

# ASIAFRUIT

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

# MEDIA KIT 2021

[fruitnet.com/asiafruit](https://fruitnet.com/asiafruit)

**FRUITNET**

Part of Fruitnet Media International  
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Tel +61 3 9040 1602 | Fax +61 3 9372 6681 | [fruitnet.com](https://fruitnet.com)

# PUBLICATIONS

## Fresh ideas. Fresh insight.

ASIAFRUIT is the leading supplier of news, information and analysis for Asia's fresh fruit and vegetable business. Available in both print and digital editions, 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 provides the fruit and vegetable trade with fresh ideas and fresh insight – in print, on screen and in person.

ASIAFRUIT is published ten times a year, with double issues for July/August and December/January.

Asiafruit's new digital app brings the 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.asiafruitmagazine.com>



More information at [fruitnet.com/asiafruit](https://fruitnet.com/asiafruit)

# READERSHIP

## Global coverage

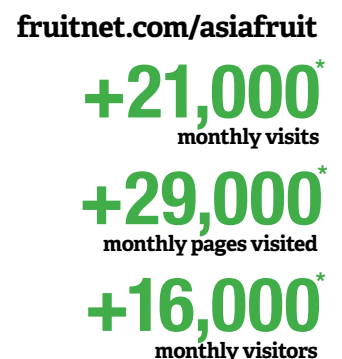
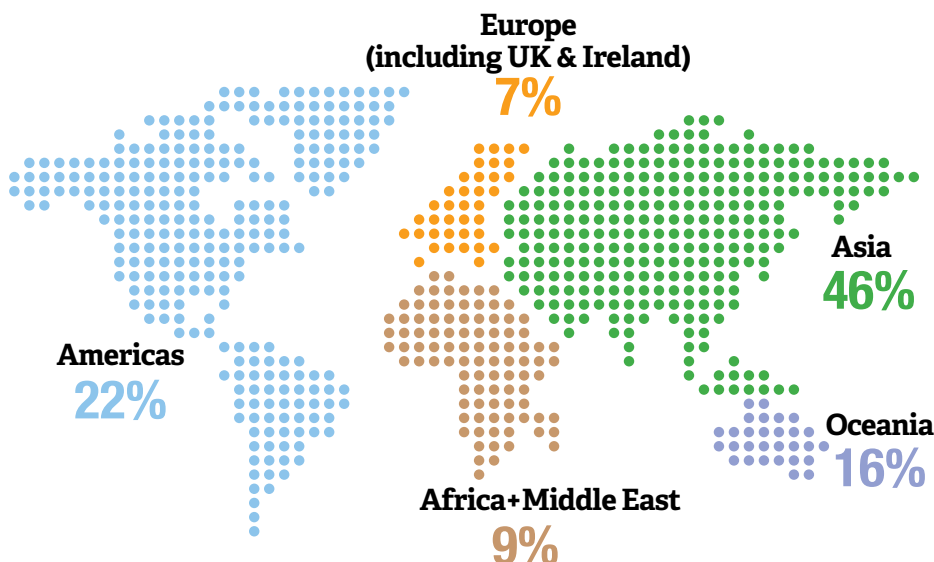
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: ASIAFRUIT, ASIAFRUIT CHINA, EUROFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## Online readership data



## In print readership data



# 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

# EDITORIAL PROGRAMME

## FEBRUARY

**Event Distribution**  
Foodex Japan

**Market Focus**  
Japan, Myanmar

**Products**  
Bananas & Pineapples, Grapes (Southern Hemisphere), Berries, Lemons (US), Limes (Mexico), Onions & Squash, Avocados (Mexico), Asparagus (Mexico),

**Specials**  
Branding & Labelling, Packaging, Ripening

**Suppliers**  
Mexico, Taiwan

**Booking Deadline:** 08/01/2021

## MARCH

**Event Distribution**  
Global Tomato Congress

**Market Focus**  
Malaysia

**Products**  
Apples & Pears, Citrus (California), Grapes (Australia, South Africa, India), Mangoes (India, Mexico), Strawberries (California), Persimmons, Tomatoes

**Specials**  
Fresh Focus New Zealand

**Suppliers**  
Spain

**Booking Deadline:** 10/02/2021

## APRIL

**Event Distribution**  
Fresh Produce India

**Market Focus**  
India

**Products**  
Cherries (California), Blueberries (US), Kiwifruit (Southern Hemisphere), Dried Fruit & Nuts, Lemons & Navels (South Africa), Dates

