

ASIAFRUIT CHINA
CHINESE-LANGUAGE SERVICES

亚洲水果

ASIAFRUIT

MEDIA
KIT 2024

asiafruitchina.net



FRUITNET PUBLICATIONS

ASIAFRUIT CHINA is part of FRUITNET MEDIA INTERNATIONAL the world's leading publisher and event organiser for the international fresh fruit and vegetable business.

In addition to ASIAFRUIT CHINA, FRUITNET publishes EUROFRUIT, ASIAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL. It also organises fresh produce business conference events all over the world, which are the best way for companies to explore new business opportunities and make new business contacts.

FRUITNET is headquartered in London, with offices in Düsseldorf, Melbourne, and Shanghai, where ASIAFRUIT CHINA is based.



ASIAFRUIT CHINA: (Mandarin Chinese language) average 4,200 readers per issue, catering to markets in the Greater China region

EUROFRUIT: (English language) average 8,500 readers per issue, catering to markets in Europe, the Americas and the Middle East

ASIAFRUIT: (English language) average 6,200 readers per issue, catering to markets in the Asia-Pacific region

PRODUCE PLUS: (English language) average 4,500 readers per issue, catering to Australia and New Zealand markets

FRESH PRODUCE JOURNAL: (English language) average 15,000 readers per issue, catering to the UK market

FRUCHTHANDEL: (German language) catering to the German market

CHINESE SERVICES

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 publishers 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.

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. 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. ASIAFRUIT subscribers around the world also receive digital copies of ASIAFRUIT CHINA magazine.

More than 4,200 readers per issue.

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. Available on the App Store, Google Play and desktop: <https://desktop.asiafruitchina.net/>

More information at asiafruitchina.net



WeChat

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 33,000 followers.



Website

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



Newsletter

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



Weibo

ASIAFRUIT CHINA launched its Weibo service in late 2019. The social media network is China's version of Twitter. The latest industry news and marketing innovations are delivered in bite-size format.



READERSHIP

Nationwide coverage

Each issue of ASIAFRUIT CHINA magazine is distributed to hundreds of Mandarin-Chinese professionals in the fresh produce trade across China. The magazine is available at major fruit and vegetable wholesale markets in Guangzhou, Shanghai, Beijing, Chengdu, Shenyang and other key cities. It's also distributed at leading fresh produce trade shows and conference events in China and abroad, including all of Fruitnet's global events.



