

CHINESE-LANGUAGE SERVICES

亚洲水果

ASIAFRUIT

MEDIA  
KIT 2021

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

FRUITNET

Part of Fruitnet Media International

China  
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# 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 3,500 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](https://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 22,000 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](https://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](https://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.



**4,000**

ASIAFRUIT CHINA Magazine  
Average readers per issue



**+4,800**

ASIAFRUIT CHINA  
subscribers

## Online readership data

fruitnet.com

**+109,000\***

monthly visits

**+80,000\***

monthly visitors

asiafruitchina.net

**+21,800\***

monthly visits

## In print readership data

Europe

**1%**

Oceania

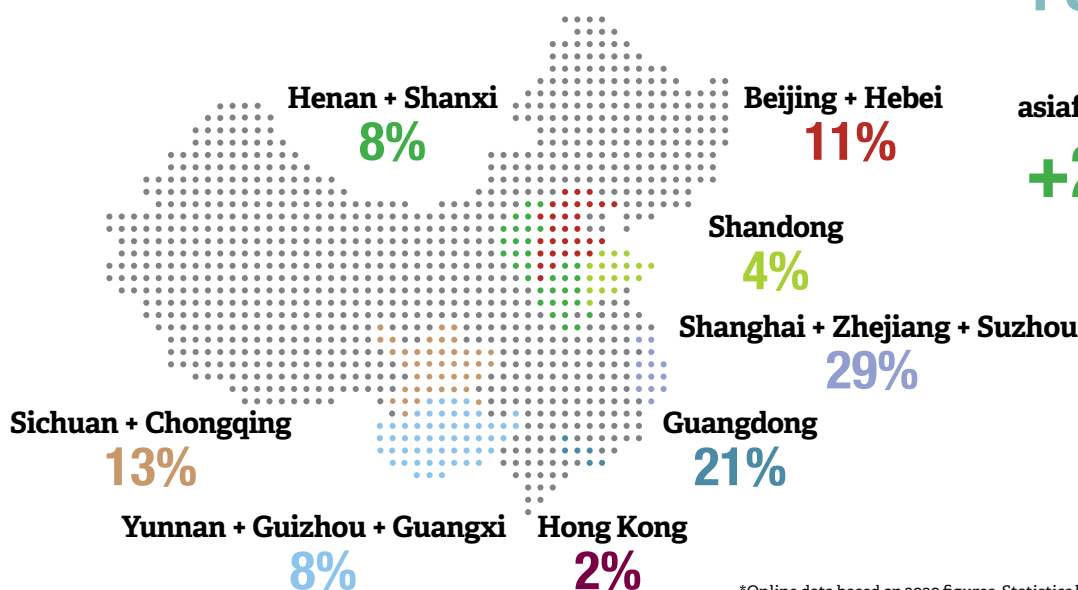
**1%**

North America

**1%**

Latin America

**1%**



\*Online data based on 2020 figures. Statistics based on Google Analytics

**MAR 2021**

Issue 21

Event Distribution

Global Tomato Congress

Booking deadline

22/02/2021

Artwork deadline

01/03/2021

Content

Global trends and innovations, New Zealand, South Africa, Apples & Pears, Grapes

**MAY 2021**

Issue 22

Event Distribution

Global Table Grape Congress

Booking deadline

21/04/2021

Artwork deadline

30/04/2021

Content

Domestic fruit, Sustainability, Italy, Kiwifruit, Tropical fruit

**JUL/AUG 2021**

Issue 23

Event Distribution

Asiafruit Congress, Global Avocado Congress

Booking deadline

15/07/2021

Artwork deadline

26/07/2021

Content

Asia Fruit Logistica, Retail, Apples (France), Pears (Belgium), Citrus

**OCT 2021**

Issue 24

Event Distribution

Global Berry Congress

Booking deadline

01/10/2021

Artwork deadline

11/10/2021

Content

Avocados, Mangoes, Berries, Stonefruit, Grapes, Philippines

**DEC/JAN 2022**

Issue 25

Event Distribution

Fruit Logistica 2022

Booking deadline

02/12/2021

Artwork deadline

10/12/2021

Content

Chinese New Year, Chile, Australia, Cherries, Strawberries, Melons

# PUBLICATIONS

## Fruitnet Specials\*

\*All FRUITNET specials are distributed and available in print or online at major industry events such as Fruit Logistica, Asia Fruit Logistica, Fruit Attraction, Macfrut, Interpoma, PMA and all Fruitnet Media International events.



