

**ASIAFRUIT**

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

**MEDIA  
KIT 2022**

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

**FRUITNET**

Part of Fruitnet Media International  
1R/95 Lambeth Street, Kensington, VIC 3031, Australia.  
Tel +61 3 9040 1602 | Fax +61 3 9372 6681 | [fruitnet.com](https://fruitnet.com)

# PUBLICATIONS

## Fresh ideas. Fresh insight.

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 ten times a year, with double issues for July/August and December/January.

Asiafruit's new 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. Available on the App Store, Google Play and desktop: <https://desktop.asiafruitmagazine.com>



More information at [fruitnet.com/asiafruit](https://fruitnet.com/asiafruit)

# READERSHIP

## Global coverage

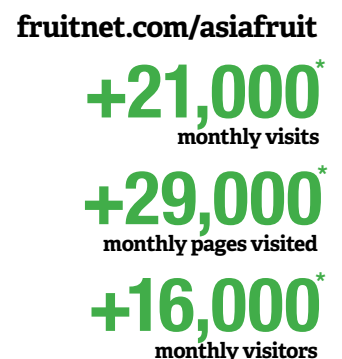
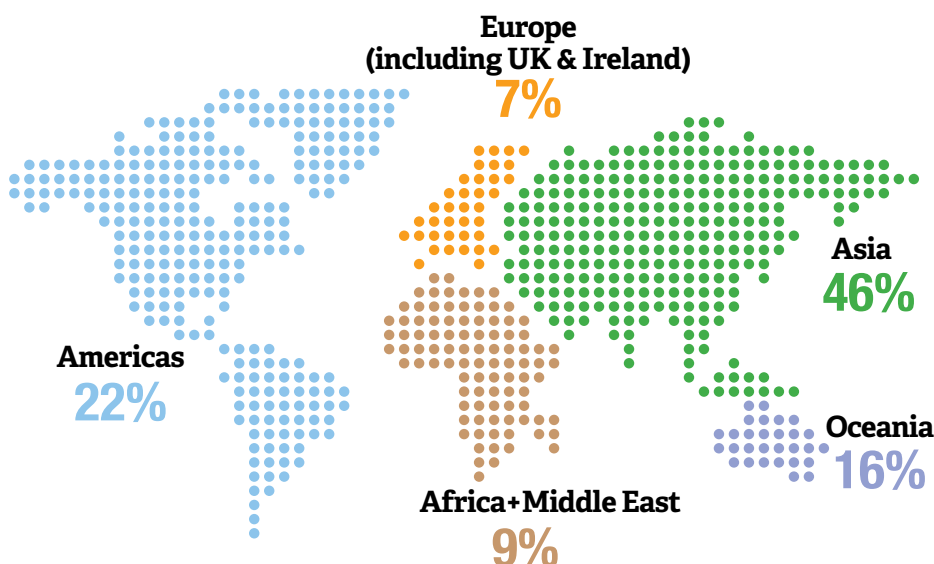
Fruitnet.com is part of Fruitnet Media International, which publishes the following titles: ASIAFRUIT, ASIAFRUIT CHINA, EUROFRUIT, AMERICAFRUIT, FRESH PRODUCE JOURNAL, PRODUCE PLUS and FRUCHTHANDEL MAGAZINE.



## Online readership data




## In print readership data



# 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**

# EDITORIAL PROGRAMME

## FEBRUARY

### JAPAN EDITION

**Special**  
Branding & Labelling,  
Packaging, Ripening

**Market Focus**  
Japan, Myanmar

**Products**  
Bananas & Pineapples,  
Grapes (Southern Hemisphere), Berries  
Lemons (US), Limes (Mexico), Onions & Squash,  
Avocados (Mexico), Asparagus (Mexico)

