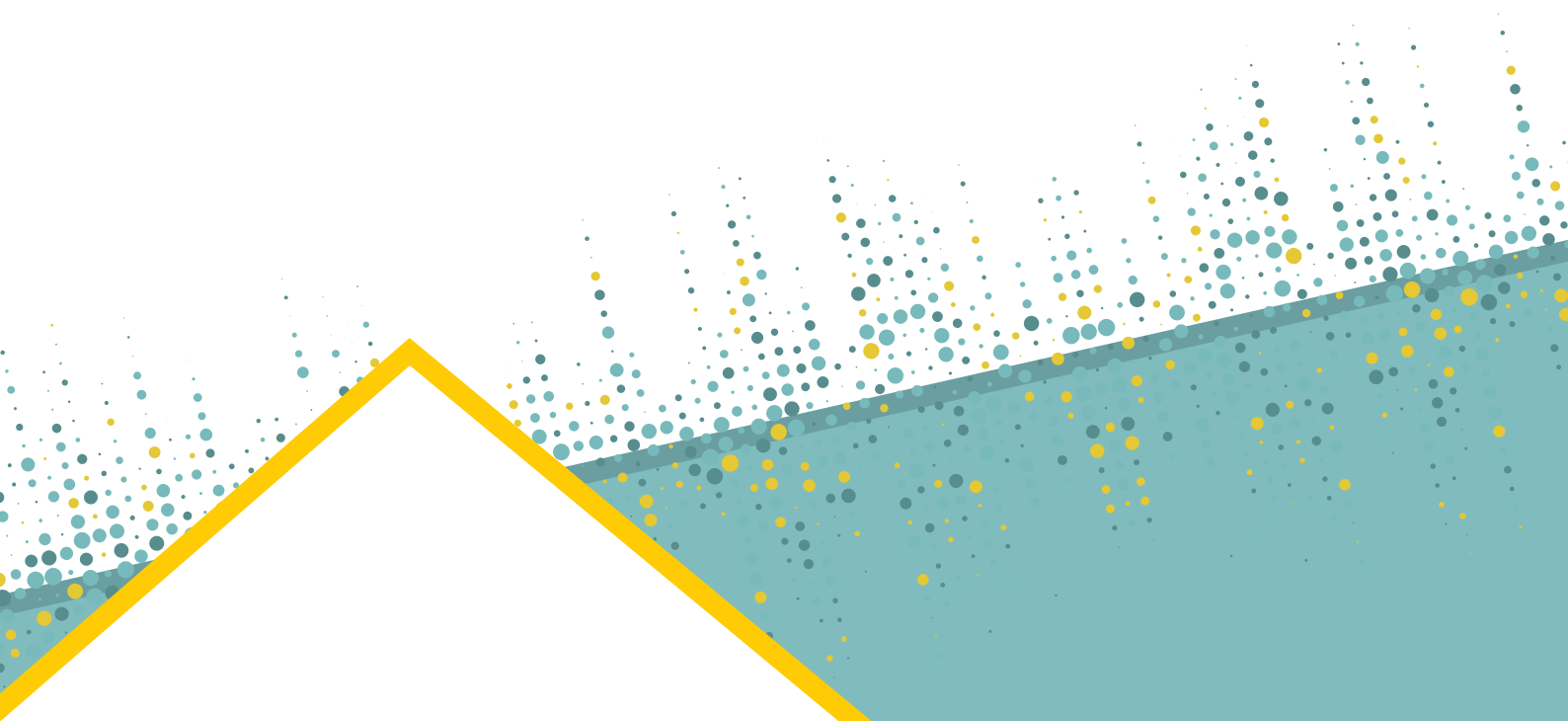


ASIAFRUIT **MEDIA KIT** 2026

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.

