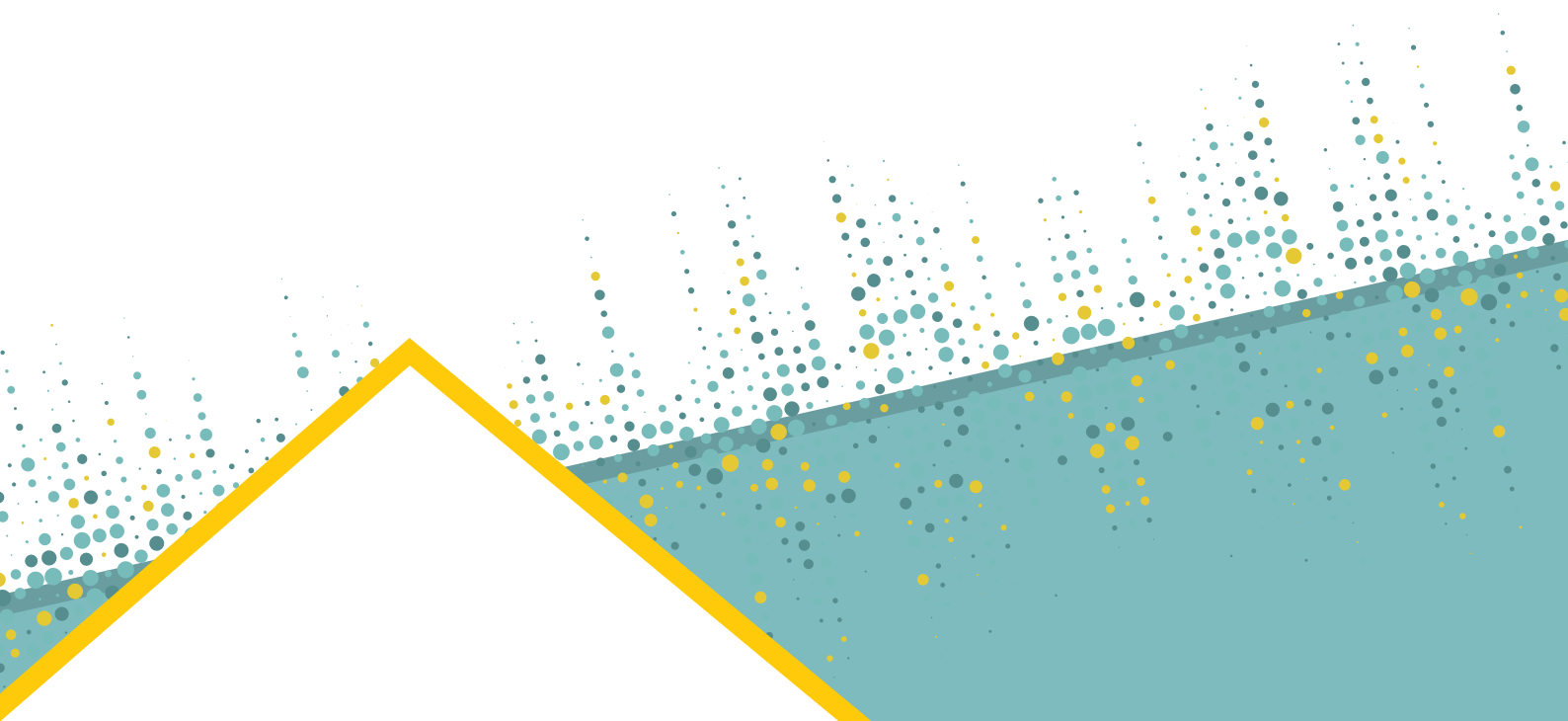




# ASIAFRUIT MEDIA KIT 2025

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



# ASIAFRUIT

## READERSHIP

### CONTACT

editorial@fruitnet.com



*Asiafruit* delivers fresh ideas and insight that deepen your knowledge of Asia's fresh fruit and vegetable business.

It is the essential source of information and analysis for anyone who wants to understand Asia's fresh produce market.

*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.