**Suppliers**  
Mexico, Taiwan

**Event Distribution**  
Foodex Japan

**Booking Deadline: 06/01/2022**

## MARCH

### NEW ZEALAND EDITION

**Specials**  
Fresh Focus New Zealand,  
Fresh Focus South African  
Table Grapes

**Market Focus**  
Malaysia

**Products**  
Apples & Pears, Citrus (California), Grapes (Australia, South Africa, India), Mangoes (India, Mexico), Strawberries (California), Persimmons

**Suppliers**  
Spain

**Event Distribution**  
Fruit Logistica,  
Global Grape Congress

**Booking Deadline: 10/02/2022**

## APRIL

### FRESH PRODUCE INDIA EDITION

**Specials**  
Reefer Shipping,  
Fresh Produce India  
Preview

**Market Focus**  
India

**Products**  
Cherries (California), Blueberries (US), Kiwifruit (Southern Hemisphere), Dried Fruit & Nuts, Lemons & Navels (South Africa), Dates

**Suppliers**  
India

**Event Distribution**  
Fresh Produce India

**Booking Deadline: 16/03/2022**

## MAY

### CITRUS EDITION

**Specials**  
Fresh Focus USA,  
South African lemons

**Market Focus**  
China, Korea

**Products**  
Citrus (Australia, South Africa, Chile), Grapes (California, Mexico, Egypt), Kiwifruit (New Zealand), Exotics (Thailand), Lychees & Longans (China), Stonefruit (California), Vegetables (US)

**Suppliers**  
India

**Event Distribution**  
Hort Connections

**Booking Deadline: 19/04/2022**

## JUNE

### VIETNAM EDITION

**Specials**  
Organics, Food Safety,  
Ethical Trading

**Market Focus**  
Vietnam, Singapore

**Products**  
Cherries (US, Turkey), Avocados (Peru), Oranges (South Africa), Grapes

**Suppliers**  
Turkey, Uzbekistan

**Event Distribution**  
Global Avocado Congress

**Booking Deadline: 18/05/2022**

## JULY/AUGUST

### TECHNOLOGY EDITION

**Specials**  
Technology

**Market Focus**  
China & Hong Kong

**Products**  
Avocados, Grapes (California), Citrus (Southern Hemisphere), Apples & Pears

**Suppliers**  
Canada, Netherlands

**Event Distribution**  
Asiafruit Congress Digital  
Preview

**Booking Deadline: 08/07/2022**

## SEPTEMBER

### INDONESIA EDITION

**Specials**  
Foodservice

**Market Focus**  
Indonesia

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

**Suppliers**  
Poland, Ukraine

**Event Distribution**  
Fruit Attraction,  
Global Produce & Floral  
Show

**Booking Deadline: 07/08/2022**

## OCTOBER\*

### ASIA FRUIT LOGISTICA EDITION

**Specials**  
Asiafruit Congress & Asia  
Fruit Logistica Preview,  
Packaging & Grading,  
Technology,  
Ports & Logistics

