



亚洲水果

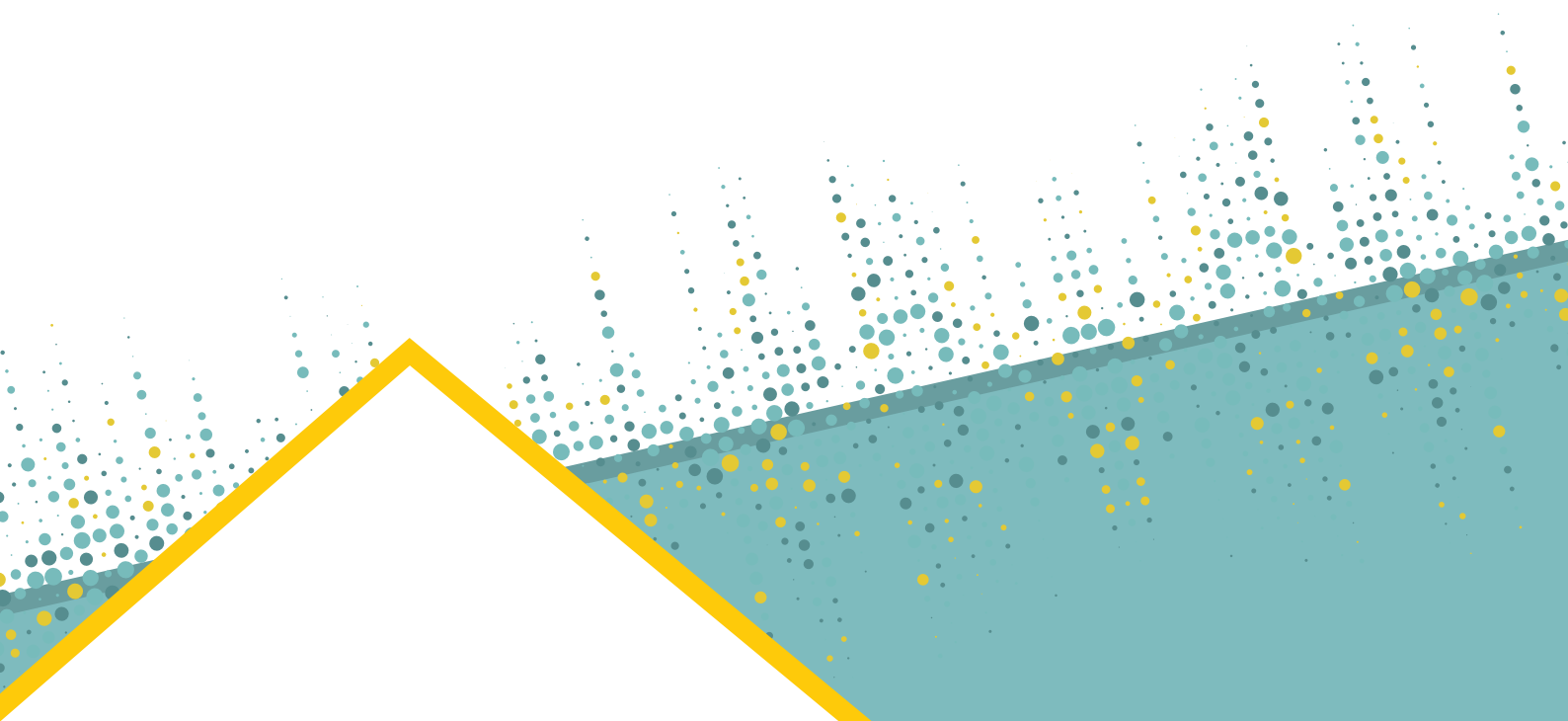
ASIAFRUIT

[ASIAFRUIT CHINA]

# MEDIA KIT

## 2025

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



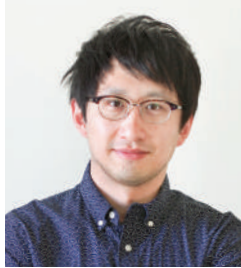
# 亚洲水果

ASIAFRUIT

## READERSHIP

### CONTACT

yuxin@fruitnet.com



*Asiafruit China* offers a multi-platform news and information service for Chinese-speaking professionals in the global fresh produce business. Brought to you by the publisher of *Asiafruit*, the Chinese-language services deliver the latest news and developments as well as in-depth reports on 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.

