

亞洲水果

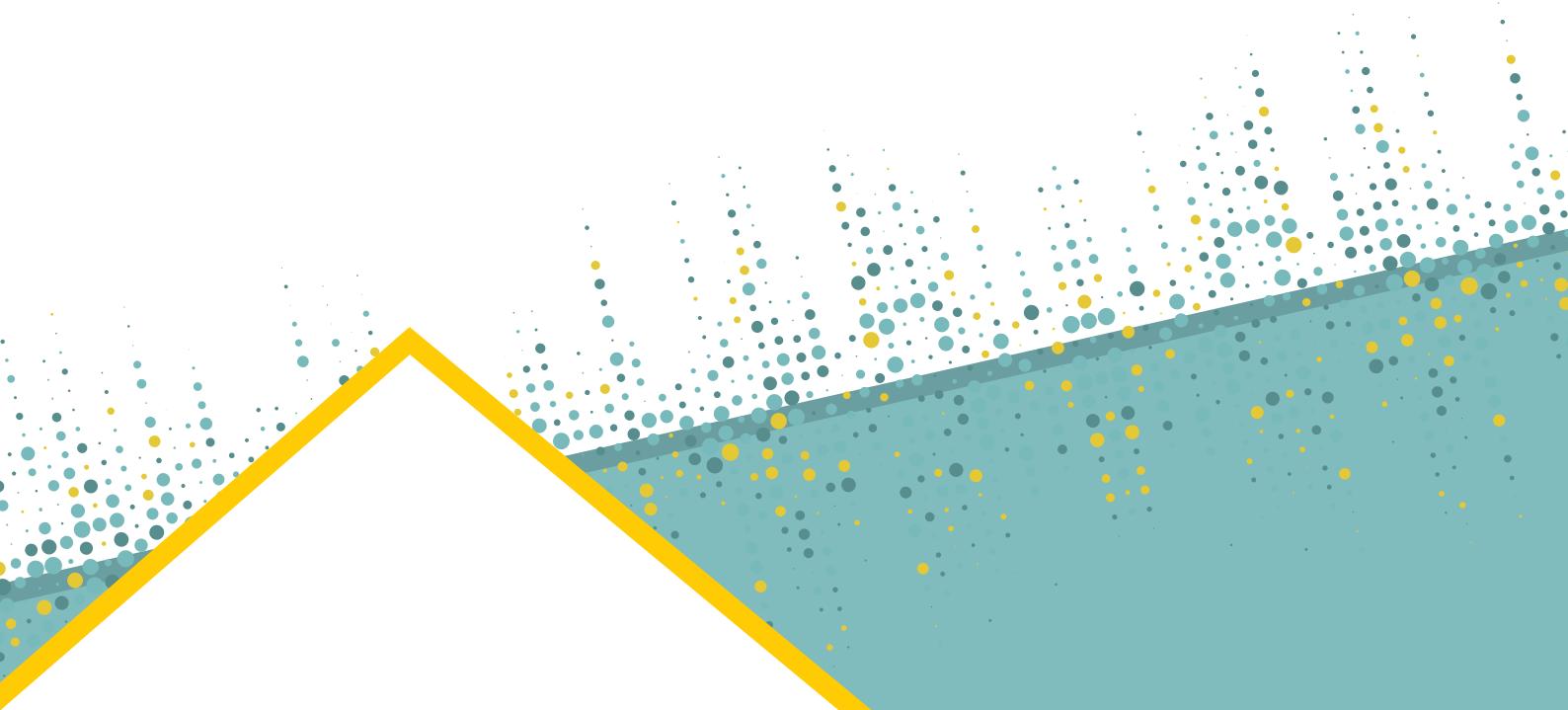
ASIAFRUIT

[ASIAFRUIT CHINA]

MEDIA KIT

2026

asiafruitchina.net



亚洲水果

ASIAFRUIT

READERSHIP

CONTACT

yuxin@fruitnet.com



Asiafruit China (亚洲水果) offers multi-platform news, information and marketing services for Chinese-speaking professionals in the fresh produce business, as well as global companies looking to expand their business in China.