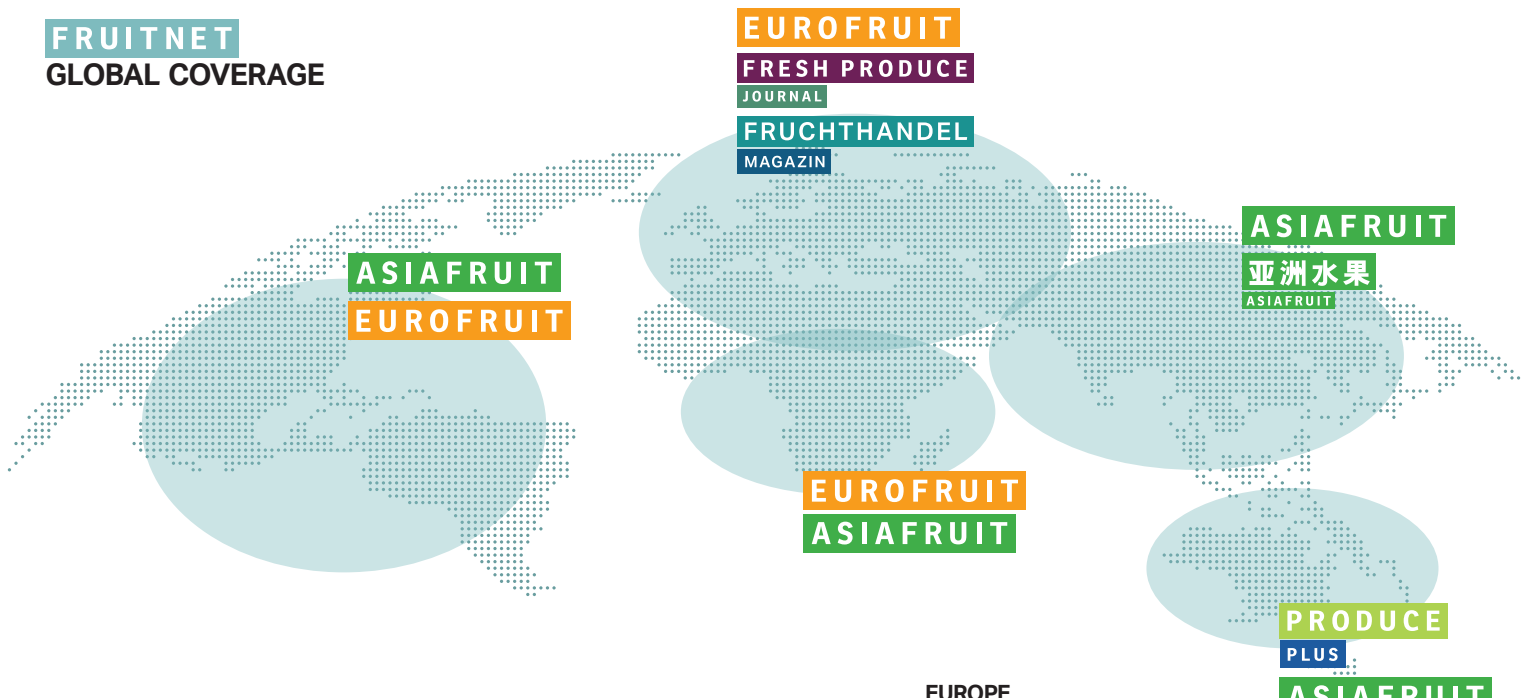
*Asiafruit* is available in both print and digital editions while our website and social media channels keep you fully up to date on the latest industry news.

With distribution at all key industry events, as well as a prominent online presence, *Asiafruit* is a unique platform for brands to raise their profile in Asia's fast-moving fresh produce business.

