



亚洲水果

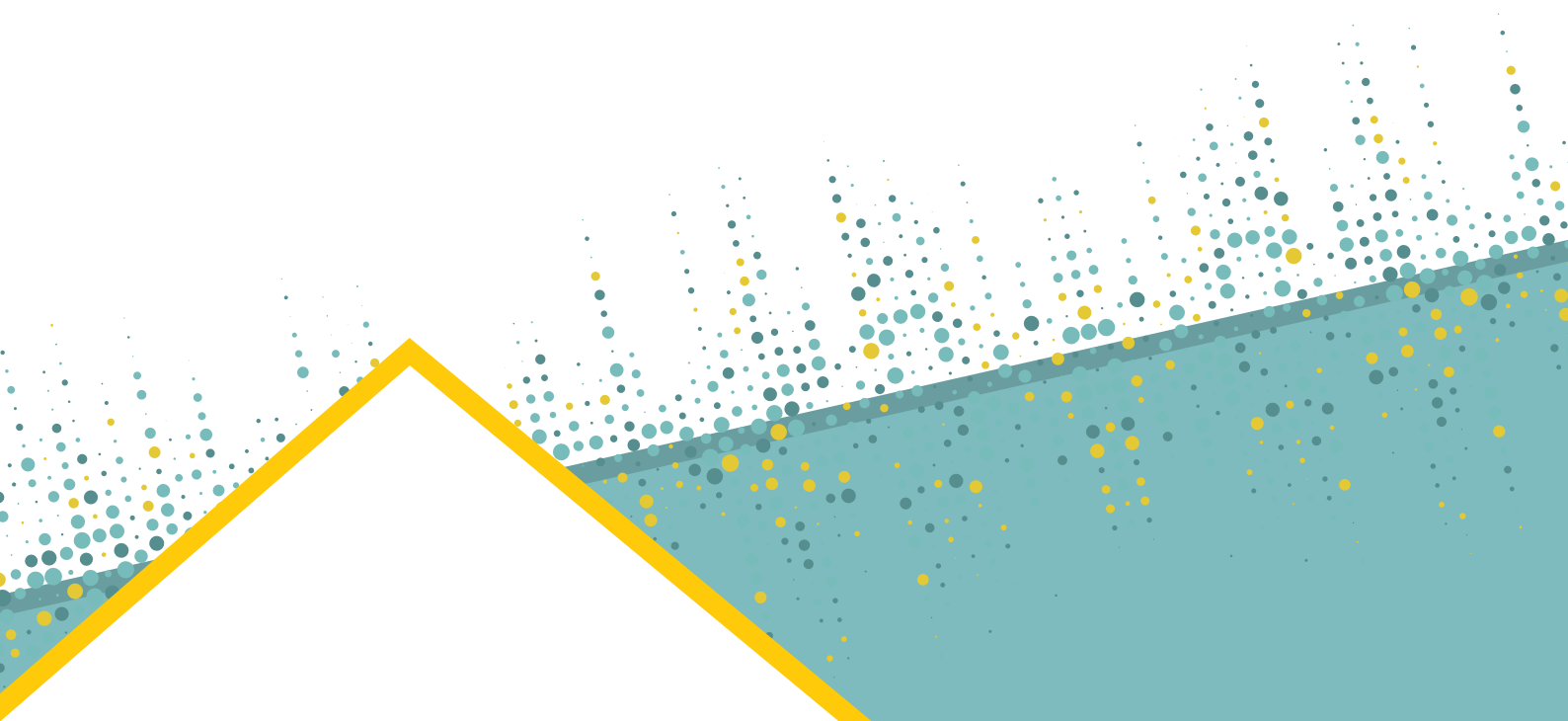
ASIAFRUIT

[ASIAFRUIT CHINA]

MEDIA KIT

2025

asiafruitchina.net



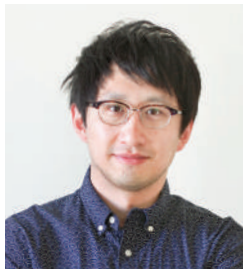
亚洲水果

ASIAFRUIT

READERSHIP

CONTACT

yuxin@fruitnet.com



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 publisher 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.

