

**ASIAFRUIT**

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

# MEDIA KIT 2024

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



# ASIAFRUIT



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 nine times a year, with double issues for February/March, July/August and December/January.

Asiafruit's 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.

6.2K

AVERAGE PRINT READERSHIP

31K

DIGITAL SUBSCRIBERS

75K

MONTHLY DIGITAL READERS

73K

SOCIAL MEDIA FOLLOWERS

397K

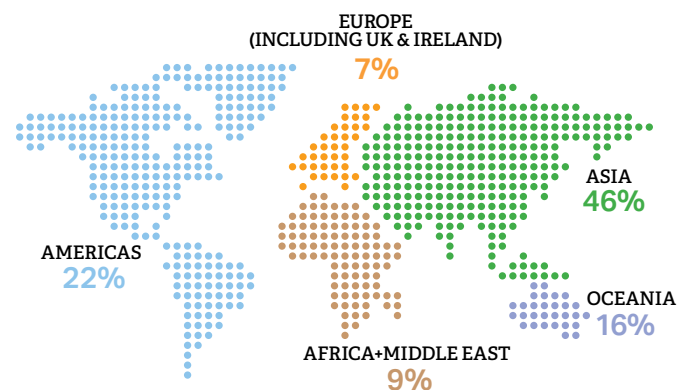
MONTHLY ENGAGEMENTS

272K

TOTAL EVENT AUDIENCE



## READERSHIP BY REGION



Asiafruit is part of Fruitnet Media International, which also publishes Eurofruit, Asiafruit China, Fresh Produce Journal, Produce Plus and Fruchthandel Magazine. All of the group's online content can be found via Fruitnet.com.

Online data based on 2023 figures from Google Analytics.

# EDITORIAL PROGRAMME

## FRESH PRODUCE INDIA EDITION

Published  
**February/March**

### Specials

Fresh Focus South African  
Table Grapes

**Market Focus**  
India

### Features

Bananas & Pineapples,  
Apples & Pears, Berries,  
Avocados, Citrus  
(California), Onions &  
Squash, Grapes (Southern  
Hemisphere), Asparagus  
(Mexico), Shipping, Ripening

### Event Distribution

- Fresh Produce India

**Booking Deadline:**  
**02/02/2024**

## NEW ZEALAND EDITION

Published  
**April**

### Specials

Fresh Focus New Zealand

**Market Focus**  
Japan

### Features

Kiwifruit (Southern  
Hemisphere), Apples &  
Pears, Cherries (California),  
Blueberries (US), Grapes  
(Southern Hemisphere),  
Lemons & Navels (South  
Africa), Dates, Packaging

### Event Distribution

- Global Tomato Congress

**Booking Deadline:**  
**13/03/2024**

## CHINA EDITION

Published  
**May**

### Specials

Fresh Focus USA,  
South African lemons

**Market Focus**  
China, Korea

### Features

Citrus (Australia, South  
Africa, Chile), Grapes  
(California, Mexico, Egypt),  
Kiwifruit (New Zealand),  
Stonefruit & Cherries  
(California), Vegetables (US)

### Event Distribution

- Hort Connections

**Booking Deadline:**  
**11/04/2024**

## TROPICAL FRUIT EDITION

Published  
**June**

### Specials

Tropical Fruit (Durian,  
Lychees, & Longans)

**Market Focus**  
Singapore

### Products

Cherries (US, Turkey),  
Avocados (Peru),  
Oranges (South Africa),  
Grapes, Coconuts,  
Organics

**Booking Deadline:**  
**16/05/2024**

## ASIA FRUIT LOGISTICA EDITION

Published  
**July/August\***

### Specials

Asia Fruit Logistica &  
Asiafruit Congress Preview

**Market Focus**  
China & Hong Kong

### Features

Avocados, Grapes  
(California),  
Citrus (Southern  
Hemisphere),  
Apples & Pears, Technology,  
Packaging & Grading,  
Seeds & Crop Care

### Event Distribution

- Asiafruit Congress & Asia  
Fruit Logistica
- Global Avocado Congress

**Booking Deadline:**  
**05/07/2024**

## INDONESIA EDITION

Published  
**September**

### Specials

Foodservice

**Market Focus**  
Indonesia

### Features

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

### Event Distribution

- Fruit Attraction
- Global Produce & Floral  
Show

**Booking Deadline:**  
**08/08/2024**

## VIETNAM EDITION

Published  
**October**

### Specials

Asia Fruit Logistica &  
Asiafruit Congress Review

**Market Focus**  
Vietnam

### Features

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

**Booking Deadline:**  
**13/09/2024**

## CHERRY EDITION

Published  
**November**

### Specials

Fresh Focus Cherry

**Market Focus**  
Thailand

### Features

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

**Booking Deadline:**  
**10/10/2024**

## LUNAR NEW YEAR EDITION

Published  
**December/January**

### Specials

Lunar New Year Preview,  
Fresh Focus Australia

**Market Focus**  
China & Taiwan

### Features

Cherries (Chile, New Zealand,  
Australia),  
Dried Fruit & Nuts (US),  
Grapes (South Africa),  
Mandarins (California),  
Carrots, Melons,  
Berries (Chile, New Zealand),  
Stonefruit (Australia, New  
Zealand), Airfreight