**Market Focus**  
Thailand

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

**Suppliers**  
Vietnam, Italy

**Event Distribution**  
Asia Fruit Logistica &  
Asiafruit Congress,  
IFPA Summit

**Booking Deadline: 09/09/2022**

## NOVEMBER

### GLOBAL BERRY CONGRESS EDITION

**Specials**  
Fresh Focus Cherry,  
Asiafruit Congress & Asia  
Fruit Logistica Report

**Market Focus**  
Philippines

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

**Suppliers**  
Korea

**Event Distribution**  
Global Berry Congress,  
Global Citrus Congress

**Booking Deadline: 12/10/2022**

## DEC/JAN 2023

### LUNAR NEW YEAR EDITION

**Specials**  
Lunar New Year Preview,  
Fresh Focus Australia,  
Airfreight

**Market Focus**  
China & Taiwan

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

**Suppliers**  
Peru, Japan

**Event Distribution**  
Fruit Logistica

**Booking Deadline: 18/11/2022**

\* Official Asia Fruit Logistica & Asiafruit Congress edition



# MAGAZINE ADVERTISING

Advertisement will appear in print and digital version

## 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%

## 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.

## 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

## 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

## 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.

### 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

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

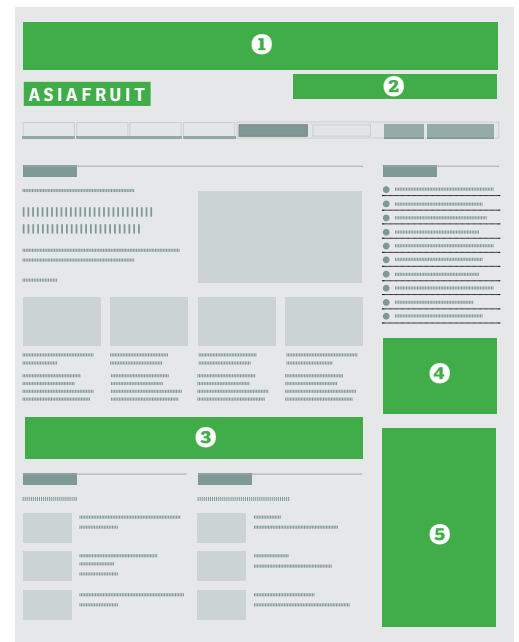
# ONLINE ADVERTISING

## fruitnet.com/asiafruit – Banner options

	FILE TYPES	(SIZE - PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG · GIF	980 X 100	980 X 100	\$685	\$2,740
2 Top Banner	JPG · PNG · GIF	468 X 60	980 X 100	\$190	\$760
3 Central Banner	JPG · PNG · GIF	700 X 90	-	\$205	\$820
4 Small Side Banner	JPG · PNG · GIF	240 X 160	-	\$135	\$540
5 Large Side Banner	JPG · PNG · GIF	240 X 400	-	\$205	\$820
4 Video Banner	LINK	240 X 160	-	\$400	\$1,600
● Website Take Over				Starting from \$850/week	
● Advertorial				Up to 500 words - \$1,100	

 **21,000\***

fruitnet.com/asiafruit  
monthly visits



## Fruitnet Daily News – Free email service

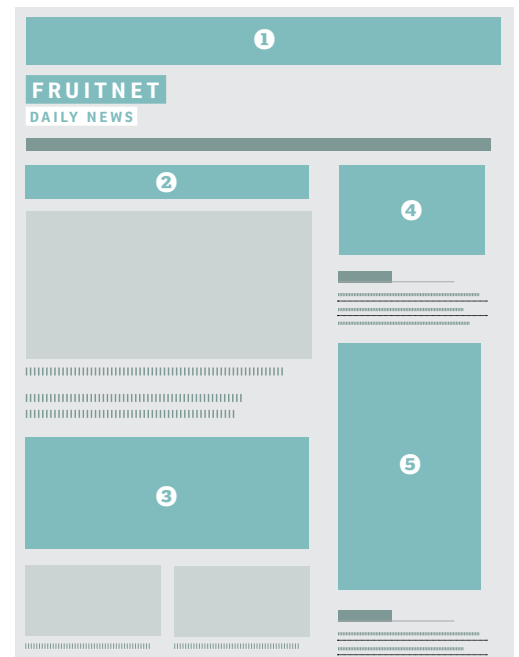
	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Super Banner	JPG · PNG	752 X 100		\$730	\$2,900
2 Central Banner	JPG · PNG	468 X 100		\$410	\$1,640
3 Large Central Banner	JPG · PNG	468 X 200		\$615	\$2,460
4 Small Side Banner	JPG · PNG	240 X 160		\$240	\$960
5 Large Side Banner	JPG · PNG	240 X 400		\$345	\$1,388
● Advertorial					\$1,550

Up to five appearances in Newsletter (up to 500 words + one image)

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 2021 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 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.

- 25,000 + 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.