**Specials**  
Fresh Focus USA, Reefer Shipping

**Suppliers**  
India

**Booking Deadline:** 12/03/2021

## MAY

**Event Distribution**  
Fruit Logistica

**Market Focus**  
China, South Korea

**Products**  
Grapes (California, Mexico, Egypt), Citrus (Australia), Garlic & Ginger, Kiwifruit (New Zealand), Exotics (Thailand), Lychees & Longans (China), Mangoes (Pakistan), Stonefruit (California), Vegetables (US)

**Specials**  
Fresh Focus South Africa

**Suppliers**  
Malaysia, Turkey

**Booking Deadline:** 12/04/2021

## JUNE

**Event Distribution**  
Global Table Grape Congress

**Market Focus**  
Singapore, Sri Lanka

**Products**  
Grapes, Cherries (US, Turkey), Oranges (South Africa), Avocados (Peru)

**Specials**  
Organics, Food Safety, Ethical Trading

**Suppliers**  
Israel, Uzbekistan

**Booking Deadline:** 21/05/2021

## JULY/AUGUST

**Event Distribution**  
Global Avocado Congress

**Market Focus**  
Thailand

**Products**  
Avocados, Grapes (California), Citrus (Southern Hemisphere), Apples & Pears (Europe, China, India, NZ), Salads & Herbs

**Specials**  
Foodservice

**Suppliers**  
Poland, Canada

**Booking Deadline:** 21/06/2021

## SEPTEMBER \*

**Event Distribution**  
Asia Fruit Logistica & Asiafruit Congress

**Market Focus**  
China & Hong Kong

**Products**  
Apples & Pears (Northern Hemisphere), Berries (Central America, Australia), Cherries (US), Citrus (Southern Hemisphere), Grapes (California), Avocados, Asparagus

**Specials**  
Asia Fruit Logistica & Asiafruit Congress Preview, Packaging & Grading, Technology, Ports & Logistics

**Suppliers**  
Italy, Netherlands, Ukraine

**Booking Deadline:** 30/07/2021

## OCTOBER

**Event Distribution**  
PMA Fresh Summit, Fruit Attraction

**Market Focus**  
Indonesia

**Products**  
Apples & Pears (US, China), Bananas, Citrus (China), Dragon fruit, Kiwifruit (China), Avocados (Chile, Mexico), Mangoes (Australia), Pomegranates

**Specials**  
Seeds & Crop Care

**Suppliers**  
Vietnam

**Booking Deadline:** 31/08/2021

## NOVEMBER

**Event Distribution**  
Global Berry Congress, Global Citrus Congress

**Market Focus**  
Philippines

**Products**  
California Navels, Kiwifruit (Italy, France, Greece), Berries (South America), Citrus (Mediterranean), Grapes (Peru, California), Kinnows (Pakistan), Strawberries (Korea)

**Specials**  
Fresh Focus Cherry, Asia Fruit Logistica & Asiafruit Congress Report

**Suppliers**  
Korea

**Booking Deadline:** 01/10/2021

## DEC/JAN 2022

**Market Focus**  
China & Taiwan

**Products**  
Cherries (Chile, New Zealand, Tasmania), Dried Fruit & Nuts (US), Grapes (South Africa), Soft Citrus (California), Carrots, Melons, Berries (Chile, New Zealand), Stonefruit (Australia, New Zealand)

**Specials**  
Chinese New Year Preview, Fresh Focus Australia, Airfreight

**Suppliers**  
Peru, Japan

**Booking Deadline:** 22/11/2021

\* Official Asia Fruit Logistica & Asiafruit Congress edition

# MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

## 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:

For more information please contact our advertising team: [advertising@fruitnet.com](mailto:advertising@fruitnet.com) | +61 90401602