*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

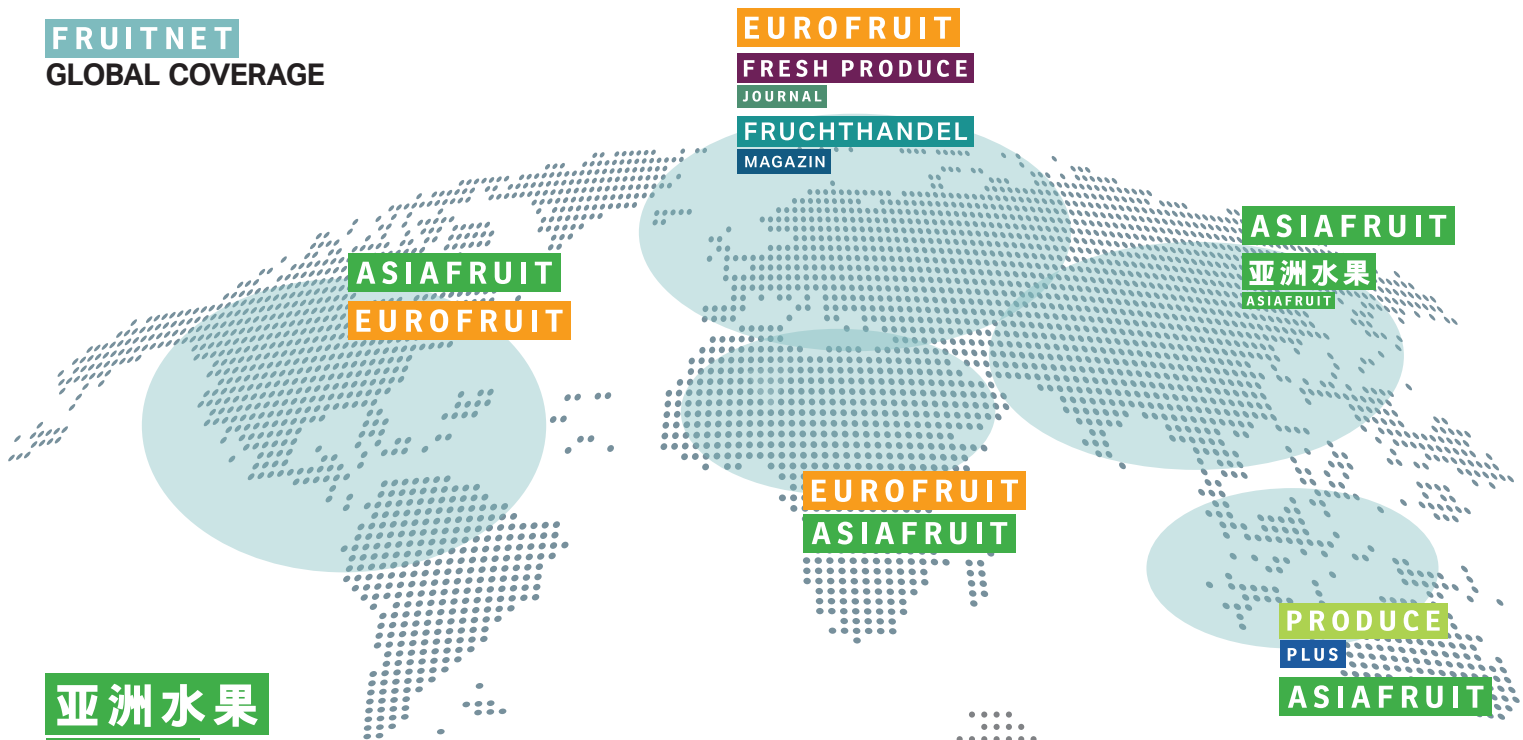
business. The publication stays true to the signature editorial quality and design style of *Asiafruit*. Published five times a year, *Asiafruit China* magazine is distributed to Chinese-speaking professionals, leading companies and the main wholesale markets across China, as well as key industry events globally. *Asiafruit* subscribers around the world also receive digital copies of *Asiafruit China* magazine.

