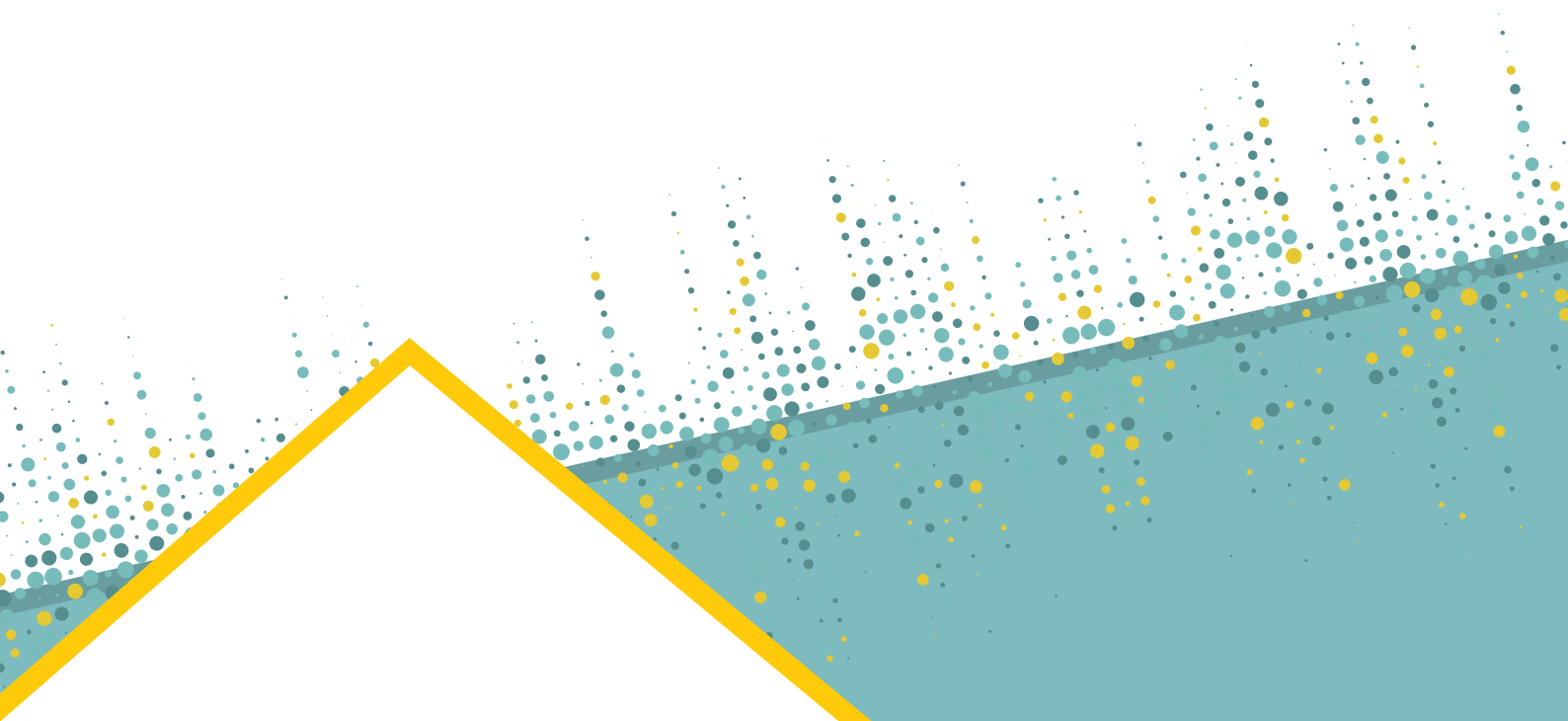




ASIAFRUIT MEDIA KIT 2025

fruitnet.com/asiafruit



ASIAFRUIT

READERSHIP

CONTACT

editorial@fruitnet.com



Asiafruit delivers fresh ideas and insight that deepen your knowledge of Asia's fresh fruit and vegetable business.

It is the essential source of information and analysis for anyone who wants to understand Asia's fresh produce market.

Asiafruit is the reference point of choice for business leaders working in Asia's fresh fruit and vegetable supply chain. They use *Asiafruit* as a platform to present their products and services to the top players in the business.