4,200

ASIAFRUIT CHINA Magazine
Average readers per issue



+4,800

ASIAFRUIT CHINA News
subscribers

Online & event readership

41K*

monthly digital readers

33K*

social media followers

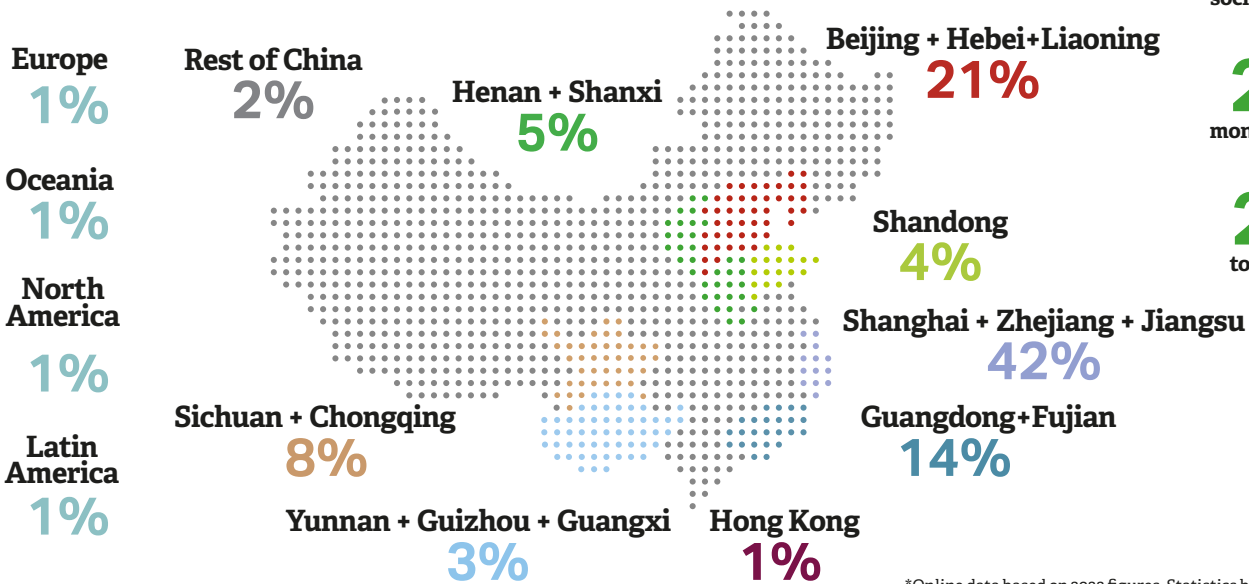
200K*

monthly engagements

272K*

total event audience

In print readership data



*Online data based on 2023 figures. Statistics based on Google Analytics

EDITORIAL PROGRAMME

MAR 2024

Issue 36

Event Distribution
Fresh Produce India

Booking deadline
21/02/2024

Artwork deadline
27/02/2024

Content
Global innovations,
Bananas & Pineapples,
Berries Apples & Pears,
Grapes, Cherries (China)

MAY 2024

Issue 37

Event Distribution
Hort Connections,
Asia Fruit Logistica China
Business Meet-Up

Booking deadline
22/04/2024

Artwork deadline
01/05/2024

Content
Citrus, Kiwifruit, Lemons
(South Africa), Chinese fruit

JUL/AUG 2024

Issue 38

Event Distribution
Asia Fruit Logistica,
Asiafruit Congress
Global Avocado Congress

Booking deadline
18/07/2024

Artwork deadline
25/07/2024

Content
Asia Fruit Logistica &
Asiafruit Congress Preview,
Avocados, Grapes, Packaging,
Technology

OCT 2024

Issue 39

Event Distribution
Fruitnet Citrus Congress

Booking deadline
25/09/2024

Artwork deadline
02/10/2024

Content
Retail, Bananas, Avocados,
Berries, Apples & Pears
(China), Kiwifruit (China),
Mangoes

DEC 2024

Issue 40

Event Distribution
Fruit Logistica 2024

Booking deadline
02/12/2024

Artwork deadline
10/12/2024

Content
Chinese New Year, Chile,
Australia, Cherries, Strawberries,
Stonefruit, Citrus (China), Grapes

MAGAZINE ADVERTISING

For Print and Digital editions of Asiafruit China

Premium positions

Back cover
\$ 4,010

Inside front cover
\$ 3,860

Inside back cover
\$ 3,040

Front section
\$ 3,500

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%

Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2023 or earlier:
 - All fonts must be supplied/outlined
 - Images must be 300 DPI in CMYK
3. Photoshop CC2023 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

- All rates in US dollars

Full Page \$2,720



210mm x 297mm +3mm bleed *

Double Page Spread \$4,790



420mm x 297mm +3mm bleed *

Half Page Spread \$3,000



420mm x 144mm +3mm bleed *

Half Page \$1,890



Horizontal advert - 171mm x 127mm*
Horizontal bleeding advert - 210mm x 143mm +3mm bleed *



Vertical advert - 71mm x 256mm*
Vertical bleeding advert - 88mm x 297mm +3mm bleed *

Third Page \$1,600



Horizontal advert - 171mm x 83mm*
Horizontal bleeding advert - 210mm x 99mm*



Vertical advert - 46mm x 256mm*
Vertical bleeding advert - 63mm x 297mm*

Quarter Page \$1,500



Horizontal advert - 171mm x 61mm*



Vertical advert - 71mm x 127mm*

* Logos and text should be at least 8mm from the edge of page

Contact:

For more information please contact our advertising team. Australia: Kate@fruitnet.com | +61 3 9040 1602
China: jennifer@fruitnet.com | +86 21 5386 3180

CREATIVE MARKETING

For Print and Digital editions of Asiafruit China

Further Options

Belly Wrap	
Creative	\$5,150
Standard	\$4,570
Fold-out pages	
Double (three pages)	\$4,570
Triple (five pages)	\$5,500
Magazine insert	\$2,940

Bound-in bookmark \$4,750



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

Belly wrap ^{FROM} \$4,570



Your advert displays as a digital bellywrap.

Bound-in Card \$4,750

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



Your advert displays as two consecutive full page adverts.

Fold-out cover \$5,500

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

Advertorials*

Creative

Full Page \$2,720



Maximum 800 characters, up to 2 pictures, Logo & graphics.

Double Page Spread \$4,790



Maximum 1500 characters, up to 4 pictures, logo & graphics.