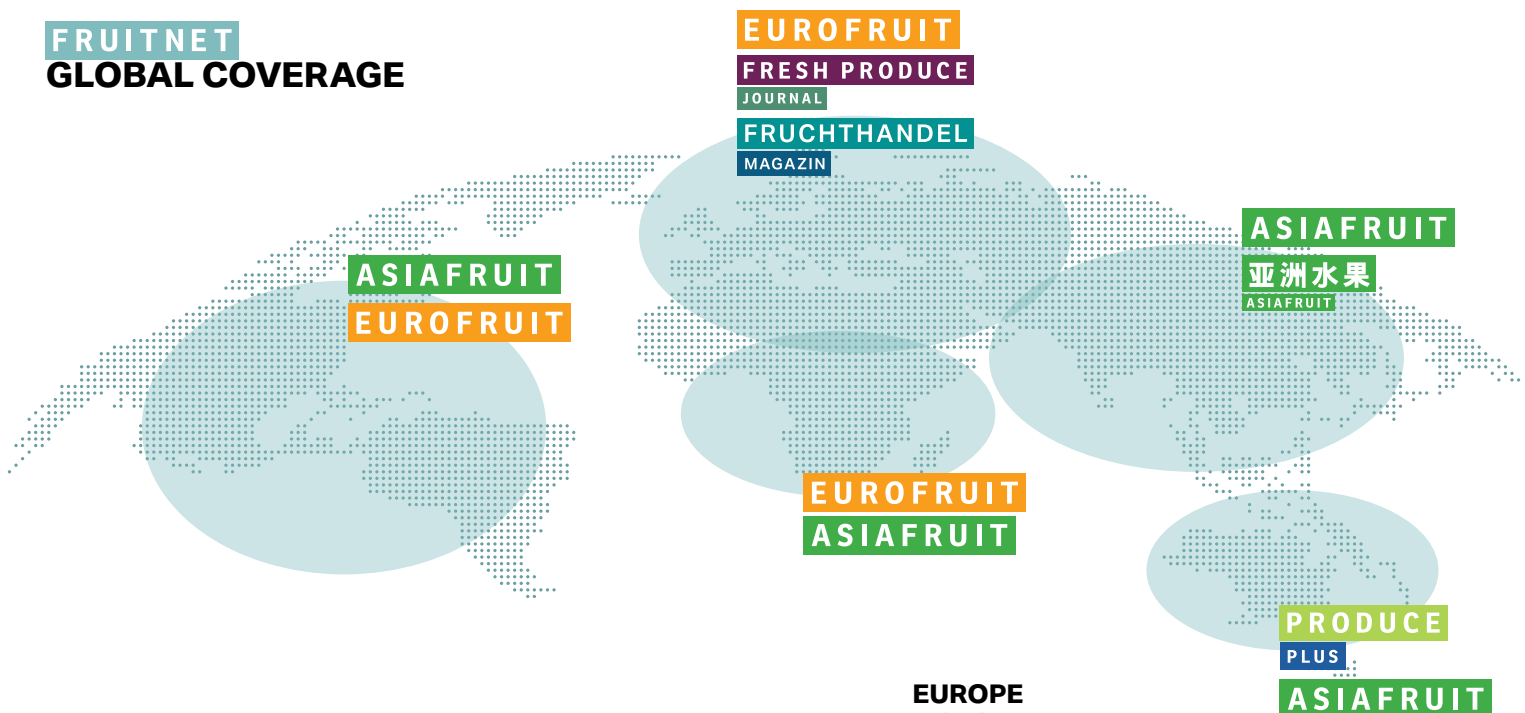
Asiafruit is available in both print and digital editions while our website, newsletter and social media channels keep you fully up to date on the latest industry news.

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.

