

CHINESE-LANGUAGE SERVICES

亚洲水果

ASIAFRUIT

MEDIA  
KIT 2022

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

FRUITNET

Part of Fruitnet Media International

China  
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# 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 25,000 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  
subscribers

## Online readership data

fruitnet.com

**+103,000\***

monthly visits

**+75,000\***

monthly visitors

asiafruitchina.net

**+18,000\***

monthly visits

## In print readership data

Europe

1%

Oceania

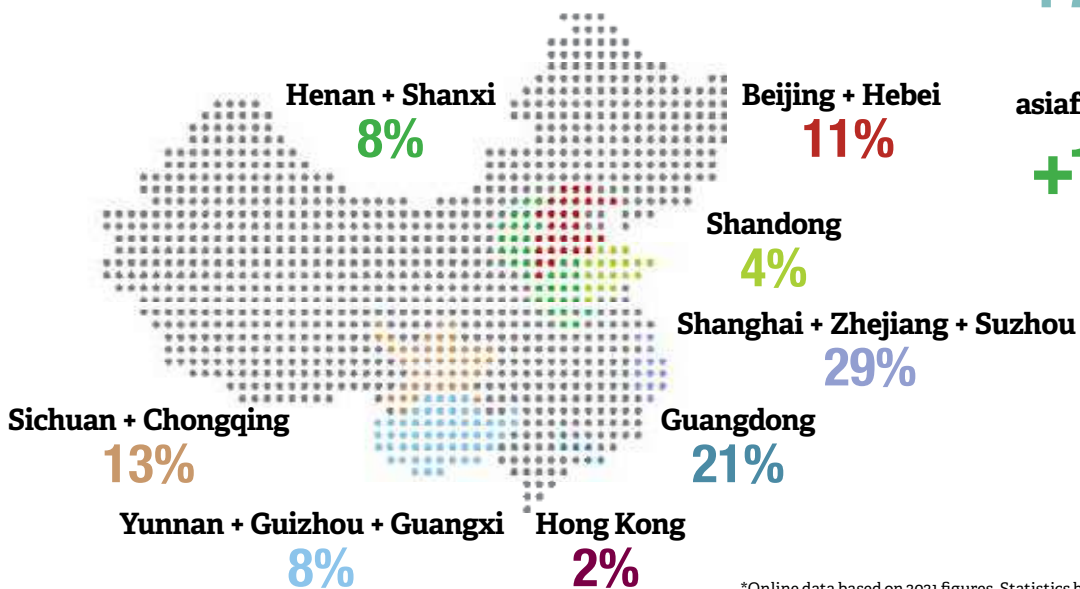
1%

North America

1%

Latin America

1%



\*Online data based on 2021 figures. Statistics based on Google Analytics

## MAR 2022

Issue 26

### Event Distribution

Fruit Logistica, Global Grape Congress

### Booking deadline

21/02/2022

### Artwork deadline

25/02/2022

### Content

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

## MAY 2022

Issue 27

### Event Distribution

Macfrut, Global Avocado Congress, Global Tomato Congress

### Booking deadline

02/05/2022

### Artwork deadline

09/05/2022

### Content

Chinese fruit, South Africa, Italy, Sustainability, Kiwifruit, Tropical fruit

## JUL/AUG 2022

Issue 28

### Event Distribution

Asiafruit Congress Digital Preview, Fruit Attraction

### Booking deadline

25/07/2022

### Artwork deadline

29/07/2022

### Content

Retail, Apples & Pears (Europe), Tomatoes, Citrus, Kiwifruit (China)

## OCT 2022

Issue 29

### Event Distribution

Asia Fruit Logistica & Asiafruit Congress, IFPA Summit, Global Berry Congress, Global Citrus Congress

### Booking deadline

19/09/2022

### Artwork deadline

30/09/2022

### Content

Asia Fruit Logistica & Asiafruit Congress Preview, Avocados, Bananas, Mangoes, Berries, Grapes, Vietnam, Packaging

## DEC/JAN2023

Issue 30

### Event Distribution

Fruit Logistica 2023

### Booking deadline

01/12/2022

### Artwork deadline

09/12/2022

### 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, Interpoma, PMA 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 2022



### 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:**  
February 2022



### FRESH FOCUS GRAPE

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

**Publication date:**  
March 2022



### 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:**  
May 2022



### FRESH FOCUS TOMATO

Published alongside Fruitnet Media International's Global Tomato Congress, we take a look at the most innovative companies in the tomato sector.

**Publication date:**  
June 2022



### 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:**  
July/August 2022



### 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:**  
September 2022



### FRESH FOCUS BANANA

Fresh Focus Banana reports on how this part of the business still offers plenty of potential inspiration for fresh produce marketers around the world.

**Publication date:**  
October 2022



### 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 2022



### 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 2022

# MAGAZINE ADVERTISING

For Print and Digital editions of Asiafruit China

## 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%

## Artwork

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2022 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2022 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 \$2,645



210mm x 297mm +3mm bleed \*

## Double Page Spread \$4,650



420mm x 297mm +3mm bleed \*

## Half Page Spread \$2,920



420mm x 144mm +3mm bleed \*

## Half Page \$1,835



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 \$1,565



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 \$1,455



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.