# GET INFORMED



## SUBSCRIBE NOW!

Choose the subscription package that's right for you and your business:

### PRINT & DIGITAL US\$220 PER YEAR

10 printed copies of Asiafruit Magazine plus all Fruitnet specials

Digital edition: online access included

Fruitnet Daily News: fresh news updates sent to your inbox

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Access to latest news and download content to read offline

Fruitnet Daily News: fresh news updates sent to your inbox

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[asiafruitmagazine.com/subscribe](http://asiafruitmagazine.com/subscribe)

All delivery costs are included in your subscription.



# 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



# 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, Soundcloud, etc. and promoted to Chris White's social media followers.

LinkedIn +10,000 followers  
Twitter +7,700 followers  
Instagram 2,500 followers



AUDIO CONVERSATIONS

FRUITBOX

## 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  
INSIGHTS

## FRUITNET PRESENTS Starting from US\$5,800

Fifteen minutes of advertorial 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



VIDEO ADVERTORIAL

FRUITNET  
PRESENTS

**Support the best new quality online content from Fruitnet**  
Contact our team: [advertising@fruitnet.com](mailto:advertising@fruitnet.com) | +61 3 9040 1601





# CONTACTS

## Editorial



**John Hey**  
EDITOR  
+61 3 904 01602  
john@fruitnet.com  
@johnfruitnet



**Matthew Jones**  
DEPUTY EDITOR  
+61 3 9040 1604  
matthew@fruitnet.com  
@mattfruitnet



**Yuxin Yang**  
CHINA EDITOR  
+61 3 9040 1604  
yuxin@fruitnet.com  
harbxin



**Liam O'Callaghan**  
DIGITAL EDITOR  
+61 3 9040 1605  
liam@fruitnet.com  
@liamfruitnet

## Advertising



**Kate Riches**  
HEAD OF ASIA-PACIFIC  
+61 3 9040 1601  
kate@fruitnet.com  
@katefruitnet



**Alexandra Walker**  
ASIA-PACIFIC  
+61 4 1642 8561  
alexandra@fruitnet.com  
@alexfruitnet



**Jeff Long**  
US & CANADA  
+1 805 966 0815  
jeff@fruitnet.com



**Jennifer Zhang**  
CHINA  
+86 21 6136 6010  
jennifer@fruitnet.com  
15882057464

## Management



**Chris White**  
MANAGING DIRECTOR  
+44 20 7501 3710  
chris@fruitnet.com  
@chrisfruitnet



**Ulrike Niggemann**  
COMMERCIAL DIRECTOR  
+49 211 99 10 425  
un@fruchthandel.de  
@ulrikefruitnet

## Design & Production

**Simon Spreckley**  
DESIGN MANAGER  
+44 20 7501 3713  
simon@fruitnet.com

**Qiong Wu**  
SENIOR GRAPHIC DESIGNER  
+61 03 90401603  
wobo@fruitnet.com

## Accounts

**Tracey Thomas**  
ACCOUNTS MANAGER  
+44 20 7501 3717  
tracey@fruitnet.com

## Events & Marketing

**Laura Martín Nuñez**  
HEAD OF EVENTS &  
MARKETING  
+44 20 7501 3720  
laura@fruitnet.com

## Subscriptions

+44 20 7501 0311  
subscriptions@fruitnet.com

## Agents

**Artur Wiselka**  
SALES DIRECTOR  
+44 20 7501 0309  
artur@fruitnet.com

**Giorgio Mancino**  
SENIOR ACCOUNT MANAGER  
+44 20 7501 3716  
giorgio@fruitnet.com

**Panagiotis Chrisovergis**  
GERMANY, AUSTRIA &  
SWITZERLAND  
+49 211 991 0429  
pc@fruchthandel.de

**Irmelin Egelhoff**  
FRANCE  
+49 211 691 4523  
irmelin@fruitnet.com

**Carla Buono**  
ITALY  
+39 059 7863830  
carla@ncx.it

**Giordano Giardi**  
ITALY  
+39 059 786 3839  
giordano@fruitnet.com

**Fred Meintjes**  
SOUTH AFRICA  
+27 28 754 1418  
fredmeintjes@fruitnet.com