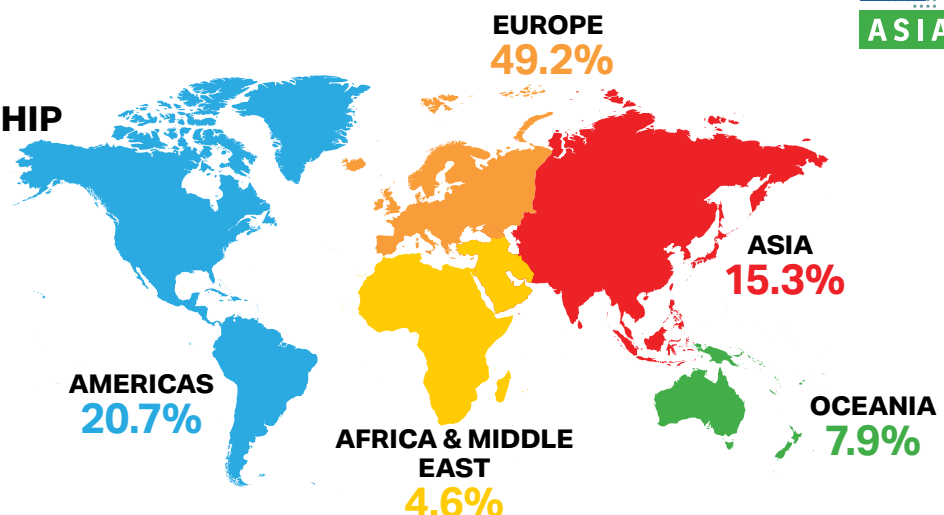
JOHN HEY

MANAGING DIRECTOR, FRUITNET ASIA

FRUITNET GLOBAL COVERAGE



ASIAFRUIT MAGAZINE READERSHIP BY REGION



ASIAFRUIT

ABOUT US

CONTACT

editorial@fruitnet.com



ASIAFRUIT MAGAZINE

Published eight times a year, *Asiafruit* delivers the best industry analysis, market insight, and in-depth company, product and country profiles.

Asiafruit is available in print and digital format through the Asiafruit app and a desktop version, ensuring maximum reach across the region.



ONLINE NEWS AND WEEKLY NEWSLETTER

Asiafruit's quality journalism is available online 24/7 at fruitnet.com/asiafruit. Fresh stories are published daily by our team of experienced journalists.

Asiafruit Newsletter, the free weekly e-newsletter, delivers the top stories in Asia's fresh produce trade directly to subscribers' inboxes. It's the quickest way to reach active industry professionals who rely on up-to-date insights to inform their business decisions.

ASIA FRUIT LOGISTICA

Asiafruit is the official Knowledge Partner of Asia Fruit Logistica, Asia's premier fresh produce trade show.

Asiafruit hosts Asiafruit Knowledge Centre – the content hub at the heart of Asia Fruit Logistica in Hong Kong – featuring expert-led sessions and panel discussions.



ASIA FRUIT AWARDS

Together with Asia Fruit Logistica, *Asiafruit* presents the annual Asia Fruit Awards, celebrating outstanding achievement in Asia's fresh produce business. These prestigious awards are a highlight of the industry calendar, recognising innovation and excellence.

ASIAFRUIT STATISTICS HANDBOOK

The Asiafruit Statistics Handbook is the essential annual reference guide for Asia's fresh fruit and vegetable trade. Covering 12 different markets across Asia, the Asiafruit Statistics Handbook provides detailed analysis of each market's fresh fruit and vegetable import and export trade.



INDUSTRY EXPERTISE

Asiafruit's team of highly skilled journalists and analysts brings a wealth of knowledge and insight on Asia's fast-evolving fresh produce business. They are available to present, moderate or contribute at industry conferences, webinars and events, offering expert commentary and up-to-date perspectives on market trends, trade flows and emerging opportunities across the region.