*Asiafruit China's* new app brings the magazine content you love onto one easy-to-use platform. It features the latest news, views and analysis, alongside our magazine editions.

### YUXIN YANG

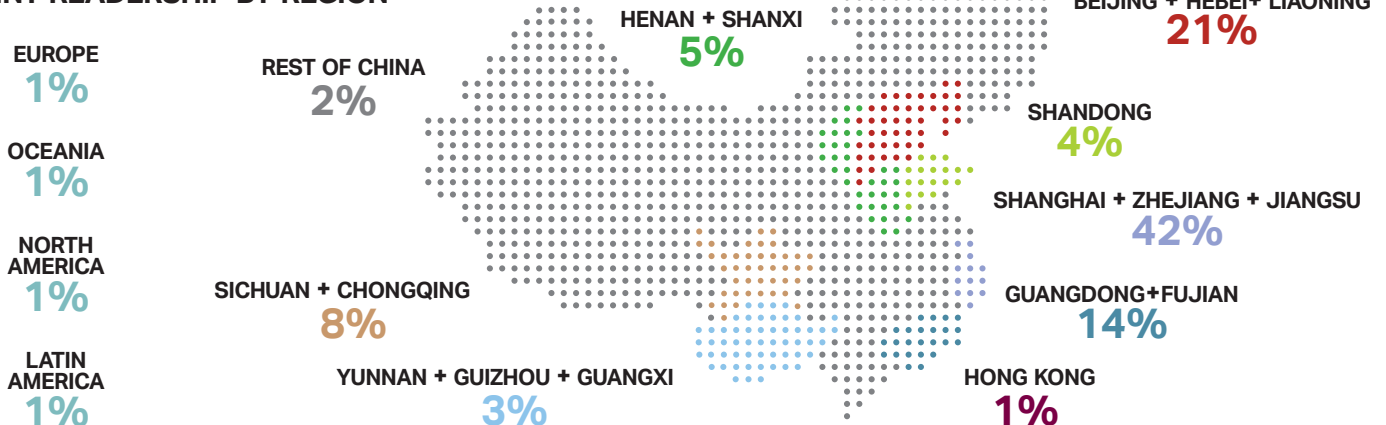
EDITOR, ASIAFRUIT CHINA

### FRUITNET GLOBAL COVERAGE



### 亚洲水果 ASIAFRUIT

#### PRINT READERSHIP BY REGION



# 亚洲水果

ASIAFRUIT

## IN FIGURES

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[editorial@fruitnet.com](mailto:editorial@fruitnet.com)