### JOHN HEY

MANAGING DIRECTOR, FRUITNET ASIA

### FRUITNET GLOBAL COVERAGE



### ASIAFRUIT PRINT READERSHIP BY REGION



# ASIAFRUIT

## IN FIGURES

CONTACT  
editorial@fruitnet.com



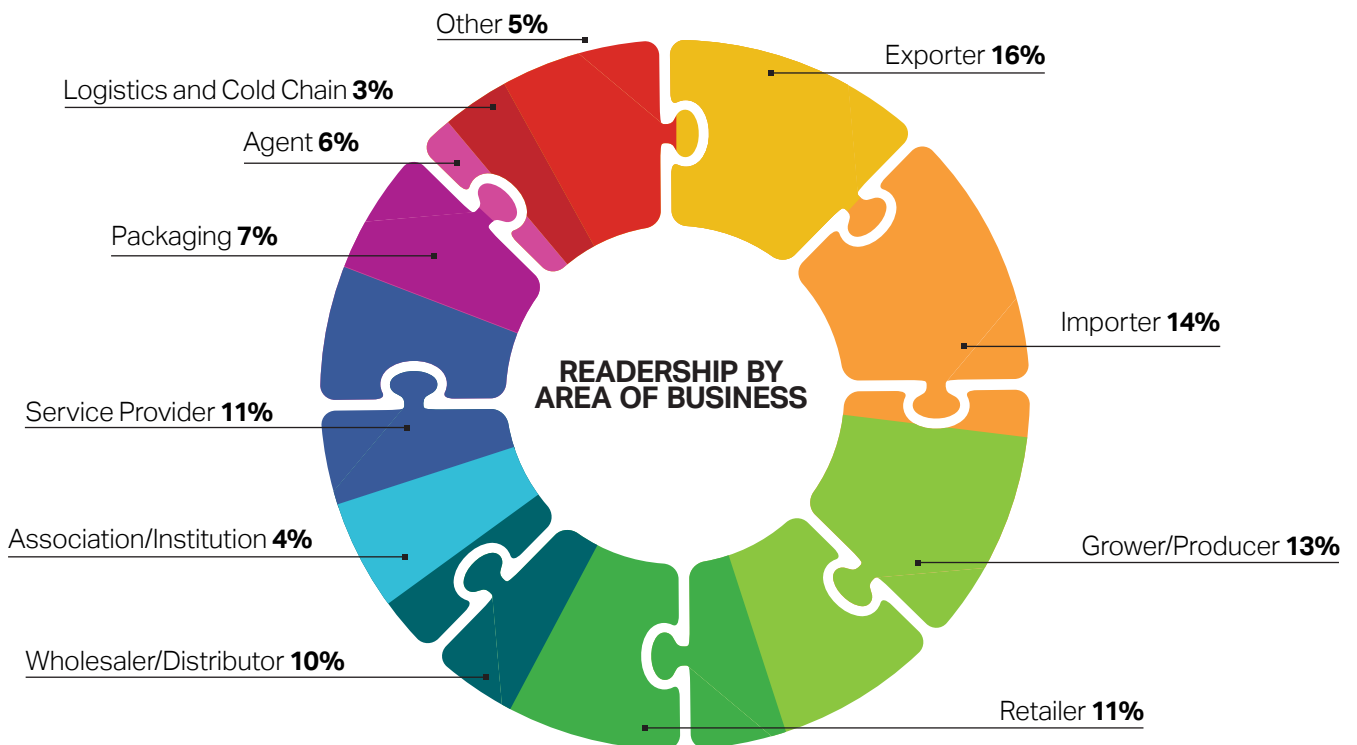
### ASIAFRUIT

31,000  
MONTHLY USERS

75,000  
MONTHLY VIEWS

20,000  
SOCIAL MEDIA FOLLOWERS

Online data based on 2024 figures. Statistics based on GA4



# ASIAFRUIT

## EDITORIAL PROGRAMME

### CONTACT

editorial@fruitnet.com

### FEBRUARY/MARCH

#### FRESH PRODUCE INDIA EDITION

##### FEATURES

India  
Apples and pears  
Berries  
Avocados  
Citrus  
Onions and squash  
Grapes  
Asparagus  
Dates

##### SPECIALS

Fresh Focus South African  
Table Grapes

##### BOOKING DEADLINE

**7 February 2025**

##### EVENT DISTRIBUTION

**Fresh Produce India  
Macfrut**

### APRIL/MAY

#### FRESH PRODUCE VIETNAM EDITION

##### FEATURES

Vietnam  
Kiwifruit  
Apples and pears  
Cherries and stonefruit  
Bananas and pineapples  
Blueberries  
Grapes  
Lemons and navels  
Japan

##### SPECIALS

New Zealand  
Fresh Focus South African  
Apples and Pears

##### BOOKING DEADLINE

**3 April 2025**

##### EVENT DISTRIBUTION

**Fresh Produce Vietnam**

### JUNE

#### SOUTH-EAST ASIA EDITION

##### FEATURES

Thailand  
Durian  
Kiwifruit  
Lychees and longans  
Avocados  
Cherries  
Oranges  
Grapes  
Coconuts  
Controlled environment  
agriculture

##### BOOKING DEADLINE

**23 May 2025**

##### EVENT DISTRIBUTION

**Asia Fruit Logistica Bangkok  
Meet Up**

### JULY/AUGUST

#### ASIA FRUIT LOGISTICA EDITION

##### FEATURES

Asia Fruit Logistica  
China  
Apples and pears  
Avocados  
Grapes  
Citrus  
AI and automation  
Technology  
Sorting and grading  
Seeds and crop care  
Packaging

##### BOOKING DEADLINE

**4 July 2025**

##### EVENT DISTRIBUTION

**Asia Fruit Logistica  
Asia Fruit Logistica China  
Meet Up**

### SEPTEMBER

#### INDONESIA EDITION

##### FEATURES

Indonesia  
Apples and pears  
Berries  
Cherries  
Citrus  
Grapes  
Asparagus

##### BOOKING DEADLINE

**12 August 2025**

##### EVENT DISTRIBUTION

**Fruit Attraction  
Global Produce & Floral Show**

### OCTOBER

#### CHINA EDITION

##### FEATURES

China  
Apples and pears  
Bananas  
Citrus  
Kiwifruit  
Avocados  
Mangoes  
Pomegranates  
Dragon fruit  
Logistics