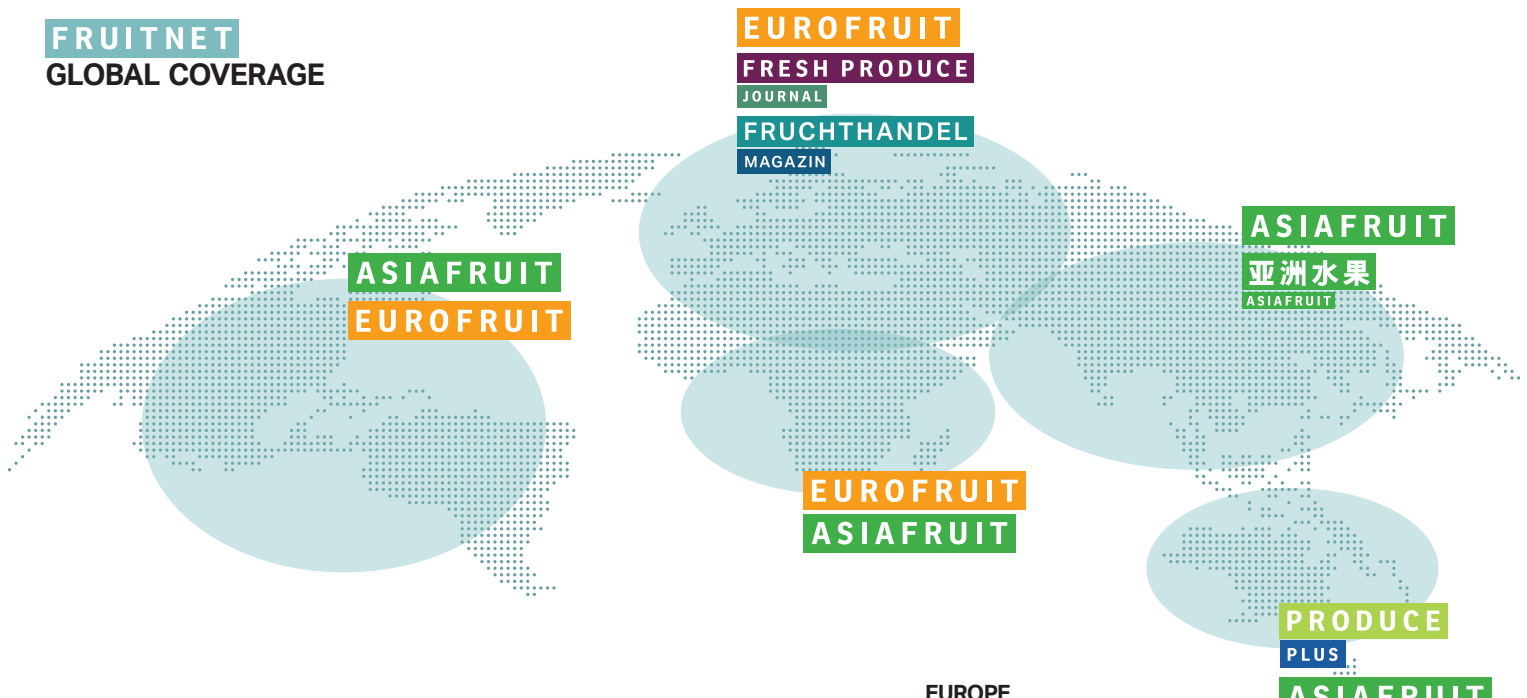
Asiafruit is available in both print and digital editions while our website and social media channels keep you fully up to date on the latest industry news.

With distribution at all key industry events, as well as a prominent online presence, *Asiafruit* is a unique platform for brands to raise their profile in Asia's fast-moving fresh produce business.