# CREATIVE MARKETING

Advertisement will appear in print and digital version

## 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.

## 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.

### 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

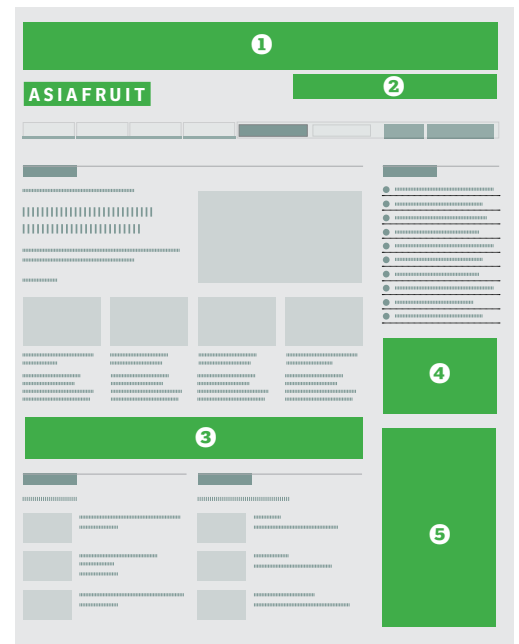
# ONLINE ADVERTISING

## fruitnet.com/asiafruit – Banner options

	FILE TYPES	SIZE - PIXELS		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>1</sup>	JPG · PNG · GIF	980 X 100	980 X 100	\$685	\$2,740
2 Top Banner <sup>1</sup>	JPG · PNG · GIF	468 X 60	980 X 100	\$190	\$760
3 Central Banner <sup>1</sup>	JPG · PNG · GIF	700 X 90	-	\$205	\$820
4 Small Side Banner <sup>1</sup>	JPG · PNG · GIF	240 X 160	-	\$135	\$540
5 Large Side Banner <sup>1</sup>	JPG · PNG · GIF	240 X 400	-	\$205	\$820
4 Video Banner <sup>3</sup>	LINK	240 X 160	-	\$400	\$1,600
● Website Take Over				Starting from \$850/week	
● Advertorial				Up to 500 words - \$1,100	

 **21,000\***

fruitnet.com/asiafruit  
monthly visits



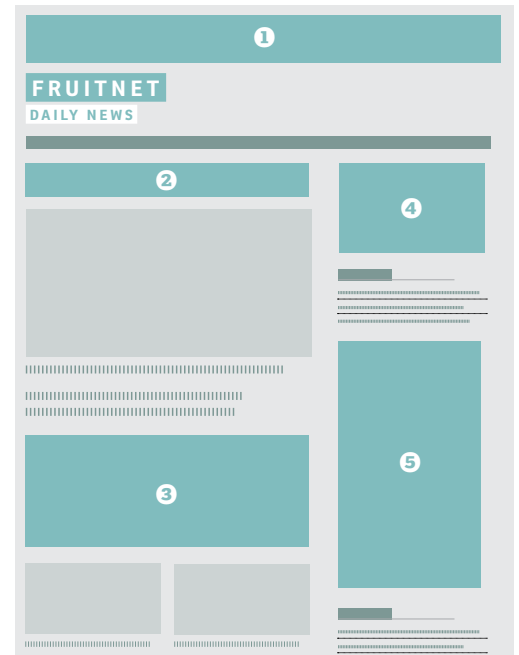
## Fruitnet Daily News – Free email service

	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner <sup>2</sup>	JPG · PNG	752 X 100		\$730	\$2,600
2 Central Banner <sup>2</sup>	JPG · PNG	468 X 100		\$410	\$1,640
3 Large Central Banner <sup>2</sup>	JPG · PNG	468 X 200		\$615	\$2,460
4 Small Side Banner <sup>2</sup>	JPG · PNG	240 X 160		\$240	\$960
5 Large Side Banner <sup>2</sup>	JPG · PNG	240 X 400		\$345	\$1,388
● Advertorial				One off charge \$1,250	

Appears once in Newsletter (up to 500 words)

 **+24,000**

Fruitnet Daily News  
Recipients



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

## 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](http://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)

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

\*Minimum booking 4 weeks



# GET INFORMED



## SUBSCRIBE NOW!

Choose the subscription package that's right for you and your business:

### PRINT & DIGITAL US\$220 PER YEAR

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Digital edition: online access included

Fruitnet Daily News: fresh news updates sent to your inbox

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All delivery costs are included in your subscription.



GLOBAL CITRUS  
CONGRESS

GLOBAL TABLE GRAPE  
CONGRESS  
30.06.21

ASIAFRUIT  
CONGRESS  
亚洲水果国际果蔬大会  
27.09.21

FRESH PRODUCE  
INDIA  
22.04.21

GLOBAL TOMATO  
CONGRESS  
16.03.21

GLOBAL BERRY  
CONGRESS  
26.10.21

FPJ  
LIVE

EUROPEAN  
PACKAGING FORUM  
24-25.06.21

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)

GLOBAL AVOCADO  
CONGRESS  
02.09.21

DEUTSCHER  
OBST & GEMÜSE  
KONGRESS  
13-14.09.21

Official Cooperation Partner



# 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, Soundcloud, etc. and promoted to Chris White's social media followers.

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



AUDIO CONVERSATIONS



## 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 PRESENTS Starting from US\$5,800

Fifteen minutes of advertorial on your product or service broadcast across all of Fruitnet Media Internationals 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



VIDEO ADVERTORIAL



**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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