

亚洲水果

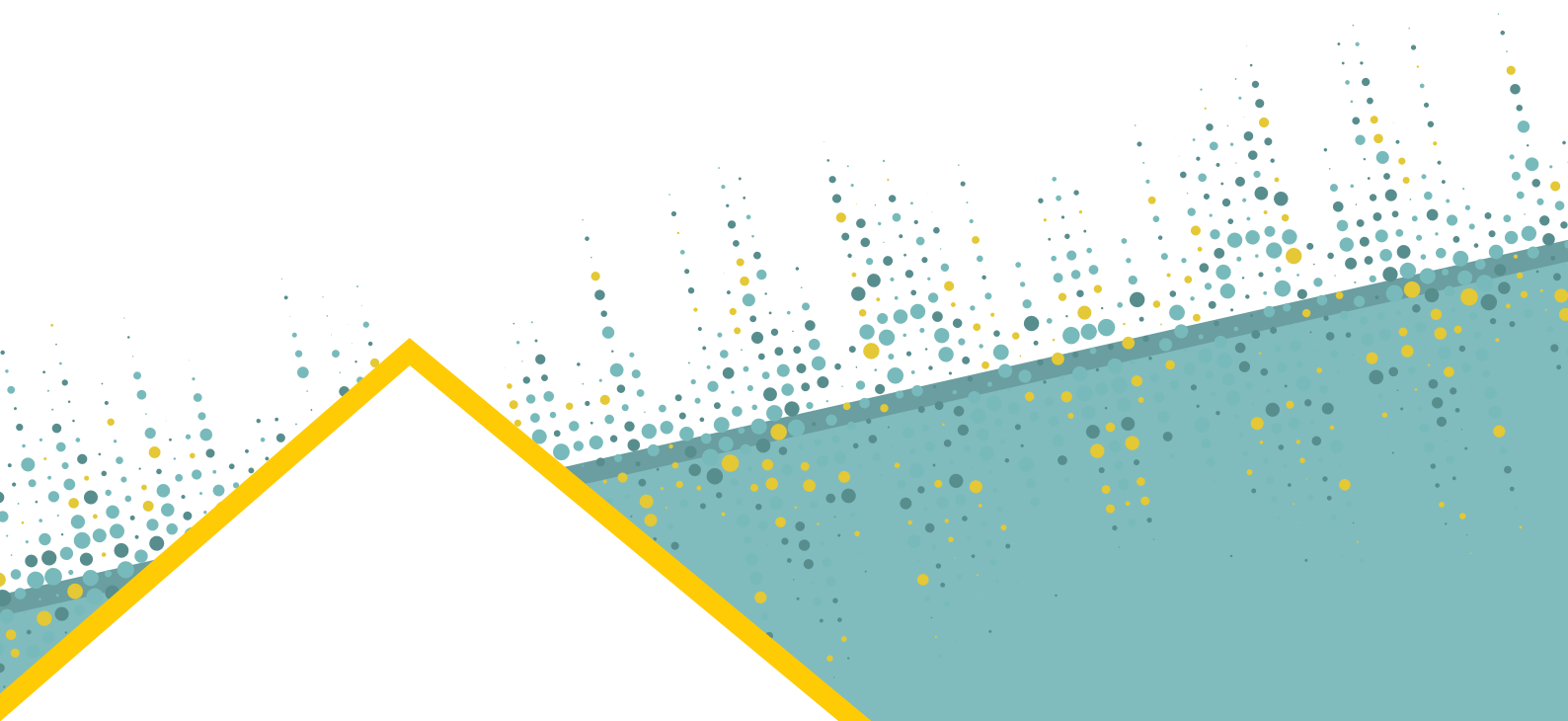
ASIAFRUIT

[ASIAFRUIT CHINA]

MEDIA KIT

2026

asiafruitchina.net



亚洲水果

ASIAFRUIT

READERSHIP

CONTACT

yuxin@fruitnet.com



Asiafruit China (亚洲水果) offers multi-platform news, information and marketing services for Chinese-speaking professionals in the fresh produce business, as well as global companies looking to expand their business in China.

Brought to you by *Fruitnet*, the Chinese-language services deliver fresh ideas and insight that deepen your knowledge of the local and international fresh fruit and vegetable business most relevant to the trade in China.

Asiafruit China is the reference point of choice for business leaders working in China's

fresh fruit and vegetable supply chain. They use *Asiafruit China* as a platform to present their products and services to the top players in the business.

Available online (website, social media, newsletters and magazine app) and in print (magazine), *Asiafruit China*'s services keep the Chinese-speaking trade fully up to date on the latest industry news and trends, and are the ideal platform to promote your business directly to the vast China market.

