

CHINESE-LANGUAGE SERVICES

亚洲水果

ASIAFRUIT

MEDIA  
KIT 2023

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



# ABOUT US

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.



# GLOBAL PUBLICATIONS & DISTRIBUTION

**ASIAFRUIT CHINA:** (Mandarin Chinese language) average 4,000 readers per issue, catering to markets in the Greater China region

**EUROFRUIT:** (English language) average 8,000 readers per issue, catering to markets in Europe, the Americas and the Middle East

**ASIAFRUIT:** (English language) average 6,000 readers per issue, catering to markets in the Asia-Pacific region

**PRODUCE PLUS:** (English language) average 4,000 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 4,000 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 30,000 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 News  
subscribers

Online readership data

fruitnet.com

**+103,000\***

monthly visits

**+75,000\***

monthly visitors

## In print readership data

Europe

1%

Oceania

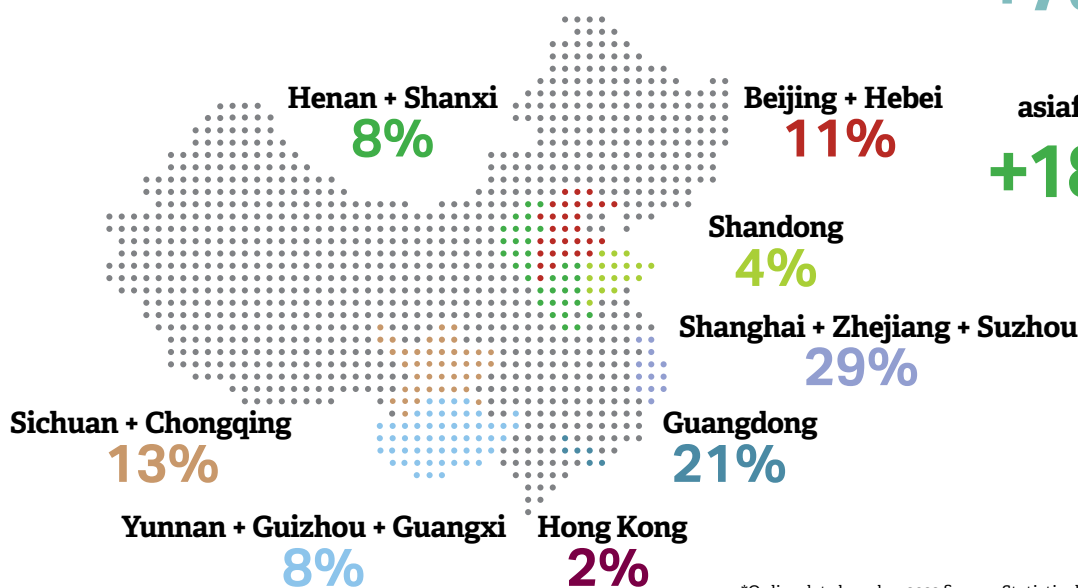
1%

North America

1%

Latin America

1%



asiafruitchina.net

**+18,000\***

monthly visits

\*Online data based on 2022 figures. Statistics based on Google Analytics

# EDITORIAL PROGRAMME

**MAR 2023**

Issue 31

Event Distribution

World Avocado Congress,  
Global Grape Congress

Booking deadline

20/02/2023

Artwork deadline

28/02/2023

Content

Global innovations, New Zealand, Apples & Pears, Grapes, Cherries (China)

**MAY 2023**

Issue 32

Event Distribution

Hort Connections,  
Global Tomato Congress

Booking deadline

27/04/2023

Artwork deadline

05/05/2023

Content

Citrus, Kiwifruit, Lemon (South Africa), Chinese fruit

**JUL/AUG 2023**

Issue 33

Event Distribution

Asia Fruit Logistica,  
Asiafruit Congress

Booking deadline

17/07/2023

Artwork deadline

28/07/2023

Content

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

**OCT 2023**

Issue 34

Event Distribution

Global Berry Congress,

Booking deadline

25/09/2023

Artwork deadline

02/10/2023

Content

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

**DEC 2023**

Issue 35

Event Distribution

Fruit Logistica 2024

Booking deadline

04/12/2023

Artwork deadline

15/12/2023

Content

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

# 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, The Global Produce & Floral Show, Medfel, GreenTech** and all **Fruitnet Media International** events.



### FRESH FOCUS CITRUS

New varieties have transformed the citrus category. Fresh Focus Citrus reports on the innovation fuelling global demand for this produce mainstay.

**Publication date:** January 2023  
**Extra distribution:** Global Citrus Congress



### FRESH FOCUS GRAPE

Fresh Focus Grape will offer insight, ideas and inspiration for companies that want to grow their business in the table grape category.