ASIAFRUIT

IN FIGURES

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editorial@fruitnet.com

FRUITNET

1,182,000
YEARLY VISITORS

60,000+
SOCIAL MEDIA FOLLOWERS

ASIAFRUIT

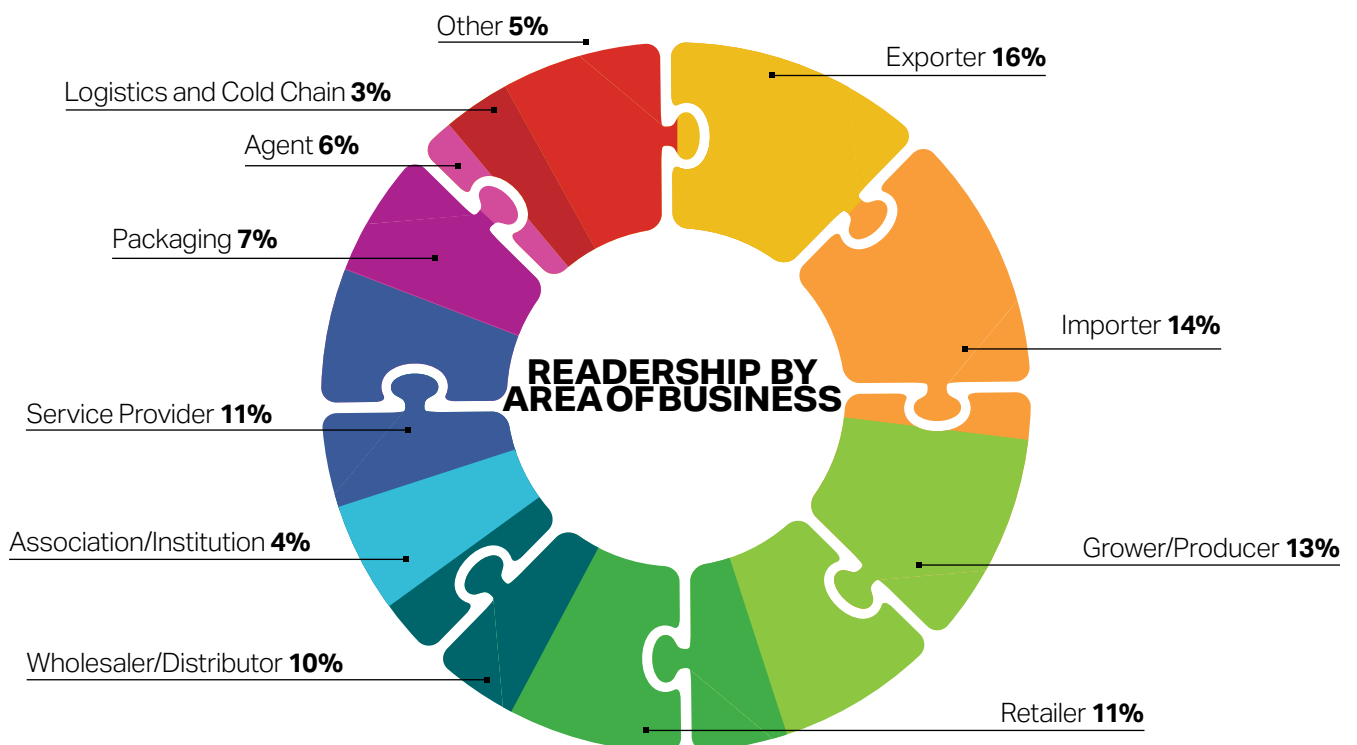
130,700
YEARLY VISITORS

20,000+
SOCIAL MEDIA FOLLOWERS

Online data based on 2025 figures. Statistics based on GA4

6.2K
PRINT AND DIGITAL
READERSHIP

31K
NEWSLETTER
SUBSCRIBERS



ASIAFRUIT

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IN TOUCH WITH TOP BUYERS AND SUPPLIERS

The print and digital editions of *Asiafruit* reach a worldwide audience of fresh produce business professionals.

In addition to those sent to subscribers, thousands of copies are distributed free of charge to visitors at major international fresh produce trade events.

Each edition is available to view on the Asiafruit Magazine app.



JANUARY/FEBRUARY

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

DISTRIBUTED AT
• Fruit Logistica

MARCH/APRIL

FRESH PRODUCE INDIA EDITION

FEATURES

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

SPECIALS

- Fresh Focus South African Table Grapes

BOOKING DEADLINE
11 February 2026

DISTRIBUTED AT
• Fresh Produce India
• Macfrut

MAY

SOUTH-EAST ASIA EDITION

FEATURES

- South-East Asia spotlight
- Kiwifruit
- Apples and pears
- Cherries and stonefruit
- Bananas and pineapples
- Blueberries
- Grapes
- Lemons and navel

SPECIALS

- New Zealand
- Fresh Focus South African Apples & Pears

BOOKING DEADLINE

7 April 2026

DISTRIBUTED AT
• AFL SE Asia Meet Up

JUNE

TROPICALS EDITION

FEATURES

- Durian
- Lychees and longans
- Avocados
- Cherries
- Kiwifruit
- Oranges
- Grapes
- Coconuts

BOOKING DEADLINE
22 May 2026

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
3 July 2026

DISTRIBUTED AT
• Asia Fruit Logistica

SEPTEMBER

INDONESIA EDITION

FEATURES

- Indonesia
- Apples and pears
- Berries
- Cherries
- Citrus
- Grapes
- Asparagus

BOOKING DEADLINE
13 August 2026

DISTRIBUTED AT
• Fruit Attraction
• Global Produce & Floral Show

OCTOBER

BERRY EDITION

FEATURES

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

BOOKING DEADLINE
11 September 2026

NOVEMBER/DECEMBER

CHERRY EDITION

FEATURES

- Korea
- Kiwifruit
- Berries
- Citrus
- Grapes
- Philippines

SPECIALS

- Fresh Focus Cherry

BOOKING DEADLINE
9 October 2026

ASIAFRUIT

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.