Brought to you by *Fruitnet*, the Chinese-language services deliver fresh ideas and insight that deepen your knowledge of the local and international fresh fruit and vegetable business most relevant to the trade in China.

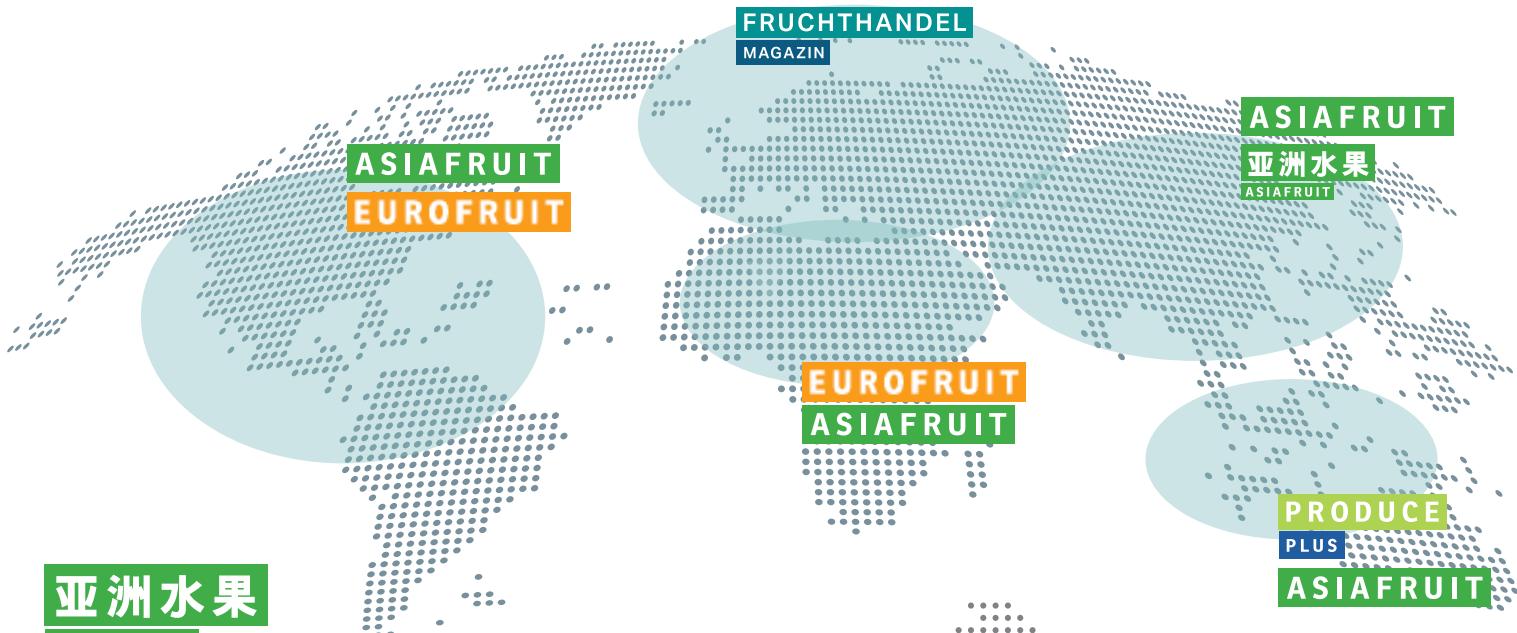
Asiafruit China is the reference point of choice for business leaders working in China's

fresh fruit and vegetable supply chain. They use *Asiafruit China* as a platform to present their products and services to the top players in the business.

Available online (website, social media, newsletters and magazine app) and in print (magazine), *Asiafruit China*'s services keep the Chinese-speaking trade fully up to date on the latest industry news and trends, and are the ideal platform to promote your business directly to the vast China market.