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China: [jennifer@fruitnet.com](mailto:jennifer@fruitnet.com) | +86 21 6136 6010

# CREATIVE MARKETING

For Print and Digital editions of Asiafruit China

## 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
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## 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

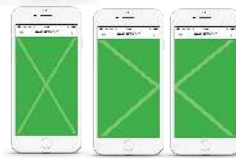
2 PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



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 \$2,255



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.

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

# ONLINE ADVERTISING

## asiafruitchina.net – Website service

	FILE TYPES	(SIZE - PIXELS) DESKTOP	(PRICE)	
			WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	980 X 100	\$685	\$2740
2 Top Banner	JPG · PNG · GIF	468 X 60	\$190	\$760
3 Central Banner	JPG · PNG · GIF	700 X 90	\$205	\$820
4 Small Side Banner	JPG · PNG · STATIC GIF	240 X 160	\$135	\$540
5 Large Side Banner	JPG · PNG · GIF	240 X 400	\$205	\$820
6 Web Skyscraper	JPG · PNG · STATIC GIF	120 X 600	\$305	\$1220

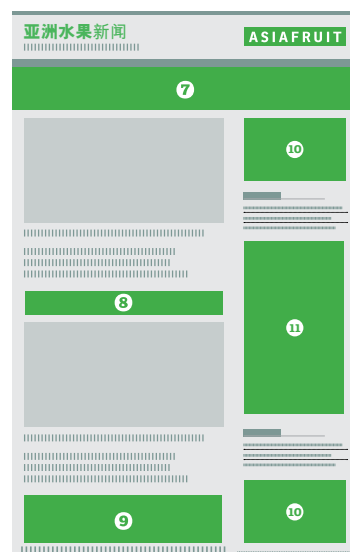
 **18,000** asiafruitchina.net  
monthly visits



## Asiafruit News – Newsletter service

	FILE TYPES	SIZE (PIXELS) DESKTOP	(PRICE)	
			WEEKLY	MONTHLY
7 Super Banner	JPG · PNG · STATIC GIF	730 X 90	\$420	\$1680
8 Central Banner	JPG · PNG · STATIC GIF	468 X 60	\$260	\$1040
9 Large Central Banner	JPG · PNG · STATIC GIF	468 X 120	\$390	\$1560
10 Small Side Banner	JPG · PNG · STATIC GIF	240 X 160	\$150	\$600
11 Large Side Banner	JPG · PNG · STATIC GIF	240 X 400	\$220	\$880

 **+4,800** Asiafruit News  
Recipients



## Asiafruit WeChat service

	FILE TYPES	SIZE (PIXELS) DESKTOP	(PRICE)	
			MONTHLY	MONTHLY
12 WeChat banner/Lead article	JPG · PNG · STATIC GIF	500 X 280	\$955	\$955
13 WeChat banner/Second article	JPG · PNG · STATIC GIF	500 X 280	\$796	\$796
14 WeChat banner/Third article	JPG · PNG · STATIC GIF	500 X 280	\$637	\$637
15 WeChat banner/Third article	JPG · PNG · STATIC GIF	500 X 280	\$637	\$637

 **+25,000** Asiafruit WeChat  
Subscribers



## Advertorial

	(PRICE) COPY SUPPLIED	(PRICE) INCLUDING COPYWRITING
Lead article position	\$600	\$700
Second article position	\$500	\$600

- Advertorial content is published simultaneously on web, newsletter and Wechat
  - Copy translation between English and Chinese incurs extra charge of 10 per cent
  - 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

## AFCN 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

25,000 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\$637**

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 2022

# INCREASE VISIBILITY AND BRAND AWARENESS

2022



**GLOBAL GRAPE  
CONGRESS**

**17 MARCH  
DIGITAL**



**FRESH PRODUCE  
INDIA**

**28 APRIL  
DIGITAL**



**GLOBAL TOMATO  
CONGRESS**

**24 MAY  
THE HAGUE**



**DSCF2022**  
Digital Supply Chain Forum  
1./2. Juni 2022 Düsseldorf

**01-02 JUNE  
DÜSSELDORF**



**FESTIVAL  
of  
FRESH<sup>22</sup>**

**08 JUNE  
KENT**



**EUROPEAN  
CONVENIENCE  
FORUM**

**13-14 JUN  
BONN**



**GLOBAL AVOCADO  
CONGRESS**

**07 JULY  
DIGITAL**



**ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会

**07 SEPTEMBER  
DIGITAL PREVIEW**



**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**

**12-13 SEPTEMBER  
DÜSSELDORF**



**ASIAFRUIT  
CONGRESS**  
亚洲水果国际果蔬大会

**01-04 NOVEMBER  
BANGKOK**



**EUROPEAN  
SUSTAINABILITY FORUM**

**09-10 NOVEMBER  
BONN**



**GLOBAL BERRY  
CONGRESS**

**15 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 3708 | [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 +25,000 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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