YUXIN YANG

EDITOR, ASIAFRUIT CHINA

FRUITNET

GLOBAL COVERAGE

EUROFRUIT

FRESH PRODUCE

JOURNAL

FRUCHTHANDEL

MAGAZIN

ASIAFRUIT

EUROFRUIT

ASIAFRUIT

亚洲水果

ASIAFRUIT

EUROFRUIT

ASIAFRUIT

PRODUCE

PLUS

ASIAFRUIT

亚洲水果

ASIAFRUIT

PRINT READERSHIP BY REGION

EUROPE
1%

OCEANIA
1%

NORTH
AMERICA
1%

LATIN
AMERICA
1%

REST OF CHINA
2%

SICHUAN + CHONGQING
8%

YUNNAN + GUIZHOU + GUANGXI
3%

HENAN + SHANXI
5%

BEIJING + HEBEI + LIAONING
19%

SHANDONG
4%

SHANGHAI + ZHEJIANG + JIANGSU
40%

GUANGDONG + FUJIAN
14%

HONG KONG
1%

亚洲水果

ASIAFRUIT

SERVICES

CONTACT

yuxin@fruitnet.com

Asiafruit China 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.

MAGAZINE

Published four times a year, *Asiafruit China* (亚洲水果) magazine delivers the best industry analysis, market insight, and in-depth company, product and country profiles most relevant to the Chinese trade in Mandarin Chinese. *Asiafruit China* magazine is available in print and digital format through the *Asiafruit* app and a desktop version, ensuring maximum reach across the region.

Download the *Asiafruit + Asiafruit China* app:
<https://desktop.asiafruitmagazine.com/>



WECHAT

Asiafruit China's official WeChat account delivers fresh produce industry news to tens of thousands of professionals six days a week. Since its launch in 2015, *Asiafruit China* WeChat platform has become an indispensable information source for people across the fruit business, and has successfully helped many Chinese companies connect with international partners. *Asiafruit*'s WeChat service is the most effective channel for engaging with China's industry leaders.

More than 50,000 subscribers.



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

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 asiafruitchina.net



REDNOTE

Asiafruit China is now on RedNote, one of China's leading social media platforms.

Search for “亚洲水果 Asiafruit”.
Account ID: 727360588



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.



亚洲水果官方微博
yazhoushuiguo

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亚洲水果

ASIAFRUIT

22,000

MONTHLY USERS

46,000

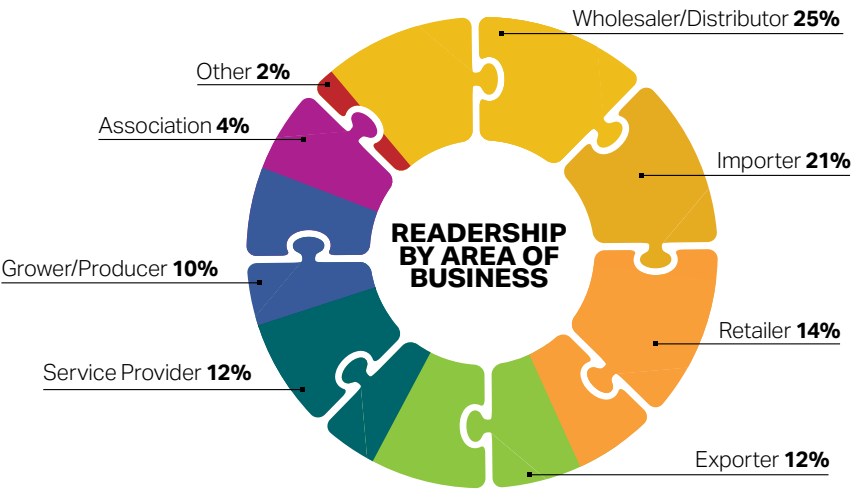
MONTHLY VIEWS

52,000

SOCIAL MEDIA FOLLOWERS

Online data based on 2025 figures.

Statistics based on GA4



MARCH

ISSUE 46

GLOBAL EDITION

- FEATURES
- Innovations
 - Cherries (China)
 - Berries
 - Avocados
 - Citrus
 - Grapes
 - Pomegranates

- SPECIALS
- Fresh Focus South African Table Grapes

BOOKING DEADLINE

20 February 2026

- EVENT DISTRIBUTION
- Fresh Produce India
 - Macfrut

MAY

ISSUE 47

DOMESTIC FRUIT EDITION

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

- SPECIALS
- Fresh Focus South African Apples and Pears

BOOKING DEADLINE

28 April 2026

- EVENT DISTRIBUTION
- AFL SE Asia Meet Up

JULY/AUGUST

ISSUE 48:

ASIA FRUIT LOGISTICA EDITION

- FEATURES
- Asia Fruit Logistica
 - Asiafruit Knowledge Centre
 - Technology
 - China
 - Tomatoes
 - Avocados
 - Citrus
 - Packaging

BOOKING DEADLINE

17 July 2026

- EVENT DISTRIBUTION
- Asia Fruit Logistica

NOVEMBER/DECEMBER

ISSUE 49

LUNAR NEW YEAR EDITION

- FEATURES
- China market
 - Apples and pears (China)
 - Kiwifruit
 - Berries
 - Grapes
 - Logistics

- SPECIALS
- Fresh Focus Cherries

BOOKING DEADLINE

24 November 2026

- EVENT DISTRIBUTION
- Fruit Logistica

亚洲水果

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.

