

ASIAFRUIT

FOR FRESH FRUIT AND VEGETABLE MARKETING AND DISTRIBUTION IN ASIA

**MEDIA
KIT 2023**

fruitnet.com/asiafruit

FRUITNET

Part of Fruitnet Media International
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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

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.



6,000

Asiafruit Magazine
Average readers per issue



+31,000

Fruitnet Daily News
subscribers

Online readership data

fruitnet.com

+103,000*
monthly visits

+150,000*
monthly pages visited

+75,000*
monthly visitors

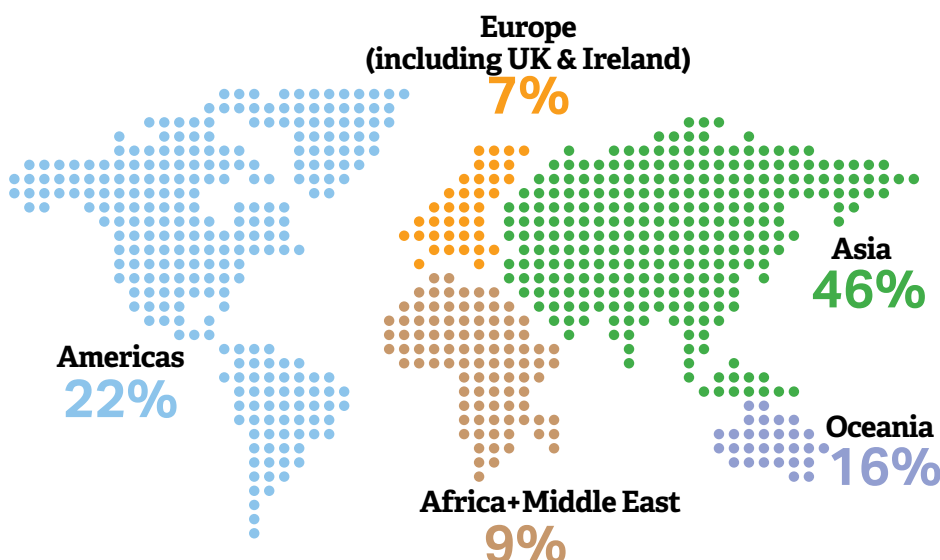
fruitnet.com/asiafruit

+21,000*
monthly visits

+29,000*
monthly pages visited

+16,000*
monthly visitors

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, The Global Produce & Floral Show, Medfel, GreenTech 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 2023
Extra distribution: Global Citrus Congress



FRESH FOCUS GRAPE

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

Publication date: March 2023
Extra distribution: Global Grape Congress (digital)



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: April 2023
Extra distribution: World Avocado Congress



FRESH FOCUS TOMATO

Published in time for Fruitnet's Global Tomato Congress, we take a look at the most innovative companies and the latest trends in the tomato sector.

Publication date: May 2023
Extra distribution: Global Tomato Congress



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: June 2023
Extra distribution: GreenTech, Interpack



FRESH FOCUS APPLE & PEAR

To mark the start of Europe's new apple and pear season, we take a close look at the latest production and market trends in what remains one of the industry's most important categories.

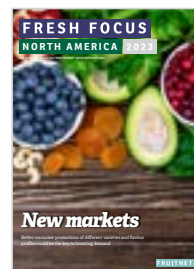
Publication date: July/August 2023
Extra distribution: Prognosfruit



FRESH FOCUS TROPICAL

Fresh Focus Tropical brings together stories and interviews from one of the most exciting and innovative parts of the fresh produce business.

Publication date: September 2023



FRESH FOCUS NORTH AMERICA

North America remains a hugely important market for imported fresh fruit and vegetables. Our special publication looks at some of its leading overseas suppliers.

Publication date: October 2023
Extra distribution: Global Produce & Floral Show



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 2023



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 2023
Extra distribution: Global Berry Congress

EDITORIAL PROGRAMME

CHILE EDITION

Published
February

Specials

Fresh Focus Chile

Market Focus

Japan, Myanmar

Features

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

Event Distribution

- Foodex Japan
- Fruit Logistica

Booking Deadline:
06/01/2023

NEW ZEALAND EDITION

Published
March

Specials

Fresh Focus New Zealand, Fresh Focus South African Table Grapes

Market Focus

Malaysia

Features

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

Event Distribution

- Global Grape Congress
- World Avocado Congress

Booking Deadline:
09/02/2023

FRESH PRODUCE INDIA EDITION

Published
April

Specials

Fresh Produce India Preview

Market Focus

India

Features

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

Event Distribution

- Fresh Produce India

Booking Deadline:
15/03/2023

CITRUS 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 (California), Vegetables (US)

Event Distribution

- Hort Connections
- Global Tomato Congress

Booking Deadline:
18/04/2023

TROPICAL FRUIT EDITION

Published
June

Specials

Durian, Organics, Food Safety

Market Focus

Singapore, Philippines

Products

Cherries (US, Turkey), Avocados (Peru), Oranges (South Africa), Grapes, Tropical Fruit, Coconuts, Exotics (Thailand), Lychees & Longans (China)

Booking Deadline:
18/05/2023

ASIA FRUIT LOGISTICA EDITION

Published
July/August*

Specials

Fresh Focus Seeds & Crop Care, Asia Fruit Logistica & Asiafruit Congress Preview

Market Focus

China & Hong Kong

Features

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

Event Distribution

- Asiafruit Congress & Asia Fruit Logistica

Booking Deadline:
07/07/2023

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:
14/08/2023

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:
13/09/2023

CHERRY EDITION

Published
November

Specials

Fresh Focus Cherry

Market Focus

Thailand

Features

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

Event Distribution

- Global Berry Congress

Booking Deadline:
16/10/2023

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:
23/11/2023

* 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%

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*



Vertical advert - 71mm x 127mm*

Only landscape design available on digital version.