YUXIN YANG
EDITOR, ASIAFRUIT CHINA

FRUITNET GLOBAL COVERAGE



亚洲水果

ASIAFRUIT

PRINT READERSHIP BY REGION

EUROPE
1%

OCEANIA
1%

NORTH
AMERICA
1%

LATIN
AMERICA
1%

REST OF CHINA
2%

SICHUAN+CHONGQING
8%

YUNNAN+GUIZHOU+GUANGXI
3%

HENAN+SHANXI
5%

BEIJING+HEBEI+LIAONING
19%

SHANDONG
4%

SHANGHAI+ZHEJIANG+JIANGSU
40%

GUANGDONG+FUJIAN
14%

HONGKONG
1%

亚洲水果

ASIAFRUIT

SERVICES

CONTACT
yuxin@fruitnet.com

Asiafruit China is available in both print and digital editions while our website, newsletter and social media channels keep you fully up to date on the latest industry news.

MAGAZINE

Published four times a year, *Asiafruit China* (亚洲水果) magazine delivers the best industry analysis, market insight, and in-depth company, product and country profiles most relevant to the Chinese trade in Mandarin Chinese. *Asiafruit China* magazine is available in print and digital format through the *Asiafruit* app and a desktop version, ensuring maximum reach across the region.

Download the *Asiafruit + Asiafruit China* app:
desktop.asiafruitmagazine.com/



WECHAT

Asiafruit China's official WeChat account delivers fresh produce industry news to tens of thousands of professionals six days a week. Since its launch in 2015, *Asiafruit China* WeChat platform has become an indispensable information source for people across the fruit business, and has successfully helped many Chinese companies connect with international partners. *Asiafruit*'s WeChat service is the most effective channel for engaging with China's industry leaders.

More than 50,000 subscribers.

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 asiafruitchina.net



REDNOTE

Asiafruit China is now on RedNote, one of China's leading social media platforms.

Search for “**亚洲水果 Asiafruit**”.
Account ID: **727360588**



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.



亚洲水果官方微博
yazhoushuigu

EDITORIAL PROGRAMME

CONTACT

yuxin@fruitnet.com



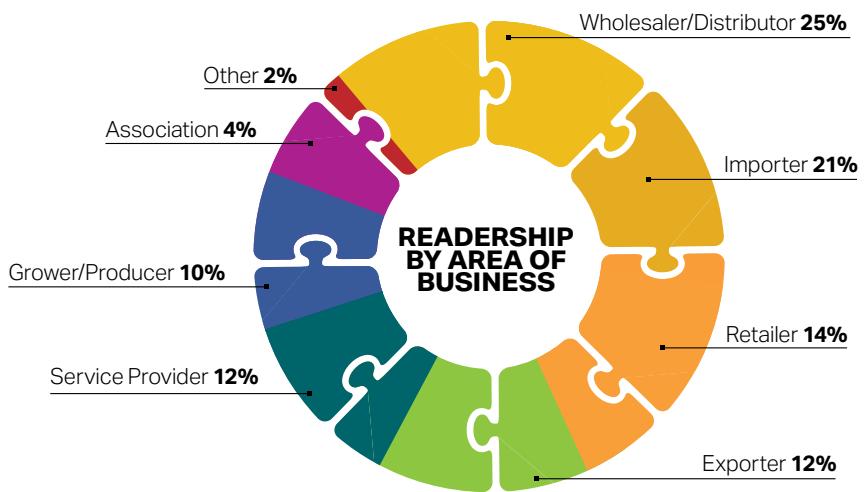
亚洲水果
ASIAFRUIT

22,000
MONTHLY USERS

46,000
MONTHLY VIEWS

52,000
SOCIAL MEDIA FOLLOWERS

Online data based on 2025 figures.
Statistics based on GA4



MARCH

ISSUE 46 GLOBAL EDITION

FEATURES

- Innovations
- Cherries (China)
- Berries
- Avocados
- Citrus
- Grapes
- Pomegranates