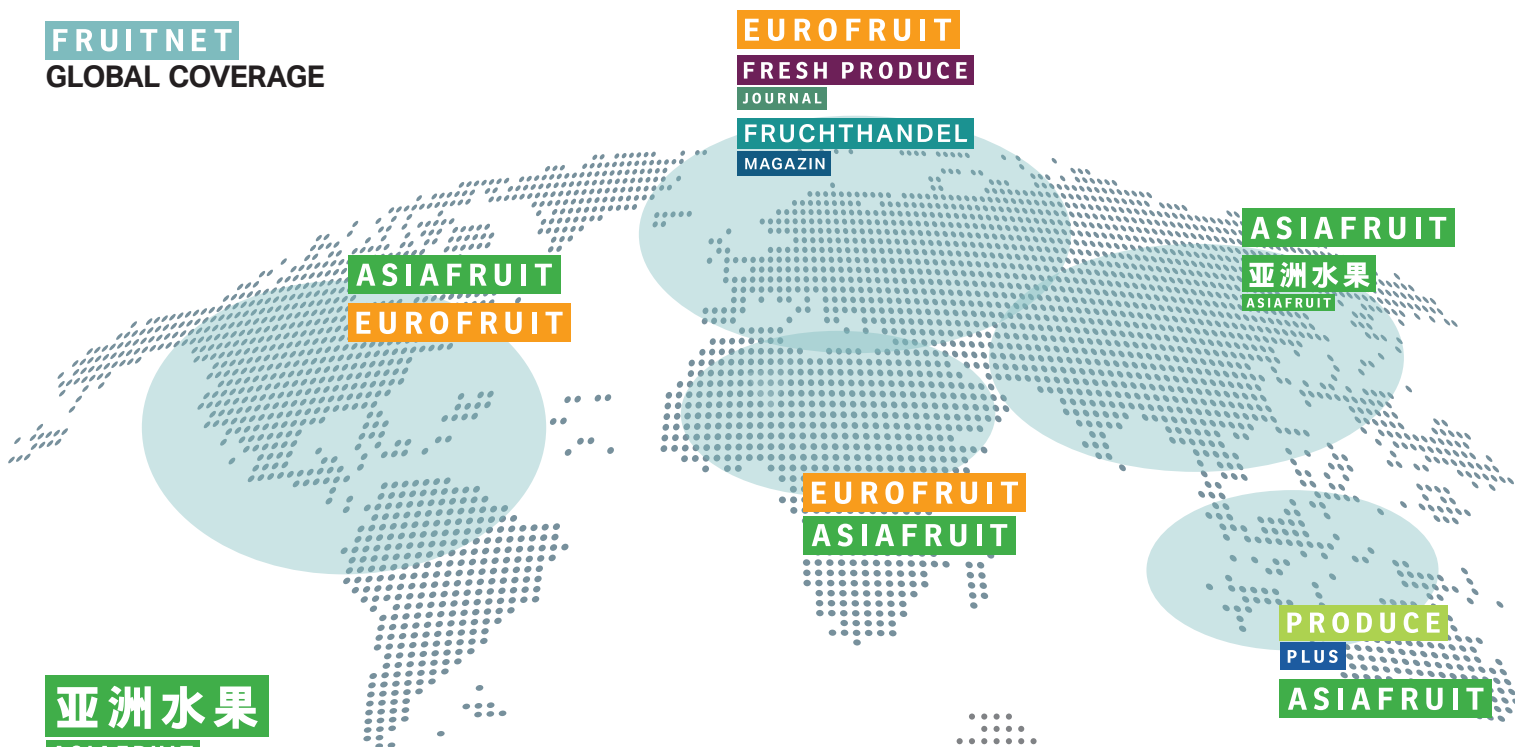
Asiafruit China magazine caters to the needs of Chinese-speaking industry professionals with the latest news and exclusive reports from the local and international fresh fruit and vegetable

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, as well as key industry events globally. Asiafruit subscribers around the world also receive digital copies of Asiafruit China magazine.