- \$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

ONLINE ADVERTISING

asiafruitchina.net – Website service

	FILE TYPES	(SIZE - PIXELS)	(PRICE)		
			DESKTOP	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 X 130	\$675	\$2,700	
2 Central Banner	JPG · PNG · GIF	1180 X 130	\$260	\$1,040	
3 Large Side Banner	JPG · PNG · GIF	380 X 450	\$260	\$1,040	
4 Small Side Banner	JPG · PNG · GIF	380 X 225	\$130	\$520	
4 Video Banner	LINK	380 X 225	\$260	\$1,040	
● Advertorial			Please see advertorial package as below		

 **18,000** asiafruitchina.net monthly visits

Asiafruit News – Newsletter service

	FILE TYPES	SIZE (PIXELS)	(PRICE)		
			DESKTOP	WEEKLY	MONTHLY
7 Super Banner	JPG · PNG · GIF	730 X 90	\$300	\$1200	
8 Central Banner	JPG · PNG · GIF	730 X 90	\$210	\$840	
9 Large Side Banner	JPG · PNG · GIF	240 X 400	\$188	\$750	
● Advertorial			Please see advertorial package as below		

 **+4,800** Asiafruit News Recipients

Asiafruit WeChat service

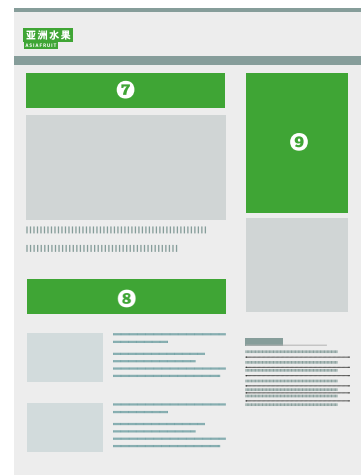
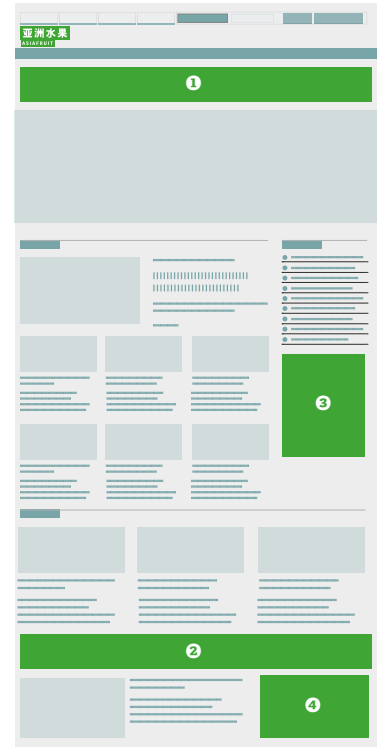
	FILE TYPES	SIZE (PIXELS)	(PRICE)	
			DESKTOP	MONTHLY
10 Banner/Lead article	JPG · PNG · GIF	500 X 280	\$1100	
11 Banner/Second article	JPG · PNG · GIF	500 X 280	\$880	
12 Banner/Third article	JPG · PNG · GIF	500 X 280	\$700	
● Advertorial			Please see advertorial package as below	

 **+33,000** Asiafruit WeChat Subscribers

Advertorial package

Wechat lead article, Asiafruit China website and newsletter	(PRICE) COPY SUPPLIED	\$750
Wechat second article, Asiafruit China website and newsletter		\$500

- \$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



Magazine app advertising 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 bottom



\$4,000

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

all pages
320x50px

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.

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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 4,570 creative 5,150
Bound-in bookmark	from 4,750
Bound-in card	from 4,750
Fold-out cover	from 5,500

DIGITAL EDITION ONLY

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

FRUITNET.COM

	RATE (\$)	WEEK	MONTH
Super banner		675	2,700
Central banner		600	2,400
Large side banner		400	1,600
Small side banner		250	1,000

EMAIL NEWSLETTER

Standard banner	350	1,400
Premium banner	450	1,800

SPECIAL FORMATS

Fruitbox podcast sponsor	3,000
Video episode sponsor	5,000
Fruitnet Presents video feature	5,500
Microsite with bespoke content	12,000

DISCOUNTS

	%
2+	5
4+	10
6+	15
8+	20
10+	25

AGENCY COMMISSION

	%
UK agency	10
Other agency	15

Display advertisements will appear in print and digital editions.

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/

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

33,000 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.