### 亚洲水果

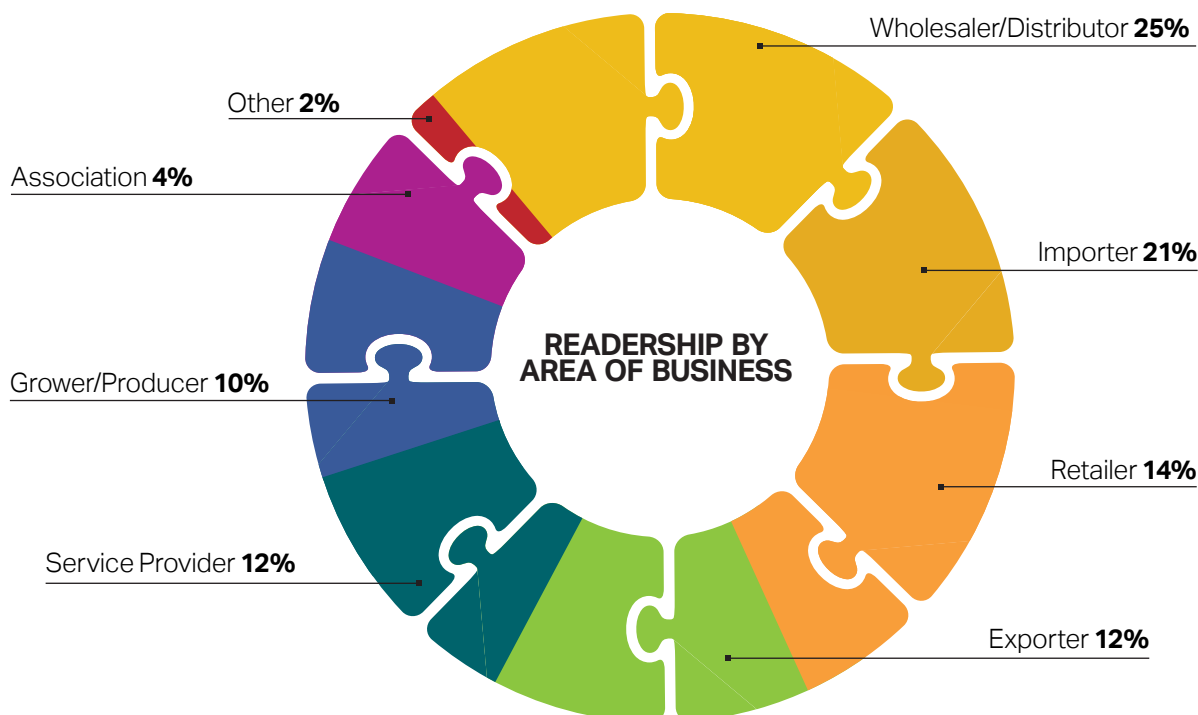
ASIAFRUIT

21,000  
MONTHLY USERS

45,000  
MONTHLY VIEWS

45,000  
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



# EDITORIAL PROGRAMME

CONTACT  
yuxin@fruitnet.com

## MARCH

### ISSUE 41

#### FEATURES

Global innovations  
Cherries (China)  
Berries  
Avocados  
Citrus  
Grapes  
India

#### SPECIALS

Fresh Focus South African Table  
Grapes

BOOKING DEADLINE  
14 February 2025

EVENT DISTRIBUTION  
Fresh Produce India  
Macfrut

## OCTOBER

### ISSUE 44

#### FEATURES

Retail  
Apples and pears (China)  
Kiwifruit (China)  
Berries  
Grapes  
Mangoes  
Pomegranates  
Dragon fruit  
Logistics

BOOKING DEADLINE  
19 September 2025

## MAY

### ISSUE 42

#### FEATURES

Kiwifruit  
Durian  
Apples and pears  
Chinese fruit  
Bananas and pineapples  
Blueberries  
Thailand  
Vietnam

#### SPECIALS

Fresh Focus South African Apples and  
Pears

BOOKING DEADLINE  
17 April 2025

EVENT DISTRIBUTION  
Fresh Produce Vietnam  
Asia Fruit Logistica Bangkok Meet Up

## DECEMBER/JANUARY

### ISSUE 45: LUNAR NEW YEAR EDITION

#### FEATURES

Lunar New Year  
China  
Cherries  
Grapes  
Mandarins  
Stonefruit  
Berries  
Citrus  
Grapes

#### SPECIALS

Fresh Focus Cherry

BOOKING DEADLINE  
5 December 2025

EVENT DISTRIBUTION  
Fruit Logistica

## JULY/AUGUST

### ISSUE 43: ASIA FRUIT LOGISTICA EDITION

#### FEATURES

Asia Fruit Logistica  
Asiafruit Knowledge Centre  
Technology  
China  
Avocados  
Citrus  
Packaging

BOOKING DEADLINE  
18 July 2025

EVENT DISTRIBUTION  
Asia Fruit Logistica  
Asia Fruit Logistica China Meet Up

# 亚洲水果

## ASIAFRUIT

# FRUITNET SPECIALS

CONTACT

editorial@fruitnet.com

FRESH FOCUS SPECIALS ARE DISTRIBUTED AT **FRUIT LOGISTICA, ASIA FRUIT LOGISTICA, FRUIT ATTRACTION AND OTHER FRUITNET EVENTS.**