SPECIALS

- Fresh Focus South African Table Grapes

BOOKING DEADLINE
20 February 2026

EVENT DISTRIBUTION

- Fresh Produce India
- Macfrut

MAY

ISSUE 47 DOMESTIC FRUIT EDITION

FEATURES

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

SPECIALS

- Fresh Focus South African Apples and Pears

BOOKING DEADLINE
28 April 2026

EVENT DISTRIBUTION
• AFL SE Asia Meet Up

JULY/AUGUST

ISSUE 48: ASIA FRUIT LOGISTICA EDITION

FEATURES

- Asia Fruit Logistica
- Asiafruit Knowledge Centre
- Technology
- China
- Tomatoes
- Avocados
- Citrus
- Packaging

BOOKING DEADLINE
17 July 2026

EVENT DISTRIBUTION
• Asia Fruit Logistica

NOVEMBER/DECEMBER

ISSUE 49 LUNAR NEW YEAR EDITION

FEATURES

- China market
- Apples and pears (China)
- Kiwifruit
- Berries
- Grapes
- Logistics

SPECIALS

- Fresh Focus Cherries

BOOKING DEADLINE
24 November 2026

EVENT DISTRIBUTION
• Fruit Logistica

FRUITNET SPECIALS

CONTACT

editorial@fruitnet.com

MARCH



FRESH FOCUS BERRY

DISTRIBUTED AT
•Fruitnet Berry Congress

BOOKING DEADLINE
9 February 2026

APRIL



FRESH FOCUS ITALY

DISTRIBUTED AT
•Macfrut

BOOKING DEADLINE
13 March 2026

JUNE



FRESH FOCUS PACKAGING & TECHNOLOGY

DISTRIBUTED AT
•Greentech

BOOKING DEADLINE
5 May 2026

JULY



FRESH FOCUS AVOCADO

DISTRIBUTED AT
•Fruitnet Tropicals Congress

BOOKING DEADLINE
11 June 2026

AUGUST



FRESH FOCUS APPLE & PEAR

DISTRIBUTED AT
•Prognosfruit
•Fruit Attraction
•Interpoma

BOOKING DEADLINE
2 July 2026

OCTOBER



FRESH FOCUS GRAPE

DISTRIBUTED AT
•Fruitnet Grape Congress

BOOKING DEADLINE
21 August 2026

NOVEMBER



FRESH FOCUS TOMATO

DISTRIBUTED AT
•Fruitnet Tomato Congress

BOOKING DEADLINE
2 October 2026

NOVEMBER



FRESH FOCUS CHERRY

DISTRIBUTED AT
•Fresh Produce India
•Asia Fruit Logistica

BOOKING DEADLINE
9 October 2026

DECEMBER



FRESH FOCUS CITRUS

DISTRIBUTED AT
•Fruitnet Citrus Congress

BOOKING DEADLINE
30 October 2026

TARGETED DISTRIBUTION

Asiafruit's series of annual *Fresh Focus* specials focuses attention on specific product categories, countries, or themes. These publications offer a valuable opportunity to position your brand as a leader in those specific areas, and to be seen by a targeted audience of industry decision-makers.

Every special edition is available to view on the *Asiafruit* app.

PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

Premium positions

Back cover
\$ 2,800

Inside front cover
\$ 2,700

Inside back cover
\$ 2,130

Front section
\$ 2,450

(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 (max 25MB)
- » Via [WeTransfer.com](https://wetransfer.com) (larger files)

FULL PAGE \$1,900



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

ASIAFRUIT CHINA APP

Your advert will also appear on the Asiafruit app



and online <https://desktop.asiafruitmagazine.com/>

DOUBLE PAGE SPREAD \$3,350



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

HALF PAGE SPREAD \$2,100



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

HALF PAGE \$1,320



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

THIRD PAGE \$1,120



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 \$1,050



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

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK \$3,150



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

BELLY WRAP

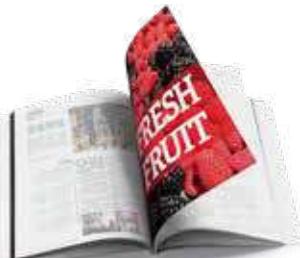
Standard \$2,800 Creative \$3,500



Digital Edition
Your advert displays as a digital bellywrap

BOUND-IN CARD \$3,850

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 \$4,550

THREE PAGES OF ADVERTISEMENT



Digital Edition
Your advert displays as three consecutive pages in Digital format