- 33,000+ 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 (English)

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

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



FRESH PRODUCE INDIA
21-22 MARCH 2024 · MUMBAI

freshproduceindia.com



FRUITNET AVOCADO CONGRESS
DATE & VENUE TBC

avocadocongress.com



GLOBAL TOMATO CONGRESS
14-15 MAY 2024 · THE HAGUE

globaltomatocongress.com



ASIAFRUIT CONGRESS
4-6 SEPTEMBER 2024 · HONG KONG

asiafruitcongress.com



EUROPEAN SUSTAINABILITY FORUM
11-12 JUNE 2024 · BONN



DEUTSCHER OBST & GEMÜSE KONGRESS
23-24 SEPTEMBER 2024 · DÜSSELDORF

dogkongress.de



FESTIVAL OF FRESH
13 JUNE 2024 · EVESHAM, UK

fruitnet.com/festivaloffresh



FRUITNET CITRUS CONGRESS
NOVEMBER 2024 · VALENCIA

citruscongress.com



FRUITNET GRAPE CONGRESS
4 JULY 2024 · PUGLIA

grapecongress.com

OFFICIAL COOPERATION PARTNER



FRUIT LOGISTICA

7-9 FEBRUARY 2024 · BERLIN



ASIA FRUIT LOGISTICA

4-6 SEPTEMBER 2024 · HONG KONG



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SUBSCRIPTIONS

CONTACT

jennifer@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



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OUR CLIENTS

AgroFresh

We Grow Confidence™

ASIA FRUIT
LOGISTICA

FRUIT
LOGISTICA



BlueWhale®

CAMPOSOL
CARES
FROM FARM
TO FAMILY



costa
well grown



Only the Finest Berries™



牛油果先生
Mr. Avocado



REEMOON

rockit
乐琪苹果



Wonderful citrus™



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ASIAFRUIT

CONTACT US

EDITORIAL



YUXIN YANG
CHINA EDITOR
yuxin@fruitnet.com
+61 3 9040 1604
📞 harbxin



WINNIE WANG
DEPUTY CHINA EDITOR
winnie@fruitnet.com
+61 3 9040 1603
📞 FruitnetWinnie

EDITORIAL (GLOBAL)

JOHN HEY
EDITOR
john@fruitnet.com
+61 3 904 01602

LIAM O'CALLAGHAN
DIGITAL EDITOR
liam@fruitnet.com
+61 3 9040 1605

BREE CAGGIATI
STAFF JOURNALIST
bree@fruitnet.com
+61 3 9040 1606

AGENTS
CARLA BUONO
ITALY
carla@ncx.it
+39 059 7863830

CRISTINA DELOF
FRANCE, MOROCCO, ALGERIA & TUNISIA
cristina@fruitnet.com
+34 93 000 57 54

GIORGIO MANCINO
SENIOR SALES MANAGER
giorgio@fruitnet.com
+44 20 7501 3716

GIORDANO GIARDI
ITALY
giordano@fruitnet.com
+39 059 786 3839

ADVERTISING



KATE RICHES
HEAD OF ASIA-PACIFIC
kate@fruitnet.com
+61 3 9040 1601



JENNIFER ZHANG
CHINA
jennifer@fruitnet.com
+86 21 5386 3180
📞 15882057464



JEFF LONG
US & CANADA
jeff@fruitnet.com
+1 805 966 0815



ARTUR WISELKA
EUROPE, MIDDLE EAST
& AFRICA
artur@fruitnet.com
+44 20 7501 0309

JOSSelyn POZO LASCANO
ACCOUNT MANAGER
josselyn@fruitnet.com
+44 20 7501 0313

FRED MEINTJES
SOUTH AFRICA
fredomeintjes@gmail.com
+27 28 754 1418

MANAGEMENT



CHRIS WHITE
MD, FRUITNET
chris@fruitnet.com
+44 20 7501 3710



ULRIKE NIGGEMANN
COMMERCIAL DIRECTOR
un@fructhandel.de
+49 211 99 10 425

DESIGN & PRODUCTION

SIMON SPRECKLEY
DESIGN MANAGER
simon@fruitnet.com
+44 20 7501 3713

QIONG WU
SENIOR GRAPHIC DESIGNER
wobo@fruitnet.com
+61 03 90401603

EVENTS & MARKETING

LAURA MARTIN NUNEZ
HEAD OF EVENTS & MARKETING
laura@fruitnet.com
+44 20 7501 3720

ACCOUNTS

TRACEY HAINES
ACCOUNTS RECEIVABLE
tracey@fruitnet.com
+44 20 7501 3717

SUBSCRIPTIONS

CONTACT
subscriptions@fruitnet.com
+61 3 9040 1600