**FEBRUARY**

**FRESH FOCUS**  
SOUTH AFRICA

BOOKING  
DEADLINE  
**6 January 2025**



**MARCH**

**FRESH FOCUS**  
BERRY

BOOKING  
DEADLINE  
**7 February 2025**

EVENT  
DISTRIBUTION  
**Fruitnet Berry Congress  
International Blueberry  
Conference  
IBO Summit**



**APRIL**

**FRESH FOCUS**  
ITALY

BOOKING  
DEADLINE  
**2 April 2025**

EVENT  
DISTRIBUTION  
**Macfrut**



**MAY**

**FRESH FOCUS**  
MOROCCO

BOOKING  
DEADLINE  
**4 April 2025**

EVENT  
DISTRIBUTION  
**Morocco Tomato Congress**



**MAY**

**FRESH FOCUS**  
SUSTAINABILITY

BOOKING  
DEADLINE  
**25 April 2025**

EVENT  
DISTRIBUTION  
**Greentech**



**JUNE**

**FRESH FOCUS**  
PACKAGING & TECHNOLOGY

BOOKING  
DEADLINE  
**2 May 2025**

EVENT  
DISTRIBUTION  
**Greentech**



**JULY**

**FRESH FOCUS**  
TROPICALS

BOOKING  
DEADLINE  
**23 May 2025**

EVENT  
DISTRIBUTION  
**Fruitnet Tropical Congress**



**AUGUST**

**FRESH FOCUS**  
APPLE & PEAR

BOOKING  
DEADLINE  
**4 July 2025**

EVENT  
DISTRIBUTION  
**Prognosfruit**



**AUGUST**

**FRESH FOCUS**  
AVOCADO

BOOKING  
DEADLINE  
**25 July 2025**



**OCTOBER**

**FRESH FOCUS**  
NORTH AMERICA

BOOKING  
DEADLINE  
**22 August 2025**

EVENT  
DISTRIBUTION  
**Global Produce & Floral Show**



**NOVEMBER**

**FRESH FOCUS**  
TOMATO

BOOKING  
DEADLINE  
**3 October 2025**

EVENT  
DISTRIBUTION  
**Fruitnet Tomato Congress**



**NOVEMBER**

**FRESH FOCUS**  
CHERRY

BOOKING  
DEADLINE  
**9 October 2025**

# 亚洲水果

## ASIAFRUIT

# PRINT ADVERTISING

### CONTACT

advertising@fruitnet.com

#### Premium positions

**Back cover**  
**\$ 4,010**

**Inside front cover**  
**\$ 3,860**

**Inside back cover**  
**\$ 3,040**

**Front section**  
**\$ 3,500**

(first 15 pages of magazine)

#### 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%

## HOW TO SUPPLY YOUR ARTWORK

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2025 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2025 or earlier:
  - Saved as JPG, TIFF or EPS (CMYK only)
  - Minimum 300 DPI

#### How to send artwork:

- » To [design@fruitnet.com](mailto:design@fruitnet.com) (max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com) (larger files)