ADVERTORIALS

Full page \$1,900



Maximum 350 words or 900 Chinese characters and two images plus one logo

Double-page spread \$3,350



Maximum 700 words and four images plus one logo

• \$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 350 English words / 900 Mandarin Chinese characters per page

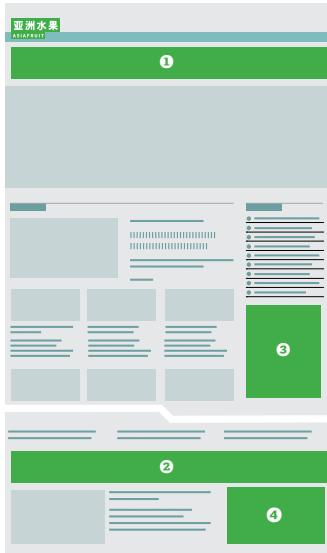
亚洲水果

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)



46,000
MONTHLY VIEWS

STANDARD DISPLAY ASIAFRUIT CHINA NEWSLETTER

FORMAT	DESKTOP	MONTH (\$)
Super banner ⑦	730x90	800
Central banner ⑧	730x90	500
Large side banner ⑨	240x400	300

Advertorial (Please see advertorial package as below)



4,800
NEWSLETTER SUBSCRIBERS

STANDARD DISPLAY ASIAFRUIT CHINA 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)



50,000
WECHAT SUBSCRIBERS

ADVERTORIAL PACKAGE

COPY SUPPLIED(\$)

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

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



FRUITNET

PODCASTS

CONTACT

editorial@fruitnet.com

THE FRESH IDEAS SHOW

Starting from €1500

Every episode of The Fresh Ideas Show dives deep into the trends, technologies, and game-changing strategies that will shape the future of fresh produce. With a global audience of business leaders, retailers, suppliers, and marketers, Fruitnet's new video podcast is a brilliant opportunity for your brand to be seen and heard.

Targeted message Connect with decision-makers in the fresh produce business.

Great company Align your business with smart, forward-looking conversations.

Authentic voices Adverts delivered by our presenters build trust and credibility.

Multi-channel reach Benefit from promotion via newsletters and social media.

Industry support Help to maintain a vital media platform for the produce business.

More info at <https://www.fruitnet.com/freshideas>



THE FPJ PODCAST

Starting from £500

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, expect exclusive interviews with high profile guests and on-the-ground reporting from Fruitnet's team of journalists.

More info at <https://www.fruitnet.com/fresh-produce-journal/podcast>



FRUITBOX

Starting from €500

The world's fresh produce business leaders in conversation with Chris White. Fifteen minutes of one-to-one conversation about business ideas and insights, and much more in the world of fresh fruit and vegetables.

New episodes are uploaded regularly to Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

More info at <https://www.fruitnet.com/fruitbox>



亚洲水果

ASIAFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

DISPLAY

MAGAZINE	RATE (\$)
Double page spread	3,350
Back cover	2,800
Inside front cover	2,700
Full page in first third	2,450
Inside back cover	2,130
Half page spread	2,100
Full page	1,900
Half page	1,320
Third page	1,120
Quarter page	1,050

PRINT MARKETING

Magazine insert	2,040
Full page advertorial	1,900
DPS advertorial	3,350
Belly wrap – standard	2,800
Belly wrap – to page	3,500
Bound-in bookmark	from 3,150
Bound-in card	from 3,850
Fold-out cover	from 4,550

Display advertisements appear in our print and digital editions

DIGITAL

THE FRESH IDEAS SHOW	RATE (€)
Title sponsor	from 5,000
Brand sponsor	from 3,000
Video advert	from 1,500

FRUITBOX

Title sponsor	POA
Episode partner	from 4,950
Episode sponsor	from 3,000
THE FPJ PODCAST	RATE (GBP)
Platinum sponsor	from 2,000
Gold sponsor	from 1,500
Silver sponsor	from 1,000
Bronze sponsor	from 500