亚洲水果

ASIAFRUIT

PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

Premium positions

Back cover
\$2,800

Inside front cover
\$2,700

Inside back cover
\$2,130

Front section
\$2,450

(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](https://www.wetransfer.com)
(larger files)

FULL PAGE \$1,900



— 210mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

ASIAFRUIT CHINA APP

Your advert will also appear on the Asiafruit app



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

DOUBLE PAGE SPREAD \$3,350



— 420mm x 297mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE SPREAD \$2,100



— 420mm x 144mm plus 3mm bleed
Logos and text must be at least 8mm from edge of page

HALF PAGE \$1,320



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 \$1,120



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 \$1,050



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

亚洲水果

ASIAFRUIT

CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

BOUND-IN BOOKMARK \$3,150



Digital Edition

Your advert includes a top banner and a full-page advert

BELLY WRAP

Standard \$2,800 Creative \$3,500

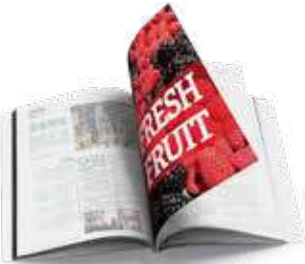


Digital Edition

Your advert displays as a digital bellywrap

BOUND-IN CARD \$3,850

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 \$4,550

THREE PAGES OF ADVERTISEMENT



Digital Edition

Your advert displays as three consecutive pages in Digital format

ADVERTORIALS

Full page \$1,900



Maximum 350 words and two images plus one logo

Double-page spread \$3,350



Maximum 700 words and four images plus one logo

- \$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

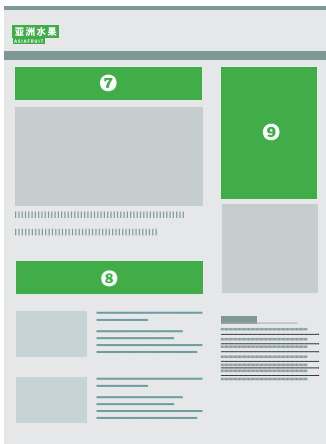
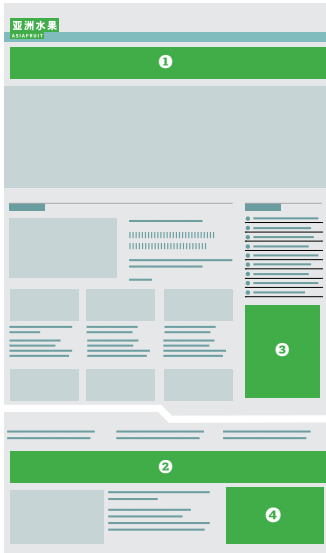
亚洲水果

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)

|||||

46,000

MONTHLY VIEWS

STANDARD DISPLAY ASIAFRUIT CHINA NEWSLETTER

FORMAT	DESKTOP	MONTH (\$)
Super banner ⑦	730x90	800
Central banner ⑧	730x90	500
Large side banner ⑨	240x400	300

Advertorial (Please see advertorial package as below)

|||||

4,800

NEWSLETTER SUBSCRIBERS

STANDARD DISPLAY ASIAFRUIT CHINA 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)

|||||

50,000

WECHAT SUBSCRIBERS

ADVERTORIAL PACKAGE

COPY SUPPLIED(\$)

Wechat lead article, Asiafruit China website & newsletter	750
Wechat second article, Asiafruit China website & newsletter	500

- \$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

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>



亚洲水果

ASIAFRUIT

RATE CARD

CONTACT

advertising@fruitnet.com

DISPLAY

MAGAZINE	RATE (\$)
Double page spread	3,350
Back cover	2,800
Inside front cover	2,700
Full page in first third	2,450
Inside back cover	2,130
Half page spread	2,100
Full page	1,900
Half page	1,320
Third page	1,120
Quarter page	1,050

PRINT MARKETING

Magazine insert	2,040
Full page advertorial	1,900
DPS advertorial	3,350
Belly wrap – standard	2,800
Belly wrap – to page	3,500
Bound-in bookmark	from 3,150
Bound-in card	from 3,850
Fold-out cover	from 4,550

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	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		

NEWSLETTER

	RATE (\$)
Super banner	800
Central banner	500
Large side banner	300
Advertorial	see advertorial package

WECHAT	RATE (\$)
Banner in lead story	1,100
Banner in second story	880
Banner in third story	700
Advertorial	see advertorial package

VIDEO CONTENT

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

AGENCY COMMISSION

	%
UK agency	10
Other agency	15

DISCOUNTS

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

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

50,000 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.