### FULL PAGE \$2,720



#### Digital Edition



— 210mm x 297mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page

### DOUBLE PAGE SPREAD \$4,790



#### Digital Edition



— 420mm x 297mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page

### HALF PAGE SPREAD \$3,000



#### Digital Edition



— 420mm x 144mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page

### HALF PAGE \$1,890



#### Horizontal

— 171mm x 127mm

**Horizontal with bleed**  
— 210mm x 143mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page



#### Vertical

— 71mm x 256mm

**Vertical with bleed**  
— 88mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

**Digital Edition**  
Landscape only



### THIRD PAGE \$1,600



#### Horizontal

— 171mm x 83mm

**Horizontal with bleed**  
— 210mm x 99mm

Logos and text must be at least 8mm from edge of page



#### Vertical

— 46mm x 256mm

**Vertical with bleed**  
— 63mm x 297mm

Logos and text must be at least 8mm from edge of page

**Digital Edition**  
Landscape only



### QUARTER PAGE \$1,500



#### Horizontal

— 171mm x 61mm

Logos and text must be at least 8mm from edge of page



#### Vertical

— 71mm x 127mm

Logos and text must be at least 8mm from edge of page

**Digital Edition**  
Landscape only



# 亚洲水果

## ASIAFRUIT

# CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

## BOUND-IN BOOKMARK \$4,500



Digital Edition

Your advert includes a top banner and a full-page advert

## BELLY WRAP

Standard \$4,000 Creative \$5,000



Digital Edition

Your advert displays as a digital bellywrap

## BOUND-IN CARD \$5,500

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



Digital Edition

Your advert displays as two consecutive full-page adverts

## FOLD-OUT COVER \$6,500

THREE PAGES OF ADVERTISEMENT



Digital Edition

Your advert displays as three consecutive pages in Digital format

## ADVERTORIALS

Full page \$2,720



Maximum 350 words and two images plus one logo

## Double-page spread \$4,790



Maximum 700 words and four images plus one logo

## DIGITAL-ONLY OPTIONS

### Video content

\$2,645

Video content needs to be supplied as a YouTube or Vimeo weblink



### Top banner

\$2,100

Top banner for logged-in users. Once clicked, user is taken to advertiser's advert or digital content



Premium position

1600x400px

### Floating banner

\$4,000

Your banner will appear on all magazine pages. Once clicked, user is taken to advertiser's advert or digital content



All pages

320x50px

- \$300 for advertorial copy writing per page\*
- \$170 for copy translation between Chinese and English\*
- \$450 for copy writing and translation between Chinese and English\*
- \* Up to 500 English words / 800 Mandarin Chinese characters per page

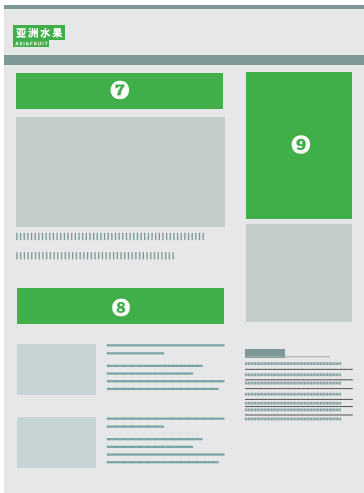
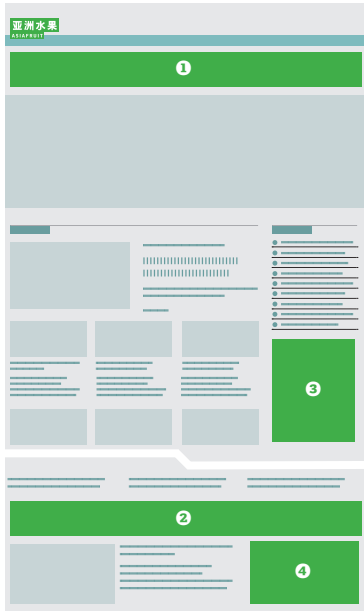
# 亚洲水果

## ASIAFRUIT

# ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



## STANDARD DISPLAY ASIAFRUITCHINA.NET

FORMAT	DESKTOP	MOBILE	WEEK (\$)	MONTH (\$)
Super banner ①	1180x130	370x140	675	2,700
Central banner ②	1180x130	370x140	260	1,040
Large side banner ③	375x440	375x440	260	1,040
Small side banner ④	375x225	375x225	130	520
Video banner	375x225	375x225	260	1,040

Advertorial (Please see advertorial package as below)

**45,000**  
MONTHLY VIEWS

## STANDARD DISPLAY ASIAFRUIT NEWSLETTERS

FORMAT	DESKTOP	WEEK (\$)	MONTH (\$)
Super banner ⑦	730x90	400	1,200
Central banner ⑧	730x90	210	840
Large side banner ⑨	240x400	188	750

Advertorial (Please see advertorial package as below)

**4,800**  
NEWSLETTER SUBSCRIBERS

## STANDARD DISPLAY ASIAFRUIT WECHAT

FORMAT	DESKTOP	MONTH (\$)
Banner/Lead article ⑩	500x280	1,100
Banner/Second article ⑪	500x280	880
Banner/Third article ⑫	500x280	700