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.

YUXIN YANG
EDITOR, ASIAFRUIT CHINA

FRUITNET GLOBAL COVERAGE



亚洲水果 ASIAFRUIT

PRINT READERSHIP BY REGION

EUROPE
1%

REST OF CHINA
2%

OCEANIA
1%

NORTH AMERICA
1%

LATIN AMERICA
1%

SICHUAN + CHONGQING
8%

YUNNAN + GUIZHOU + GUANGXI
3%

HENAN + SHANXI
5%

BEIJING + HEBEI + LIAONING
21%

SHANDONG
4%

SHANGHAI + ZHEJIANG + JIANGSU
42%

GUANGDONG + FUJIAN
14%

HONG KONG
1%

亚洲水果

ASIAFRUIT

IN FIGURES

CONTACT

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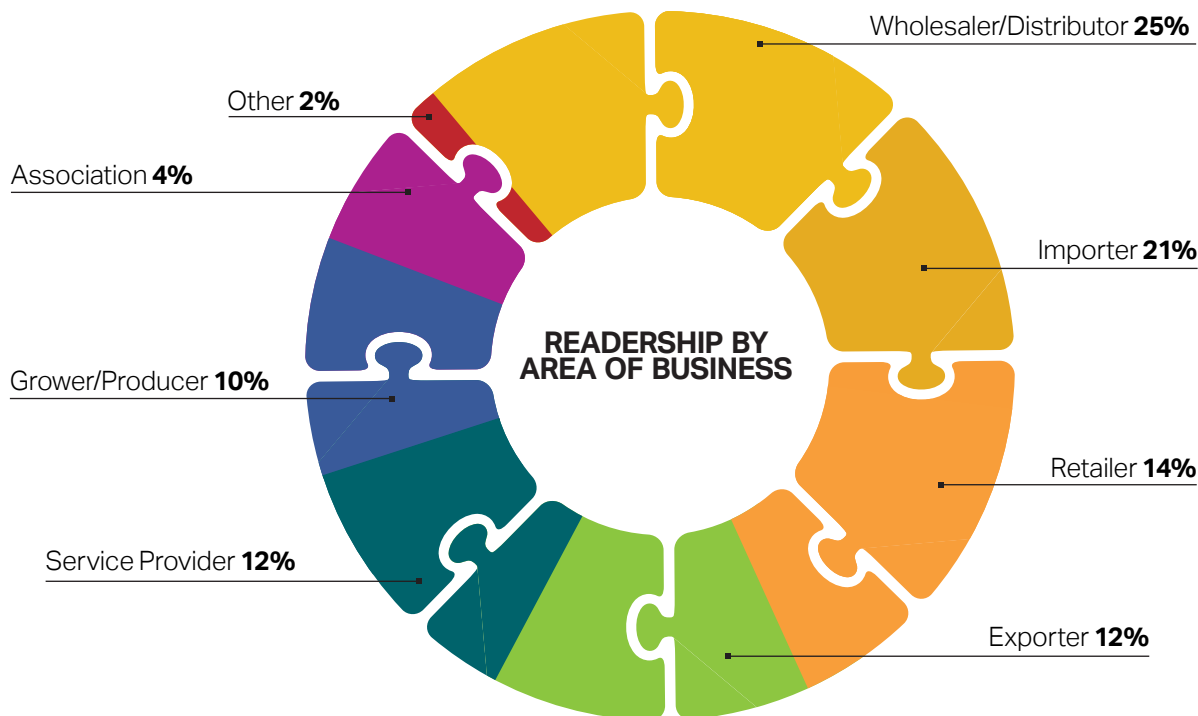
ASIAFRUIT