WEBSITE	(\$)	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		

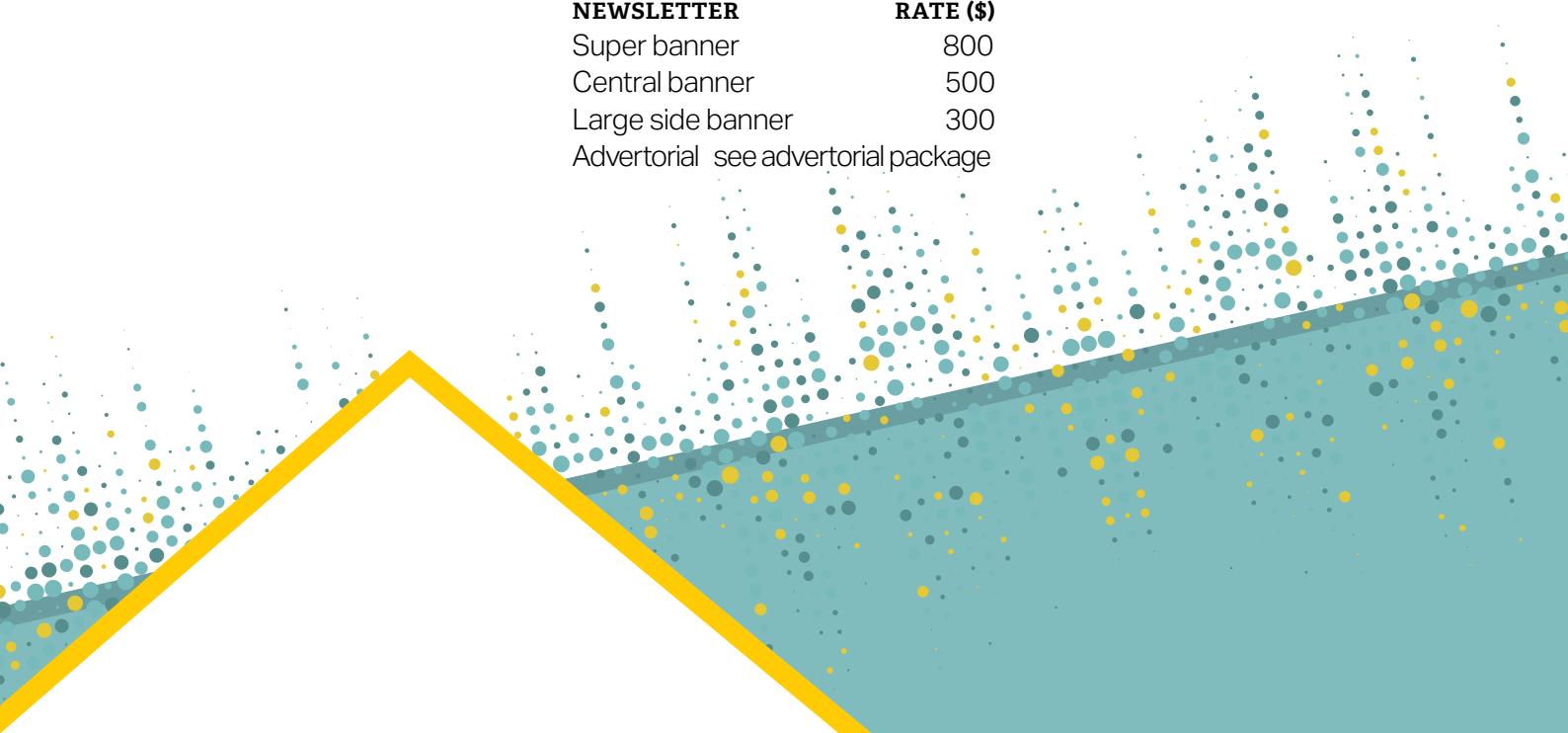
NEWSLETTER	RATE (\$)
Super banner	800
Central banner	500
Large side banner	300
Advertorial	see advertorial package