Advertorial (Please see advertorial package as below)

**45,000**  
WECHAT SUBSCRIBERS

## ADVERTORIAL PACKAGE

COPY SUPPLIED(\$)

Wechat lead article, Asiafruit China website & newsletter	750
Wechat second article, Asiafruit China website & newsletter	500

**20% combination discount** if you book website banners and newsletters simultaneously within the same week.

- \$300 for advertorial copy writing per piece. \$170 for copy translation between Chinese and English\*
- \$450 for copy writing and translation between Chinese and English\*
- Customised advertorial services: event/product photography and video production, starting from \$1,500
- For bundle options (including promotions on Fruitnet's other media platforms) please contact the sales team.
- \*Up to 500 English words / 800 Mandarin Chinese characters per piece

# 亚洲水果

ASIAFRUIT

## RATE CARD

CONTACT

advertising@fruitnet.com

### MAGAZINE DISPLAY

	RATE (\$)
Quarter page	1,500
Third page	1,600
Half page	1,890
Full page	2,720
Front section	3,500
Half page spread	3,000
Double page spread	4,790
Inside back cover	3,040
Inside front cover	3,860
Back cover	4,010

### PRINT MARKETING

Magazine insert	2,940
Full page advertorial	2,720
DPS advertorial	4,790
Belly wrap	standard 4,000
	creative 5,000
Bound-in bookmark	from 4,500
Bound-in card	from 5,500
Fold-out cover	from 6,500

### DIGITAL EDITION ONLY

Top banner	2,100
Video content	2,645
500-word advertorial	1,550
Floating banner on all pages 320x50	4,000

### ASIAFRUIT.COM

	RATE (\$)	WEEK	MONTH
Super banner	675	2,700	
Central banner	260	1,040	
Large side banner	260	1,040	
Small side banner	130	520	
Video banner	260	1,040	
Advertorial	see advertorial package		

### ASIAFRUIT CHINA DAILY NEWS RATE (\$)

Super banner	300	1,200
Central banner	210	840
Large side banner	188	750

### SPECIAL FORMATS

	RATE (\$)
Video banner	450 1,800
Content series sponsor	POA
Fruitbox episode sponsor	3,000
Fruitbox episode-main sponsor	4,950
Video episode sponsor	5,000
Video series sponsor	POA
Fruitnet Presents video (advertorial)	5,000
Microsite plus content (min 3 months)	from 10,000

### DISCOUNTS

	%	AGENCY COMMISSION	%
2+	5	UK agency	10
4+	10	Other agency	15
6+	15		
8+	20		
10+	25		

Display advertisements will appear in print and digital editions.

# 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

45,000 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.

- 45,000+ followers
- 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 from **US\$700**

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) (中文)

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



# FRUITNET EVENTS

**CONTACT**  
[events@fruitnet.com](mailto:events@fruitnet.com)

Fruitnet Live 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, to discover new trade opportunities, and to shape the future of your business.



**FRUITNET BERRY CONGRESS**  
**13-14 MARCH 2025 · ROTTERDAM**  
[berrycongress.com](http://berrycongress.com)



**FRUITNET TROPICALS CONGRESS**  
**24-25 JUNE 2025 · ANTWERP**  
[tropicalscongress.com](http://tropicalscongress.com)



**FRUITNET CITRUS CONGRESS**  
**25-26 MARCH 2025 · VALENCIA**  
[citruscongress.com](http://citruscongress.com)



**ASIAFRUIT KNOWLEDGE CENTRE**  
**3-5 SEPTEMBER 2025 · HONG KONG**  
[asiafruitknowledgecentre.com](http://asiafruitknowledgecentre.com)



**FRESH PRODUCE INDIA**  
**3-4 APRIL 2025 · MUMBAI**  
[freshproduceindia.com](http://freshproduceindia.com)



**DEUTSCHE OBST & GEMÜSE KONGRESS**  
**22-23 SEPTEMBER 2025 · DÜSSELDORF**  
[dogkongress.de](http://dogkongress.de)



**FRESH PRODUCE VIETNAM**  
**13-14 MAY 2025 · HO CHI MINH CITY**  
[freshproducevietnam.com](http://freshproducevietnam.com)