21,000
MONTHLY USERS

45,000
MONTHLY VIEWS

45,000
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



亚洲水果

ASIAFRUIT

EDITORIAL PROGRAMME

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MARCH

ISSUE 41

FEATURES

Global innovations
Cherries (China)
Berries
Avocados
Citrus
Grapes
India

SPECIALS

Fresh Focus South African Table
Grapes

BOOKING DEADLINE

14 February 2025

EVENT DISTRIBUTION

**Fresh Produce India
Macfrut**

MAY

ISSUE 42

FEATURES

Kiwifruit
Durian
Apples and pears
Chinese fruit
Bananas and pineapples
Blueberries
Thailand
Vietnam

SPECIALS

Fresh Focus South African Apples and
Pears

BOOKING DEADLINE

17 April 2025

EVENT DISTRIBUTION

**Fresh Produce Vietnam
Asia Fruit Logistica Bangkok Meet Up**

JULY/AUGUST

ISSUE 43: ASIA FRUIT LOGISTICA EDITION

FEATURES

Asia Fruit Logistica
Asiafruit Knowledge Centre
Technology
China
Avocados
Citrus
Packaging

BOOKING DEADLINE

18 July 2025

EVENT DISTRIBUTION

**Asia Fruit Logistica
Asia Fruit Logistica China Meet Up**

OCTOBER

ISSUE 44

FEATURES

Retail
Apples and pears (China)
Kiwifruit (China)
Berries
Grapes
Mangoes
Pomegranates
Dragon fruit
Logistics

BOOKING DEADLINE

19 September 2025

DECEMBER/JANUARY

ISSUE 45: LUNAR NEW YEAR EDITION

FEATURES

Lunar New Year
China
Cherries
Grapes
Mandarins
Stonefruit
Berries
Citrus
Grapes

SPECIALS

Fresh Focus Cherry

BOOKING DEADLINE

5 December 2025

EVENT DISTRIBUTION

Fruit Logistica

亚洲水果

ASIAFRUIT

FRUITNET SPECIALS

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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

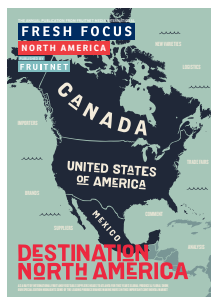
EVENT
DISTRIBUTION
Prognosfruit



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

亚洲水果

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 (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



亚洲水果

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

- \$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

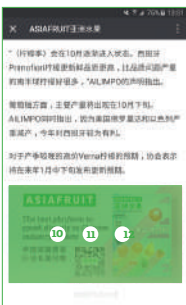
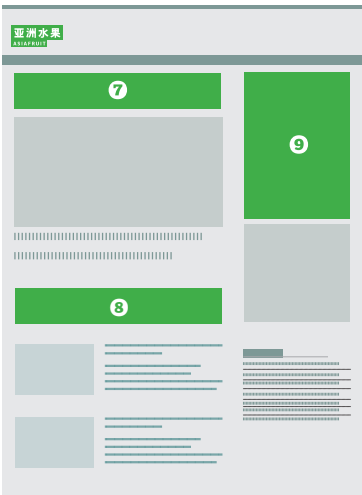
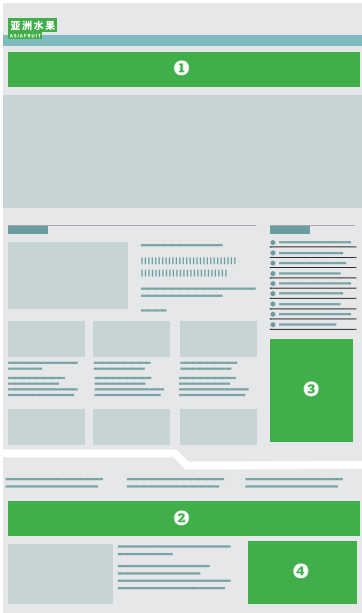
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ASIAFRUIT

ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



STANDARD DISPLAY ASIAFRUITCHINA.NET

FORMAT	DESKTOP	MOBILE	WEEK (\$)	MONTH (\$)
Super banner ①	1180x130	370x140	675	2,700
Central banner ②	1180x130	370x140	260	1,040
Large side banner ③	375x440	375x440	260	1,040
Small side banner ④	375x225	375x225	130	520
Video banner	375x225	375x225	260	1,040