**Event Distribution**  
• Fruit Logistica

**Booking Deadline:**  
**25/11/2024**

\* Official Asia Fruit Logistica & Asiafruit Congress edition

# MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

## 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

- 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 \*

Only landscape design available on digital version

## 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\*

Only landscape design available on digital version

## Quarter Page \$1,500



Horizontal advert - 171mm x 61mm\*

\* logos and text should be at least 8mm from the edge of page



Vertical advert - 71mm x 127mm\*

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

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

## Double Page Spread \$4,790



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

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

# ONLINE ADVERTISING

## fruitnet.com/asiafruit – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	1180 X 130	370 X 140	\$675	\$2,700
2 Central Banner	JPG · PNG · GIF	1180 X 130	370 X 140	\$600	\$2,400
3 Large Side Banner	JPG · PNG · GIF	375 X 440	375 X 440	\$400	\$1,600
4 Small Side Banner	JPG · PNG · GIF	375 X 225	375 X 225	\$250	\$1,000
Video Banner	LINK	375 X 225	375 X 225	\$400	\$1,600
Website Take Over				Starting from \$875/week Up to 500 words - \$1,133	
Advertorial					

 **75,000\***

fruitnet.com  
monthly visits



## Fruitnet Daily News – Free email service

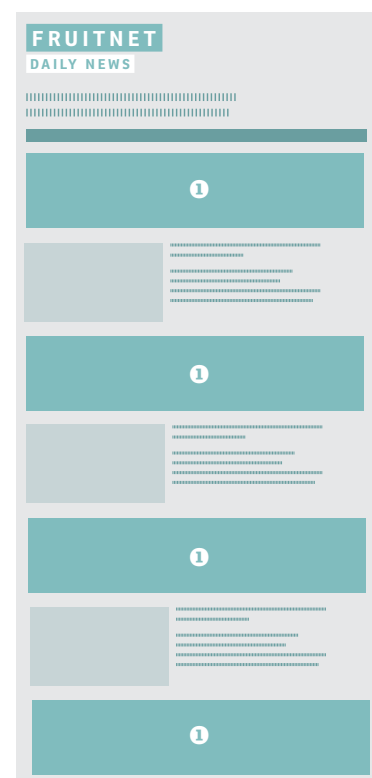
	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Central Banner	JPG · PNG · GIF	600 X 200	600 X 200	\$350	\$1,400
1. Premium Position: position 1-5				\$450	
2. Standard Central Banner:				\$350	
● Advertorial (published in Fruitnet Daily News and Asiafruit web site)				One off charge	
Up to five appearances in Newsletter (up to 500 words +one image )				\$1,550	

Advertorial is published simultaneously on Asiafruit news site  
Surcharges apply to copywriting and translation services

 **+31,000**

Fruitnet Daily News  
Subscribers

\*Online data based on 2022 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

## RATE CARD

### CONTACT

advertising@fruitnet.com

#### MAGAZINE DISPLAY

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 4,570
	creative 5,150
Bound-in bookmark	from 4,750
Bound-in card	from 4,750
Fold-out cover	from 5,500

#### DIGITAL EDITION ONLY

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

#### FRUITNET.COM

Super banner	675	2,700
Central banner	600	2,400
Large side banner	400	1,600
Small side banner	250	1,000

#### EMAIL NEWSLETTER

Standard banner	350	1,400
Premium banner	450	1,800

#### SPECIAL FORMATS

Video banner	400	1,600
Fruitbox podcast sponsor		3,000
Video episode sponsor		5,000
Fruitnet Presents video feature		5,500
Microsite with bespoke content		12,000

#### 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.

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

## SUBSCRIPTIONS

CONTACT

[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)

### PRINT & DIGITAL

**12 months US\$220 / 6 months US\$110**

Nine print editions of *Asiafruit*, plus seven *Fresh Focus* specials

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**

Nine print editions of *Asiafruit*, plus *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



**Download the free Asiafruit app!**





# 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, discover new trade opportunities and to shape the future of your business.



**FRESH PRODUCE INDIA**  
21-22 MARCH 2024 · MUMBAI  
freshproduceindia.com



**FRUITNET AVOCADO CONGRESS**  
DATE & VENUE TBC  
avocadocongress.com



**GLOBAL TOMATO CONGRESS**  
14-15 MAY 2024 · THE HAGUE  
globaltomatocongress.com



**ASIAFRUIT CONGRESS**  
4-6 SEPTEMBER 2024 · HONG KONG  
asiafruitcongress.com



**EUROPEAN SUSTAINABILITY FORUM**  
11-12 JUNE 2024 · BONN



**DEUTSCHE OBST & GEMÜSE KONGRESS**  
23-24 SEPTEMBER 2024 · DÜSSELDORF  
dogkongress.de



**FESTIVAL OF FRESH**  
13 JUNE 2024 · EVESHAM, UK  
fruitnet.com/festivaloffresh



**FRUITNET CITRUS CONGRESS**  
NOVEMBER 2024 · VALENCIA  
citruscongress.com



**FRUITNET GRAPE CONGRESS**  
4 JULY 2024 · PUGLIA  
grapecongress.com

OFFICIAL COOPERATION PARTNER

**FRUIT  
LOGISTICA**

**FRUIT LOGISTICA**  
7-9 FEBRUARY 2024 · BERLIN

**ASIA FRUIT  
LOGISTICA**

**ASIA FRUIT LOGISTICA**  
4-6 SEPTEMBER 2024 · HONG KONG

# ASIAFRUIT

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