### FRESH FOCUS CITRUS

Following the recent success of the first ever Global Citrus Congress, we report on the most important developments currently shaping the fresh citrus category.

**Publication date:**  
January 2021



### FRESH FOCUS ITALY

Our annual special publication showcases the leading products, companies, technologies and service providers in the Italian fresh fruit and vegetable business.

**Publication date:**  
February 2021



### FRESH FOCUS TOMATO

Timed to coincide with the second edition of Global Tomato Congress, we take a look at the most interesting and innovative companies operating in the tomato sector.

**Publication date:**  
March 2021



### FRESH FOCUS SUSTAINABILITY

As companies continue to pursue ambitious sustainability initiatives, our special edition brings you right up to speed on where those projects could take the fresh produce industry.

**Publication date:**  
April 2021



### FRESH FOCUS BANANA

Our brand new banana special will demonstrate how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.

**Publication date:**  
May 2021



### FRESH FOCUS GRAPE

Another new publication for 2021, Fresh Focus Grape will offer insight, ideas and inspiration for those companies aiming to grow their business in the table grape category.

**Publication date:**  
June 2021



### FRESH FOCUS TECH

Fruitnet Media International's annual Fresh Focus Tech special keeps track of technological innovation and ideas across the entire world of fresh produce.

**Publication date:**  
August 2021



### FRESH FOCUS AVOCADO

Focusing on one of the undoubted stars of the fresh produce arena right now, this special edition brings together all the latest news and analysis on the avocado trade.

**Publication date:**  
September 2021



### FRESH FOCUS SPAIN

Our Spain special continues to chart the country's progress as an exporter and features those companies leading the supply of safe, high-quality products.

**Publication date:**  
October 2021



### FRESH FOCUS BERRY

Recently added to the Fruitnet roster of specials, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

**Publication date:**  
November 2021



# MAGAZINE ADVERTISING

For Print and Digital editions of Asiafruit China

## 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 \$2,645



## Double Page Spread \$4,650



## Half Page Spread \$2,920



## Half Page \$1,835



Only landscape design available on digital version.

## Third Page \$1,565



Only landscape design available on digital version.

## Quarter Page \$1,455



Only landscape design available on digital version.

## Contact:

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China: jennifer@fruitnet.com | +86 21 6136 6010

# CREATIVE MARKETING

For Print and Digital editions of Asiafruit China

## Bound-in bookmark \$4,610



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

## Belly wrap <sup>FROM</sup> \$4,436



Your advert displays as a digital bellywrap.

### Further Options

|                        |         |
|------------------------|---------|
| <b>Belly Wrap</b>      |         |
| Creative               | \$5,000 |
| Standard               | \$4,436 |
| <b>Fold-out pages</b>  |         |
| Double (three pages)   | \$4,436 |
| Triple (five pages)    | \$5,344 |
| <b>Magazine insert</b> | \$2,853 |

## Bound-in Card \$4,610

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



Your advert displays as two consecutive full page adverts.

## Fold-out cover \$5,344

3 PAGES OF ADVERTISEMENT



Your advert displays as 3 consecutive pages in Digital format.

## Advertorials

### Standard

### Full Page \$1,835



Maximum 500 words & 1 picture.

### Double Page Spread \$3,650



Maximum 1000 words & 2 pictures.