JOHN HEY

MANAGING DIRECTOR, FRUITNET ASIA

FRUITNET GLOBAL COVERAGE



ASIAFRUIT PRINT READERSHIP BY REGION



ASIAFRUIT

IN FIGURES

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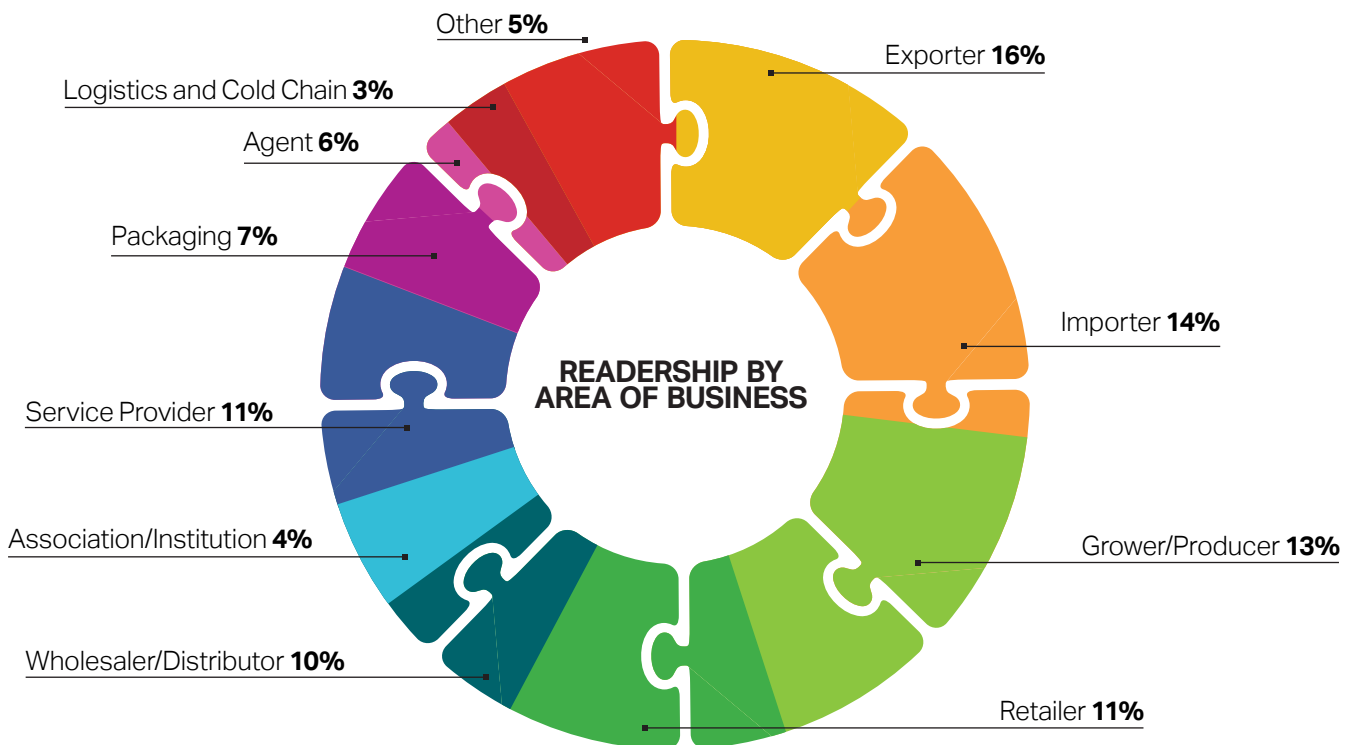
ASIAFRUIT

31,000
MONTHLY USERS

75,000
MONTHLY VIEWS

20,000
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



ASIAFRUIT

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FEBRUARY/MARCH

FRESH PRODUCE INDIA EDITION

FEATURES

India
Apples and pears
Berries
Avocados
Citrus
Onions and squash
Grapes
Asparagus
Dates

SPECIALS

Fresh Focus South African
Table Grapes

BOOKING DEADLINE
7 February 2025

EVENT DISTRIBUTION
**Fresh Produce India
Macfrut**

APRIL/MAY

FRESH PRODUCE VIETNAM EDITION

FEATURES

Vietnam
Kiwifruit
Apples and pears
Cherries and stonefruit
Bananas and pineapples
Blueberries
Grapes
Lemons and navels
Japan

SPECIALS

New Zealand
Fresh Focus South African
Apples and Pears

BOOKING DEADLINE
3 April 2025

EVENT DISTRIBUTION
Fresh Produce Vietnam

JUNE

SOUTH-EAST ASIA EDITION

FEATURES

Thailand
Durian
Kiwifruit
Lychees and longans
Avocados
Cherries
Oranges
Grapes
Coconuts
Controlled environment
agriculture