ASIAFRUIT

MAGAZINE ADVERTISING

CONTACT

advertising@fruitnet.com

Premium positions

Back cover
\$ 4,130

Inside front cover
\$ 3,975

Inside back cover
\$ 3,130

Front section
\$ 3,605

(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
CC2026 or earlier:
 - All fonts must be
supplied/outlined
 - Images must be
300 DPI in CMYK
3. Photoshop CC2026 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 \$2,800



— 210mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

ASIAFRUIT APP

Your advert will also appear on the Asiafruit app



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

DOUBLE PAGE SPREAD \$4,930



— 420mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

HALF PAGE SPREAD \$3,090



— 420mm x 144mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

HALF PAGE \$1,945



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 \$1,645



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

QUARTER PAGE \$1,545



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

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 \$4,500 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

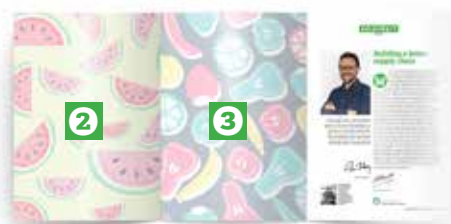


Digital Edition

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 \$2,800



Maximum 350 words and two images plus one logo

Double-page spread \$4,930



Maximum 700 words and four images plus one logo

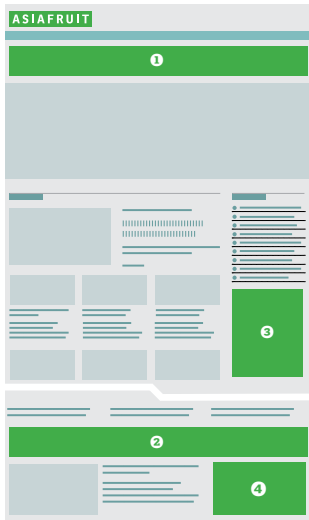
*Advertorial copywriting incurs 25 per cent extra charge. Copy translation incurs 10 per cent extra charge.

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)				1,250
Add video				150

130,700

YEARLY VISITORS



STANDARD DISPLAY FRUITNET DAILY NEWS

FORMAT	DESKTOP	MOBILE	WEEK (\$)	MONTH (\$)
Newsletter Sponsor ①	180x150	180x150	1,200	4,800
Premium banner ②	600x200	600x200	500	2,000
Standard banner ③	600x200	600x200	400	1,600
Small banner ④	180x150	180x150	230	920

31,000

NEWSLETTER SUBSCRIBERS



STANDARD DISPLAY ASIAFRUIT NEWSLETTER

Your weekly roundup of the top news across Asia's fresh produce business

FORMAT	DESKTOP	MONTH (\$)
Super banner ①	600x200	800
Central banner ②	600x200	500
Square central banner ③	250x250	300
Advertorial, published on Asiafruit website & in 2 editions of newsletter (up to 500 words + 2 images)		1,350
Add video		150
Sponsor content block		500
Exclusive sponsor of newsletter		POA

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>



ASIAFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

DISPLAY

MAGAZINE	RATE (\$)
Double page spread	4,930
Back cover	4,130
Inside front cover	3,975
Full page in first third	3,605
Inside back cover	3,130
Half page spread	3,090
Full page	2,800
Half page	1,945
Third page	1,645
Quarter page	1,545

PRINT MARKETING

Magazine insert	2,940
Full page advertorial	2,800
DPS advertorial	4,930
Belly wrap – standard	4,500
Belly wrap – to page	5,000
Bound-in bookmark	from 4,500
Bound-in card	from 5,500
Fold-out cover	from 6,500

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	550	2,200	
Central banner	310	1,240	
Large side banner	400	1,600	
Small side banner	200	800	
News sponsor	310	1,240	
Advertorial		1,250	

ASIAFRUIT NEWSLETTER	MONTH
Super banner	800
Central banner	500
Square central banner	300
Advertorial	1,350
Sponsor content block	500
Exclusive sponsor of newsletter	POA

VIDEO CONTENT

Microsite sponsor	from 12,000
plus content, min 3mo	
Video series sponsor	POA
Video episode sponsor	5,500
Video banner	450 1,800
Fruitnet Presents	5,500