### Creative

### Full Page \$2,645



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

### Double Page Spread \$4,650



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

# 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

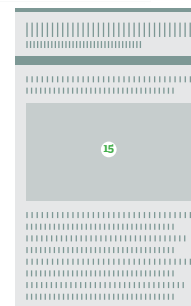
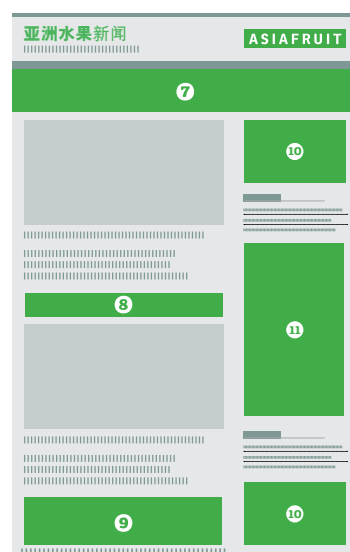
|                                     | FILE TYPES             | SIZE (PIXELS) | (PRICE) |         |
|-------------------------------------|------------------------|---------------|---------|---------|
|                                     |                        | DESKTOP       | WEEKLY  | MONTHLY |
| 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       | MONTHLY                 |  |
| 12 WeChat banner/Lead article <sup>3</sup>   | JPG · PNG · STATIC GIF | 500 x 280     | \$955                   |  |
| 13 WeChat banner/Second article <sup>3</sup> | JPG · PNG · STATIC GIF | 500 x 280     | \$796                   |  |
| 14 WeChat banner/Third article <sup>3</sup>  | JPG · PNG · STATIC GIF | 500 x 280     | \$637                   |  |
| 15 Advertorial <sup>4/5/6</sup>              |                        |               | Up to 800 words - \$400 |  |

 **+22,000** Asiafruit WeChat  
Subscribers



## Digital Only 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.

# 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

22,000 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.

- 22,000 + subscribers
- 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\$160/per week\***

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) (Chinese)

\*Minimum booking 4 weeks





**GLOBAL CITRUS  
CONGRESS**  
16-17.11.21



**WORLD  
OF FRESH IDEAS**  
26-27.05.21



**GLOBAL GRAPE  
CONGRESS**  
30.06.21



**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**  
13-14.09.21



**ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会  
28-29.09.21



**FRESH PRODUCE  
INDIA**  
22.04.21



**GLOBAL BERRY  
CONGRESS**  
21.10.21



**GLOBAL TOMATO  
CONGRESS**  
16.03.21



**FESTIVAL  
FRESH 21**  
13.07.21



**EUROPEAN  
PACKAGING FORUM**  
24-25.06.21



**GLOBAL AVOCADO  
CONGRESS**  
02.09.21

**FRUITNET  
LIVE**

# EVENTS 2021

## INCREASE VISIBILITY AND BRAND AWARENESS

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.

**For more information contact events team:  
+44 20 7501 3708 | [events@fruitnet.com](mailto:events@fruitnet.com)**

**Official Cooperation Partner**



■ GET INFORMED



# THE NEW Asiafruit China app is here.

Same high-quality editorial and industry news, now in an easy-to-use digital format. The Asiafruit China app delivers the Mandarin Chinese publication's exclusive content directly to your smartphone.

**6 MONTHS**  
**US\$ 55**

**1 YEAR**  
**US\$ 97**

**Subscribers get unlimited access to all new and past editions  
of Asiafruit China Magazine**

**Start your 14-day trial now on**



Scan to download the app

## ■ ONLINE

### **FRUITBOX** Starting from US\$3,500

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.

Audio-broadcast weekly every Thursday on Fruitnet.com as well as on every major podcast platform including Spotify, Anchor and Soundcloud. Also promoted to Chris White's social media followers.

LinkedIn +10,000 followers  
Twitter +7,700 followers  
Instagram 2,500 followers



**AUDIO CONVERSATIONS**

**FRUITBOX**

### **FRUITNET INSIGHTS** US\$5,800 per quarter

Fruitnet's team of editors headed up by Mike Knowles in Europe and John Hey in Asia talk to fresh produce decision-makers about the latest developments in markets, seasons, products, and innovations.

Up to 60 minutes of category insight that is video-broadcast on the first Wednesday of every month and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet Media International social media accounts.

LinkedIn +2,000 followers  
Twitter +1,700 followers  
Instagram 2,000 followers



**VIDEO-BROADCAST**

**FRUITNET  
INSIGHTS**

### **FRUITNET PRESENTS** Starting from US\$5,800

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media International's social media channels.

Video interview with one of Fruitnet's senior editors about your product or service and pushed out via Fruitnet.com as well as on Fruitnet Live. Also promoted on all our Fruitnet business and individual social media channels.

LinkedIn +2,000 followers  
Twitter +1,700 followers  
Instagram 2,000 followers  
WeChat +22,000 followers



**VIDEO ADVERTORIAL**

**FRUITNET  
PRESENTS**

**Support the best new quality online content from Fruitnet**  
Contact our team: [advertising@fruitnet.com](mailto:advertising@fruitnet.com) | +61 3 9040 1601





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