**FRUITNET TOMATO CONGRESS**  
**11-12 NOVEMBER 2025 · MALAGA**  
[fruitnet.com/tomatocongress](http://fruitnet.com/tomatocongress)



**FESTIVAL OF FRESH**  
**5 JUNE 2025 · SPALDING**  
[fruitnet.com/festivaloffresh](http://fruitnet.com/festivaloffresh)

## ORGANISING EVENTS SINCE 1970

- ✂ BRUSSELS
- ✂ AMSTERDAM
- ✂ PARIS
- ✂ LONDON
- ✂ BERLIN
- ✂ VALENCIA
- ✂ BARCELONA
- ✂ VENICE
- ✂ SANTIAGO
- ✂ LIMA
- ✂ MONTEVIDEO
- ✂ BOGOTÁ

- ✂ BUENOS AIRES
- ✂ ST PETERSBURG
- ✂ MELBOURNE
- ✂ HO CHI MINH CITY
- ✂ CAIRO
- ✂ CAPE TOWN
- ✂ DUBAI
- ✂ MUMBAI
- ✂ DELHI
- ✂ HYDERABAD
- ✂ PUNE
- ✂ BANGALORE

- ✂ BUDAPEST
- ✂ MUNICH
- ✂ BANGKOK
- ✂ CHENGDU
- ✂ QINGDAO
- ✂ HANGZHOU
- ✂ BEIJING
- ✂ DÜSSELDORF
- ✂ HAMBURG
- ✂ BIRMINGHAM
- AND MORE...

OFFICIAL COOPERATION PARTNER



**FRUIT LOGISTICA**  
**5-7 FEBRUARY 2025 · BERLIN**



**ASIA FRUIT LOGISTICA**  
**3-5 SEPTEMBER 2025 · HONG KONG**



# 亚洲水果

## ASIAFRUIT

# SUBSCRIPTIONS

CONTACT

[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)

Subscribe to *Asiafruit China*. Enjoy high-quality editorial and industry news in print and in easy-to-use digital formats. The Asiafruit China app delivers the Mandarin Chinese publication's exclusive content directly to your smartphone. Subscribers get unlimited access to all new and past editions of Asiafruit China Magazine.

### INDIVIDUAL

**12 months US\$175 / 6 months US\$75**

FIVE print editions of *Asiafruit China*, plus annual specials

Digital editions to download on day of publication

Full online archive of previous digital editions

### CORPORATE

**Prices on request**

Same benefits as individual package

Bespoke packages available for team or company

Volume discounts for three or more subscribers

Personalised account management



**Download the free Asiafruit China app!**



# 亚洲水果

ASIAFRUIT

## OUR CLIENTS

**AgroFresh**  
We Grow Confidence™

**ASIA FRUIT  
LOGISTICA**

**FRUIT  
LOGISTICA**

**BlueWhale®**

**CAMPOSOL  
CARES  
FROM FARM  
TO FAMILY**



**Costa**  
well grown

**Driscoll's**  
Only the Finest Berries™



**Fruits from Chile®**



**HALLS**  
EST 1890

**Jingold™**  
kiwifruit passion

**鑫荣懋**  
JOY WING MAU  
— 新鲜水果专家 —

**LANG HAO | 朗浩**

**LYTONE**

**牛油果先生**  
**Mr. Avocado**

**NEW ZEALAND  
TRADE & ENTERPRISE**  
Te Taurapa Tūhono



**REEMOON**



**rockit**  
乐琪® 苹果

**SG**  
焯果 SHENG

**中化**  
sinochem  
| 科 | 学 | 至 | 上 |

**先正达集团中国**  
Syngenta Group China

**SINOLYCHEE**  
中荔农业集团

**SATI**  
SOUTH AFRICAN TABLE  
GRAPE INDUSTRY

**Vanguard**  
International

**Wonderful citrus™**

**XING YE YUAN GROUP**  
**兴业源**

**YH 永辉超市**  
YONGHUI SUPERSTORES

**艺树家**  
YSJ FRUIT

# 亚洲水果

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