WECHAT	RATE (\$)
Banner in lead story	1,100
Banner in second story	880
Banner in third story	700
Advertorial	see advertorial package

VIDEO CONTENT	
Microsite sponsor	from 12,000
plus content, min 3mo	
Video series sponsor	POA
Video episode sponsor	5,500
Fruitnet Presents	5,500

AGENCY COMMISSION	%
UK agency	10
Other agency	15

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



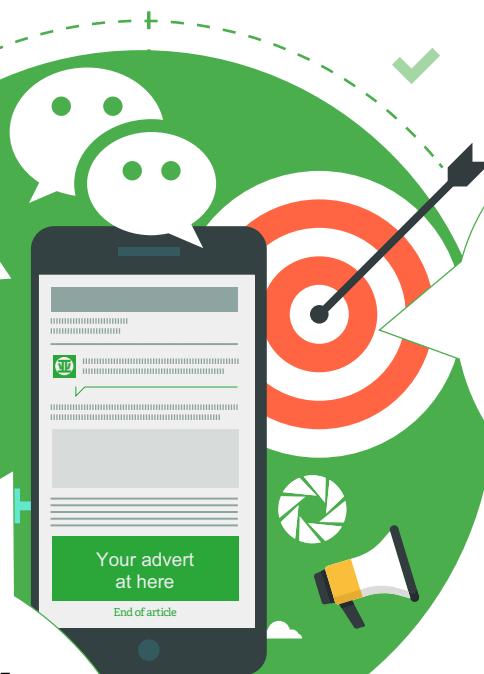
ASIAFRUIT CHINA WECHAT SERVICE

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

50,000 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.

- 50,000+ 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)

fiona@fruitnet.com (中文)

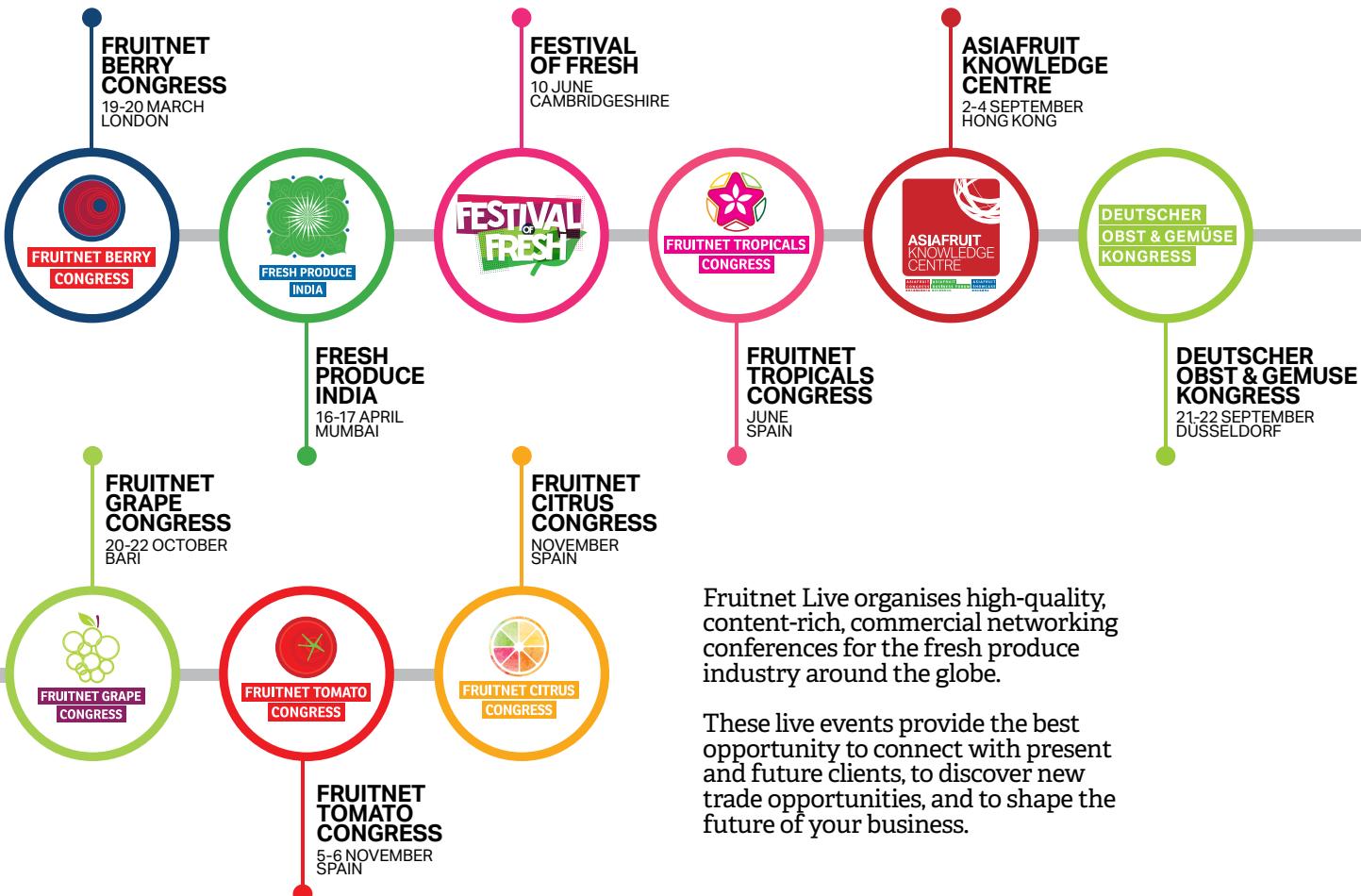
Refer to English version of ASIAFRUIT China Media Kit for further information about ASIAFRUIT's Chinese services.