BOOKING DEADLINE
23 May 2025

EVENT DISTRIBUTION
**Asia Fruit Logistica Bangkok
Meet Up**

JULY/AUGUST

ASIA FRUIT LOGISTICA EDITION

FEATURES

Asia Fruit Logistica
China
Apples and pears
Avocados
Grapes
Citrus
AI and automation
Technology
Sorting and grading
Seeds and crop care
Packaging

BOOKING DEADLINE
4 July 2025

EVENT DISTRIBUTION
**Asia Fruit Logistica
Asia Fruit Logistica China
Meet Up**

SEPTEMBER

INDONESIA EDITION

FEATURES

Indonesia
Apples and pears
Berries
Cherries
Citrus
Grapes
Asparagus

BOOKING DEADLINE
12 August 2025

EVENT DISTRIBUTION
**Fruit Attraction
Global Produce & Floral Show**

OCTOBER

CHINA EDITION

FEATURES

China
Apples and pears
Bananas
Citrus
Kiwifruit
Avocados
Mangoes
Pomegranates
Dragon fruit
Logistics

BOOKING DEADLINE
12 September 2025

EVENT DISTRIBUTION
**Asia Fruit Logistica Peru
Meet Up**

NOVEMBER

CHERRY EDITION

FEATURES

Korea
Kiwifruit
Berries
Citrus
Grapes
Philippines

SPECIALS
Fresh Focus Cherry

BOOKING DEADLINE
10 October 2025

DECEMBER/JANUARY

LUNAR NEW YEAR EDITION

FEATURES

China
Taiwan
Cherries
Dried fruit and nuts
Grapes
Mandarins
Melons
Stonefruit
Carrots
Airfreight

SPECIALS
Australia

BOOKING DEADLINE
21 November 2025

EVENT DISTRIBUTION
Fruit Logistica

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

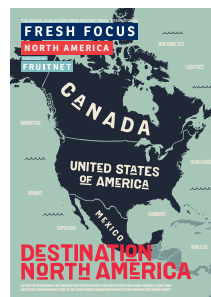
EVENT
DISTRIBUTION
Prognosfruit



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

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 (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



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

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

Double-page spread \$4,790



Maximum 700 words and four images plus one logo

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

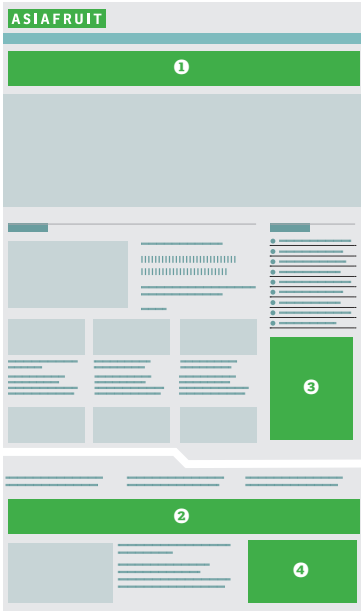
*Advertorial copywriting incurs 25 per cent extra charge.
Copy translation incurs 10 per cent extra charge.

ASIAFRUIT

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



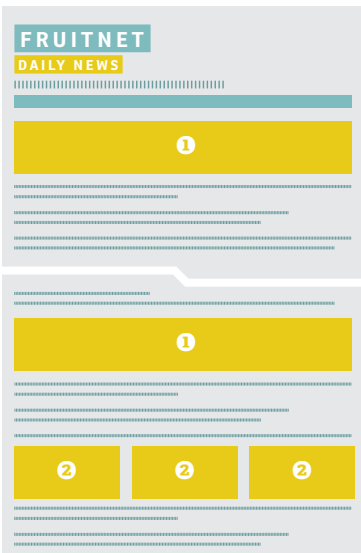
STANDARD DISPLAY ASIAFRUIT.COM

FORMAT	DESKTOP	MOBILE	WEEK (\$)	MONTH (\$)
Super banner ①	1180x130	370x140	550	2,200
Central banner ②	1180x130	370x140	310	1,240
Large side banner ③	375x440	375x440	400	1,600
Small side banner ④	375x225	375x225	200	800
Video banner	375x225	375x225	310	1,240
Advertorial (up to 500 words + 2 images)				1,200