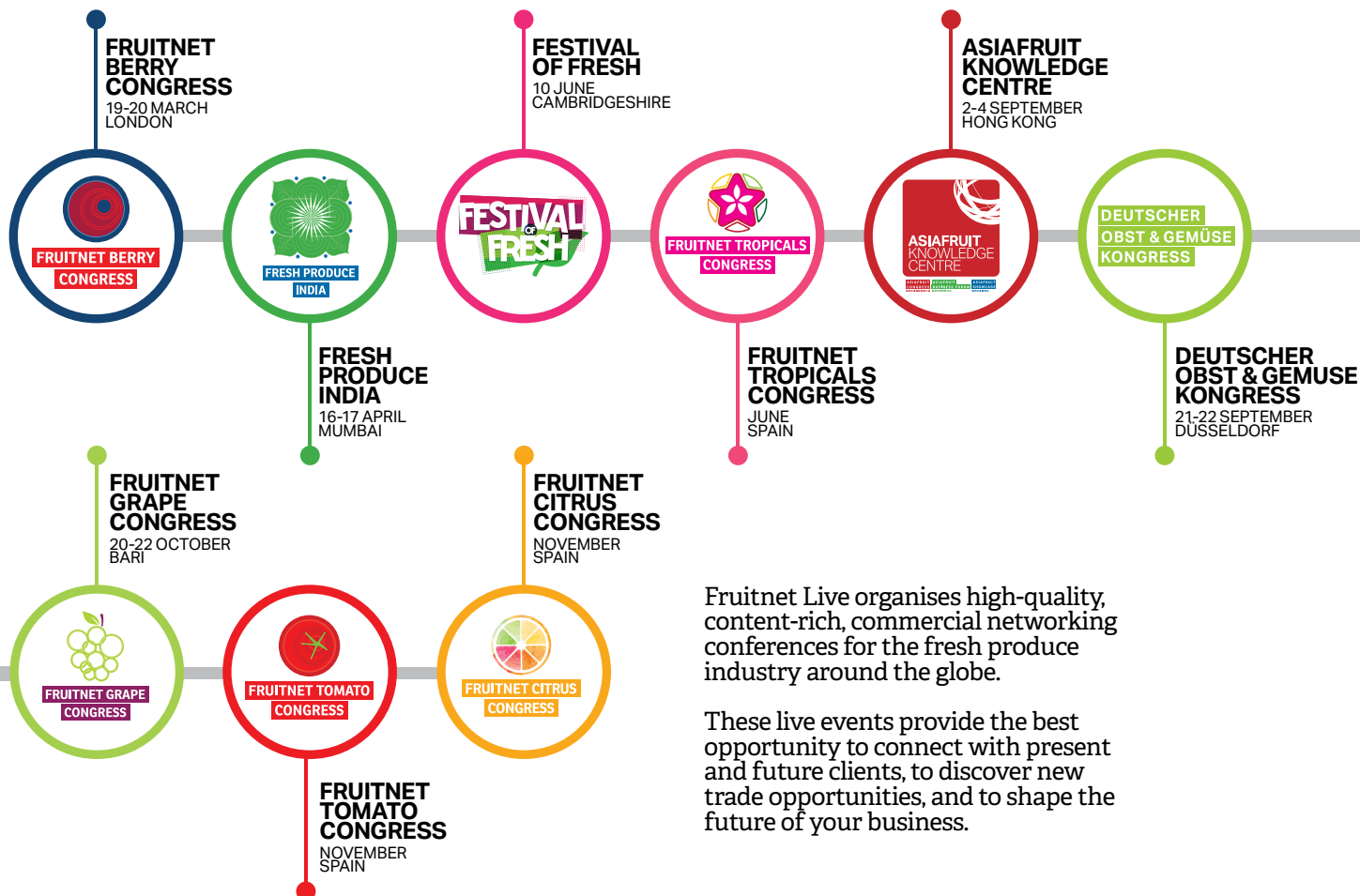
AGENCY COMMISSION	%
UK agency	10
Other agency	15

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

Display advertisements will appear in print and digital editions.

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



FRUIT LOGISTICA
4-6 FEBRUARY 2026 · BERLIN

OFFICIAL COOPERATION PARTNER



ASIA FRUIT LOGISTICA
2-4 SEPTEMBER 2026 · HONG KONG



ASIAFRUIT

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com

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!



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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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Managing Director
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www.wearemint.com