Advertorial (Please see advertorial package as below)



45,000
MONTHLY VIEWS

STANDARD DISPLAY ASIAFRUIT NEWSLETTERS

FORMAT	DESKTOP	WEEK (\$)	MONTH (\$)
Standard banner ⑦	730x90	400	1,200
Central banner ⑧	730x90	210	840
Large side banner ⑨	240x400	188	750

Advertorial (Please see advertorial package as below)



4,800
NEWSLETTER SUBSCRIBERS

STANDARD DISPLAY ASIAFRUIT WECHAT

FORMAT	DESKTOP	MONTH (\$)
Banner/Lead article ⑩	500x280	1,100
Banner/Second article ⑪	500x280	880
Banner/Third article ⑫	500x280	700

Advertorial (Please see advertorial package as below)



45,000
WECHAT SUBSCRIBERS

ADVERTORIAL PACKAGE

	COPY SUPPLIED(\$)
Wechat lead article, Asiafruit China website & newsletter	750
Wechat second article, Asiafruit China website & newsletter	500

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

- \$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

亚洲水果

ASIAFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

MAGAZINE DISPLAY

	RATE (\$)
Quarter page	1,500
Third page	1,600
Half page	1,890
Full page	2,720
Front section	3,500
Half page spread	3,000
Double page spread	4,790
Inside back cover	3,040
Inside front cover	3,860
Back cover	4,010

PRINT MARKETING

Magazine insert	2,940
Full page advertorial	2,720
DPS advertorial	4,790
Belly wrap	standard 4,000 creative 5,000
Bound-in bookmark	from 4,500
Bound-in card	from 5,500
Fold-out cover	from 6,500

DIGITAL EDITION ONLY

Top banner	2,100
Video content	2,645
500-word advertorial	1,550
Floating banner on all pages 320x50	4,000

ASIAFRUIT.COM

	RATE (\$)	WEEK	MONTH
Super banner	675	2,700	
Central banner	260	1,040	
Large side banner	260	1,040	
Small side banner	130	520	
Video banner	260	1,040	
Advertorial	see advertorial package		

ASIAFRUIT CHINA DAILY NEWS RATE (\$)

Super banner	300	1,200
Central banner	210	840
Large side banner	188	750

SPECIAL FORMATS

	RATE (\$)
Video banner	450 1,800
Content series sponsor	POA
Fruitbox episode sponsor	3,000
Fruitbox episode-main sponsor	4,950
Video episode sponsor	5,000
Video series sponsor	POA
Fruitnet Presents video (advertorial)	5,000
Microsite plus content (min 3 months)	from 10,000

DISCOUNTS

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

AGENCY COMMISSION %

UK agency	10
Other agency	15

Display advertisements will appear in print and digital editions.

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/

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

45,000 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.

- 45,000+ followers
- 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\$700**

Advertorial: price on application

Please contact us for more information:

kate@fruitnet.com (English)

jennifer@fruitnet.com (中文)

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

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 2025 · 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



亚洲水果

ASIAFRUIT

SUBSCRIPTIONS

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Subscribe to *Asiafruit China*. Enjoy high-quality editorial and industry news in print and in easy-to-use digital formats. The Asiafruit China app delivers the Mandarin Chinese publication's exclusive content directly to your smartphone. Subscribers get unlimited access to all new and past editions of Asiafruit China Magazine.

INDIVIDUAL

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

FIVE print editions of *Asiafruit China*, plus annual specials

Digital editions to download on day of publication

Full online archive of previous digital editions

CORPORATE

Prices on request

Same benefits as individual package

Bespoke packages available for team or company

Volume discounts for three or more subscribers

Personalised account management



Download the free Asiafruit China app!



亚洲水果

ASIAFRUIT

OUR CLIENTS



亚洲水果

ASIAFRUIT

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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