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

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 (max 25MB)
- Via WeTransfer for larger files

- All rates in US dollars

Contact:

For more information please contact our advertising team: advertising@fruitnet.com | +61 90401602

CREATIVE MARKETING

Advertisement will appear in print and digital version

Bound-in bookmark \$4,750



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

Belly wrap ^{FROM} \$4,570



Your advert displays as a digital bellywrap.

Further Options

Belly Wrap	
Creative	\$5,150
Standard	\$4,570
Fold-out pages	
Double (three pages)	\$4,570
Triple (five pages)	\$5,500
Magazine insert	\$2,940

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

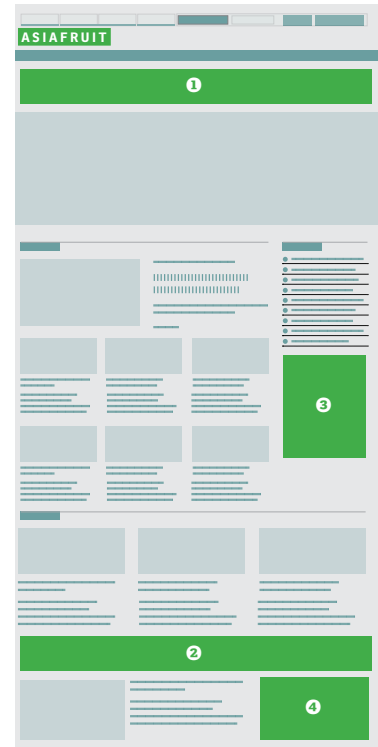
fruitnet.com/asiafruit – Banner options

	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	\$400	\$1,600
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	\$200	\$800
Video Banner	LINK	375 X 225	375 X 225	\$400	\$1,600
Website Take Over					
Advertorial					

Starting from \$875/week
Up to 500 words - \$1,133

 **21,000***

fruitnet.com/asiafruit
monthly visits



Fruitnet Daily News – Free email service

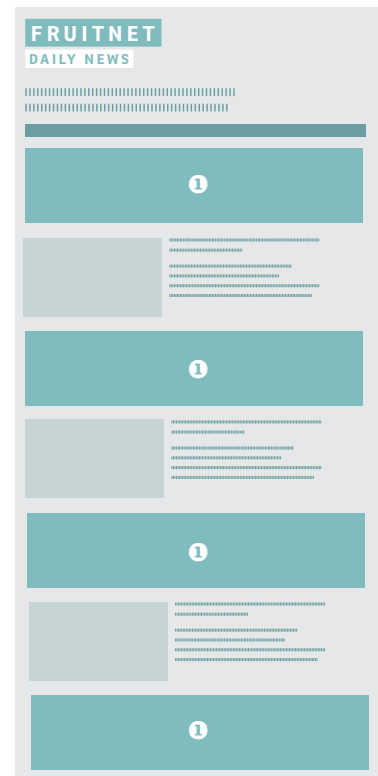
	FILE TYPES	SIZE (PIXELS)		(PRICE)	
		DESKTOP	MOBILE*	WEEKLY	MONTHLY
1 Central Banner	JPG · PNG · GIF	600 X 200	600 X 200	\$410	\$1,640
1. Premium Position: position 1-5				\$450	
2. Standard Central Banner:				\$400	
● Advertorial (published in newsletter and website)				One off charge	
Up to five appearances 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 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

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 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 (English)

jennifer@fruitnet.com (Chinese)

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

■ GET INFORMED



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

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Digital edition: online access included

Fruitnet Daily News: fresh news updates sent to your inbox

DIGITAL ONLY US\$175 PER YEAR

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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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ASIAFRUIT MAGAZINE | 2023

FRUITNET

LIVE

EVENTS 2023

INCREASE VISIBILITY AND BRAND AWARENESS

2023



GLOBAL GRAPE
CONGRESS

28 MARCH
DIGITAL



IDSCF2022
Digital Supply Chain Forum
1./2. Juni 2022 Düsseldorf

25-26 APRIL
DÜSSELDORF



GLOBAL TOMATO
CONGRESS

16 MAY
ROTTERDAM



21 JUNE
ALCONBURY WEALD,
NR PETERBOROUGH



ASIAFRUIT
CONGRESS
亚洲水果国际果蔬大会

6-8 SEPTEMBER
HONG KONG



09-10 SEPTEMBER
BONN



DEUTSCHER
OBST & GEMÜSE
KONGRESS

11-12 SEPTEMBER
DÜSSELDORF



GLOBAL BERRY
CONGRESS

28 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.

Official Cooperation Partner

For more information contact events team:
+44 20 7501 3720 | events@fruitnet.com

ASIA FRUIT
LOGISTICA

FRUIT
LOGISTICA



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



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

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



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



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