**Publication date:** March 2023  
**Extra distribution:** Global Grape Congress (digital)



### 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:** April 2023  
**Extra distribution:** World Avocado Congress



### FRESH FOCUS TOMATO

Published in time for Fruitnet's Global Tomato Congress, we take a look at the most innovative companies and the latest trends in the tomato sector.

**Publication date:** May 2023  
**Extra distribution:** Global Tomato Congress



### FRESH FOCUS PACKAGING & TECHNOLOGY

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

**Publication date:** June 2023  
**Extra distribution:** GreenTech, Interpack



### FRESH FOCUS APPLE & PEAR

To mark the start of Europe's new apple and pear season, we take a close look at the latest production and market trends in what remains one of the industry's most important categories.

**Publication date:** July/August 2023  
**Extra distribution:** Prognosfruit



### FRESH FOCUS TROPICALS

Fresh Focus Tropicals brings together stories and interviews from one of the most exciting and innovative parts of the fresh produce business.

**Publication date:** September 2023  
**Extra distribution:** Global Tropicals Congress



### 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:** July/August 2023  
**Extra distribution:** Fruit Attraction



### FRESH FOCUS CHERRY

What does the future hold for the global fresh cherry business? Find out by reading Fruitnet Media International's brand new category focus.

**Publication date:** November 2023



### FRESH FOCUS BERRY

Published alongside Fruitnet's Global Berry Congress, Fresh Focus Berry is packed with stories about berry businesses that are excelling, expanding and emerging.

**Publication date:** November/December 2023  
**Extra distribution:** Global Berry Congress



# 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](mailto: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:

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China: [jennifer@fruitnet.com](mailto:jennifer@fruitnet.com) | +86 21 5386 3180

# CREATIVE MARKETING

For Print and Digital editions of Asiafruit China

## Bound-in bookmark \$4,750



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

## Belly wrap <sup>FROM</sup> \$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

### Further Options

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



# 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	

 **+30,000** Asiafruit WeChat Subscribers

## Advertorial package

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

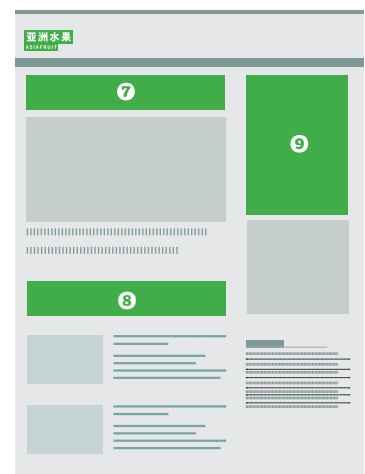
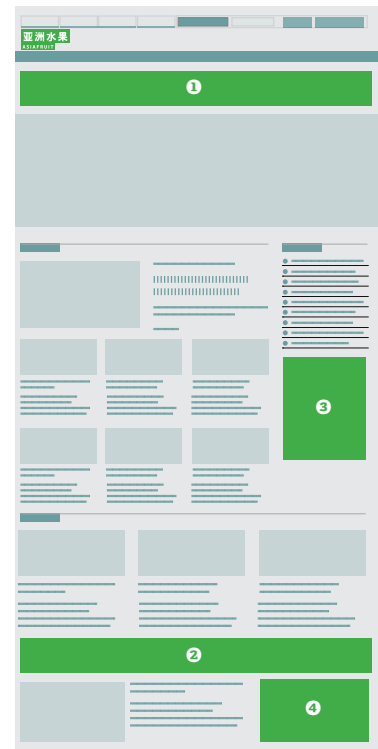
### Floating banner bottom



**\$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.

# 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

30,000 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.

- 30,000+ followers
- 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\$700**

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.

# FRUITNET LIVE EVENTS 2023

INCREASE  
VISIBILITY  
AND BRAND  
AWARENESS

2023



GLOBAL GRAPE  
CONGRESS

28 MARCH  
DIGITAL



FRESH PRODUCE  
INDIA

3-5 MAY  
DIGITAL



EUROPEAN  
SUSTAINABILITY FORUM

9-10 MAY  
DÜSSELDORF



GLOBAL TOMATO  
CONGRESS

16 MAY  
ROTTERDAM



DIGITAL SUPPLY CHAIN  
FORUM

1 JUNE  
DIGITAL



FESTIVAL  
OF FRESH  
22

21 JUNE  
CAMBRIDGESHIRE



ASIA FRUIT  
CONGRESS  
亚洲水果国际果蔬大会

6-8 SEPTEMBER  
HONG KONG



DEUTSCHER  
OBST & GEMÜSE  
KONGRESS

19-20 SEPTEMBER  
DÜSSELDORF



GLOBAL TROPICALS  
CONGRESS

14 SEPTEMBER  
THE HAGUE



GLOBAL BERRY  
CONGRESS

28 NOVEMBER  
ROTTERDAM

**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 3720 | [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



## 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

Short advertorial video 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  
WeChat +30,000 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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