page



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

### Double Page Spread



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

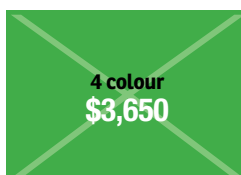
### Standard

### Full Page



Maximum 500 words & 1 picture

### Double Page Spread



Maximum 1000 words & 2 pictures

\* 25% surcharge for copy, translation and design

# ONLINE ADVERTISING

## asiafruitchina.net – Website service

	FILE TYPES	SIZE - PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 X 100	490 X 100	\$685	\$2740
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 X 60	468 X 60	\$190	\$760
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 X 90	980 X 100	\$205	\$820
4 Small Side Banner <sup>1</sup>	JPG · PNG · STATIC GIF	240 X 160	980 X 100	\$135	\$540
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 X 400	490 X 100	\$205	\$820
6 Web Skyscraper	JPG · PNG · STATIC GIF	120 X 600		\$305	\$1220

 **21,800** asiafruitchina.net monthly visits

## Asiafruit News – Newsletter service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
			DESKTOP	WEEKLY MONTHLY
7 Super Banner	JPG · PNG · STATIC GIF	730 X 90	\$420	\$1680
8 Central Banner <sup>2</sup>	JPG · PNG · STATIC GIF	468 X 60	\$260	\$1040
9 Large Central Banner <sup>2</sup>	JPG · PNG · STATIC GIF	468 X 120	\$390	\$1560
10 Small Side Banner <sup>2</sup>	JPG · PNG · STATIC GIF	240 X 160	\$150	\$600
11 Large Side Banner <sup>2</sup>	JPG · PNG · STATIC GIF	240 X 400	\$220	\$880

 **+4,800** Asiafruit News Recipients

## Asiafruit WeChat service

	FILE TYPES	SIZE (PIXELS)	(PRICE)	
			DESKTOP	WEEKLY MONTHLY
12 WeChat banner	JPG · PNG · STATIC GIF	500 X 280	\$199	\$796

 **+15,000** Asiafruit WeChat Subscribers

## Advertorial

Appears in WeChat, Newsletter & Website<sup>3</sup>

Up to 800 words - \$400

## 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

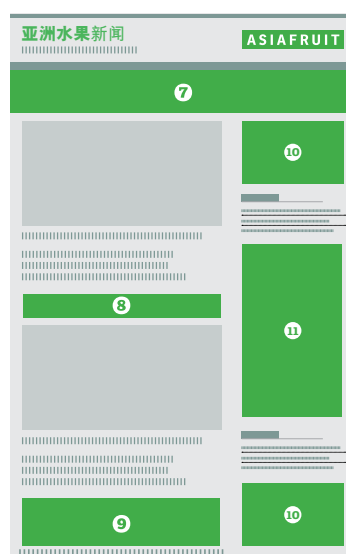
UK agency commission	10%
Other agency commission	15%

### 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 CHINA online pages, except Central banner, which is only available on the ASIAFRUIT homepage.

2—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.

3—\$100 charge for translation & copy

# CONTACTS

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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:  
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