75,000

MONTHLY VIEWS



STANDARD DISPLAY FRUITNET DAILY NEWS

FORMAT	DESKTOP	MOBILE	WEEK (\$)	MONTH (\$)
Standard banner ①	600x200	600x200	400	1,600
Advertorial (published in Fruitnet Daily News and Asiafruit website)				
Five appearances in Newsletter (up to 500 words + 2 images)			1,550	
NEW FROM 2025				
Small banner ②	180x150	180x150	200	800



31,000

NEWSLETTER SUBSCRIBERS

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

ASIAFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY	RATE (\$)	ASIAFRUIT.COM	RATE (\$)	WEEK	MONTH
Quarter page	1,500	Super banner	550	2,200	
Third page	1,600	Central banner	310	1,240	
Half page	1,890	Large side banner	400	1,600	
Full page	2,720	Small side banner	200	800	
Front section	3,500	Video banner	310	1,240	
		Advertorial			1,200
Half page spread	3,000				
Double page spread	4,790	FRUITNET DAILY NEWS	RATE (\$)		
		Premium banner	450	1,800	
Inside back cover	3,040	Standard banner	350	1,400	
Inside front cover	3,860	Advertorial			1,550
Back cover	4,010				
		SPECIAL FORMATS	RATE (\$)		
PRINT MARKETING		Video banner	450	1,800	
Magazine insert	2,940	Content series sponsor		POA	
Full page advertorial	2,720	Fruitbox episode sponsor		3,000	
DPS advertorial	4,790	Fruitbox episode-main sponsor		4,950	
Belly wrap	standard 4,000	Video episode sponsor		5,000	
	creative 5,000	Video series sponsor		POA	
Bound-in bookmark	from 4,500	Fruitnet Presents video (advertorial)		5,000	
Bound-in card	from 5,500	Microsite plus content (min 3 months)	from	10,000	
Fold-out cover	from 6,500				
		DISCOUNTS	%	AGENCY COMMISSION	%
DIGITAL EDITION ONLY		2+	5	UK agency	10
Top banner	2,100	4+	10	Other agency	15
Video content	2,645	6+	15		
500-word advertorial	1,550	8+	20		
Floating banner on all pages 320x50	4,000	10+	25		

Display advertisements will appear in print and digital editions.

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



FRUITNET BERRY CONGRESS
13-14 MARCH 2025 · ROTTERDAM
berrycongress.com



FRUITNET TROPICALS CONGRESS
24-25 JUNE 2025 · ANTWERP
tropicalscongress.com



FRUITNET CITRUS CONGRESS
25-26 MARCH · VALENCIA
citruscongress.com



ASIAFRUIT KNOWLEDGE CENTRE
3-5 SEPTEMBER 2025 · HONG KONG
asiafruitknowledgecentre.com



FRESH PRODUCE INDIA
3-4 APRIL 2025 · MUMBAI
freshproduceindia.com



DEUTSCHER OBST & GEMÜSE KONGRESS
22-23 SEPTEMBER 2025 · DÜSSELDORF
dogkongress.de



FRESH PRODUCE VIETNAM
13-14 MAY 2025 · HO CHI MINH CITY
freshproducevietnam.com



FRUITNET TOMATO CONGRESS
11-12 NOVEMBER 2025 · MALAGA
fruitnet.com/tomatocongress



FESTIVAL OF FRESH
5 JUNE 2025 · SPALDING
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



ASIAFRUIT

SUBSCRIPTIONS

CONTACT

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PRINT & DIGITAL

12 months US\$220 / 6 months US\$110

Eight print editions of *Asiafruit*, plus ten *Fresh Focus* specials (digital)

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

DIGITAL

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

Eight digital editions of *Asiafruit*, plus ten *Fresh Focus* specials

Digital editions to download on day of publication

Full online archive of previous digital editions

Fruitnet Daily News email newsletter

CORPORATE

Prices on request

Same benefits as Print & Digital package

Bespoke packages available for team or company

Volume discounts for three or more subscribers

Personalised account management

CONTACT

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Download the free Asiafruit app!



ASIAFRUIT

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A whole world of marketing services.

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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