FRUITNET

EVENTS

CONTACT

events@fruitnet.com



Fruitnet Live organises high-quality, content-rich, commercial networking conferences for the fresh produce industry around the globe.

These live events provide the best opportunity to connect with present and future clients, to discover new trade opportunities, and to shape the future of your business.

ORGANISING EVENTS SINCE 1970

AMSTERDAM	CAPE TOWN	MELBOURNE
BANGKOK	CHENGDU	MONTEVIDEO
BANGALORE	DELHI	MUMBAI
BARCELONA	DÜSSELDORF	MUNICH
BEIJING	HAMBURG	PARIS
BERLIN	HANGZHOU	PUNE
BIRMINGHAM	HO CHI MINH CITY	QINGDAO
BOGOTÁ	HYDERABAD	SANTIAGO
BUENOS AIRES	LIMA	ST PETERSBURG
BUDAPEST	LONDON	VALENCIA
BRUSSELS	MALAGA	VENICE
CAIRO		AND MORE...



FRUIT LOGISTICA
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER



ASIA FRUIT LOGISTICA
2-4 SEPTEMBER 2026 · HONG KONG



亚洲水果

ASIAFRUIT

SUBSCRIPTIONS

CONTACT

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\$75 / 6 months US\$40

FOUR 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™


Del Monte
Quality


Dole
Sunshine For All™


Fruits from Chile®


佳农


HALLS
EST 1890


Jingold™
kiwifruit passion


鑫荣懋
JOY WING MAU
新鲜水果专家 —

LANG HAO | 朗浩


LUTONE


牛油果先生
Mr. Avocado


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


ozblu


PAGODA


鹏升
PENG SHENG


REEMOON


RIVER KING
SINCE 2003

rockit
乐淇®苹果


SG
熳果 SHENG


中化
sinochem


先正达集团中国
Syngenta Group China


SINOLYCHEE
中荔农业集团


S A T I
SOUTH AFRICAN TABLE
GRAPE INDUSTRY


Vanguard
International

Wonderful citrus™


兴业源


YH 永辉超市
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A whole world of marketing services.

Advertising. Branding & Design.
PR & Communications. Social Media & Digital.
Point of Sale Promotions. Events.
Trade Shows. Trade Marketing. Trade Missions.
Consumer Marketing. Consumer Fun.

And more!

Mint

**The marketing services agency
for the fresh produce world**



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www.wearemint.com