- 50,000+ 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:

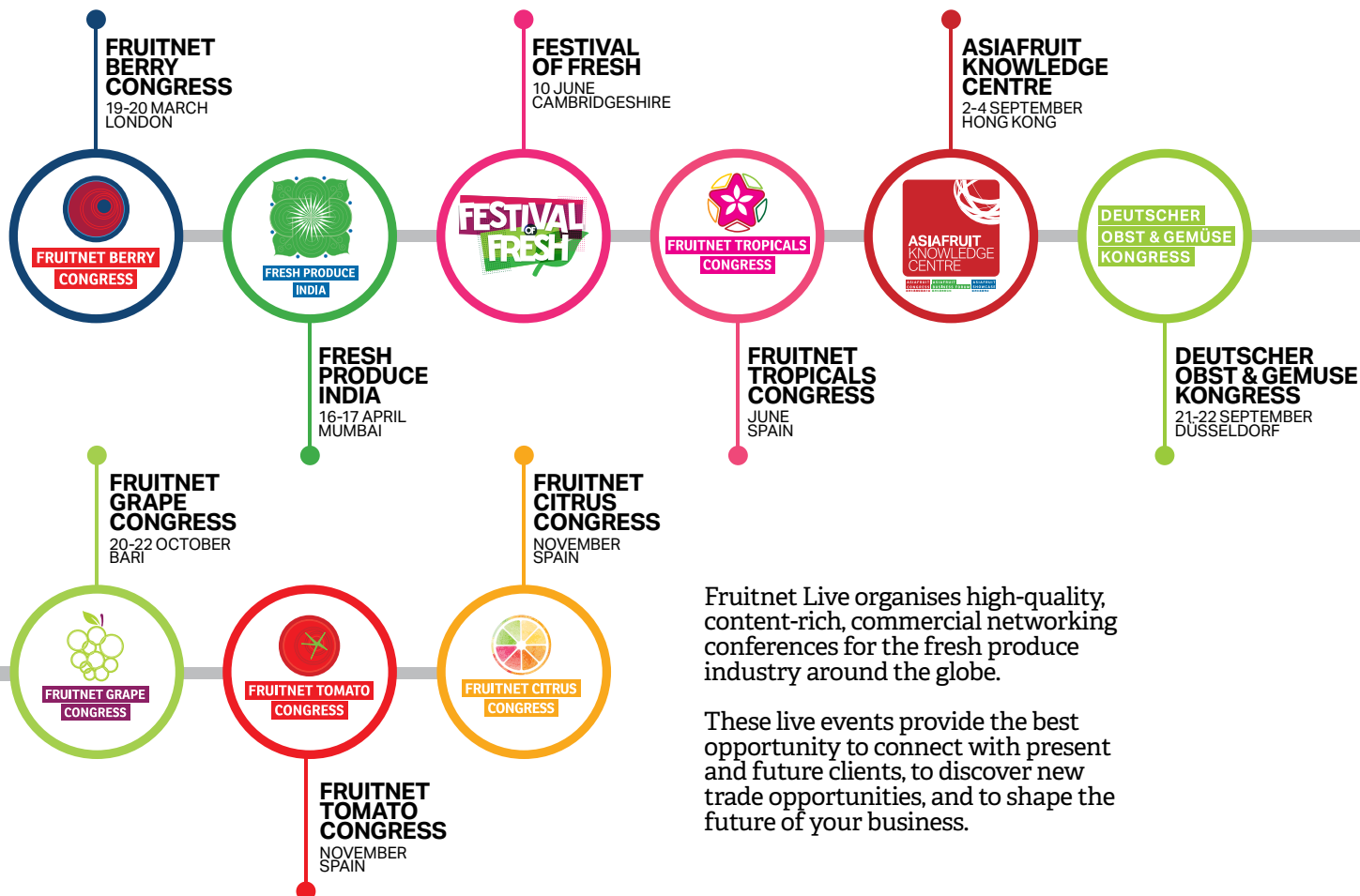
kate@fruitnet.com (English)

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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 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



亚洲水果

ASIAFRUIT

SUBSCRIPTIONS

CONTACT

subscriptions@fruitnet.com

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

FOUR 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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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**



Raquel Herce
Managing Director
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www.wearemint.com