##### BOOKING DEADLINE

**12 September 2025**

### NOVEMBER

#### CHERRY EDITION

##### FEATURES

Korea  
Kiwifruit  
Berries  
Citrus  
Grapes  
Philippines

##### SPECIALS

Fresh Focus Cherry

##### BOOKING DEADLINE

**10 October 2025**

### DECEMBER/JANUARY

#### LUNAR NEW YEAR EDITION

##### FEATURES

China  
Taiwan  
Cherries  
Dried fruit and nuts  
Grapes  
Mandarins  
Melons  
Stonefruit  
Carrots  
Airfreight

##### SPECIALS

Australia

##### BOOKING DEADLINE

**21 November 2025**

##### EVENT DISTRIBUTION

**Fruit Logistica**

# ASIAFRUIT

## FRUITNET SPECIALS

CONTACT  
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FRESH FOCUS SPECIALS ARE DISTRIBUTED AT FRUIT LOGISTICA, ASIA FRUIT LOGISTICA, FRUIT ATTRACTION AND OTHER FRUITNET EVENTS.



FEBRUARY

FRESH FOCUS  
SOUTH AFRICA

BOOKING  
DEADLINE  
6 January 2025



MARCH

FRESH FOCUS  
BERRY

BOOKING  
DEADLINE  
7 February 2025

EVENT  
DISTRIBUTION  
Fruitnet Berry  
Congress  
International  
Blueberry  
Conference  
IBO Summit



APRIL

FRESH FOCUS  
ITALY

BOOKING  
DEADLINE  
2 April 2025

EVENT  
DISTRIBUTION  
Macfrut



MAY

FRESH FOCUS  
MOROCCO

BOOKING  
DEADLINE  
4 April 2025

EVENT  
DISTRIBUTION  
Morocco Tomato  
Congress



MAY

FRESH FOCUS  
SUSTAINABILITY

BOOKING  
DEADLINE  
25 April 2025

EVENT  
DISTRIBUTION  
Greentech



JUNE

FRESH FOCUS  
PACKAGING & TECHNOLOGY

BOOKING  
DEADLINE  
2 May 2025

EVENT  
DISTRIBUTION  
Greentech



JULY

FRESH FOCUS  
TROPICALS

BOOKING  
DEADLINE  
23 May 2025

EVENT  
DISTRIBUTION  
Fruitnet Tropical  
Congress



AUGUST

FRESH FOCUS  
APPLE & PEAR

BOOKING  
DEADLINE  
4 July 2025

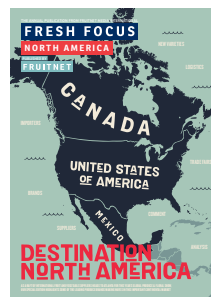
EVENT  
DISTRIBUTION  
Prognosfruit



AUGUST

FRESH FOCUS  
AVOCADO

BOOKING  
DEADLINE  
25 July 2025



OCTOBER

FRESH FOCUS  
NORTH AMERICA

BOOKING  
DEADLINE  
22 August 2025

EVENT  
DISTRIBUTION  
Global Produce  
& Floral Show



NOVEMBER

FRESH FOCUS  
TOMATO

BOOKING  
DEADLINE  
3 October 2025

EVENT  
DISTRIBUTION  
Fruitnet Tomato  
Congress



NOVEMBER

FRESH FOCUS  
CHERRY

BOOKING  
DEADLINE  
9 October 2025

# ASIAFRUIT

## PRINT ADVERTISING

### CONTACT

advertising@fruitnet.com

#### Premium positions

Back cover  
**\$ 4,010**

Inside front cover  
**\$ 3,860**

Inside back cover  
**\$ 3,040**

Front section  
**\$ 3,500**

(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](mailto:design@fruitnet.com) (max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com) (larger files)

### FULL PAGE \$2,720



#### Digital Edition



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

### DOUBLE PAGE SPREAD \$4,790



#### Digital Edition



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

### HALF PAGE SPREAD \$3,000



#### Digital Edition



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

### HALF PAGE \$1,890



**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

**Digital Edition**  
Landscape only



### THIRD PAGE \$1,600



**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 \$1,500



**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

**Digital Edition**  
Landscape only



# ASIAFRUIT

## CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

### BOUND-IN BOOKMARK \$4,500



**Digital Edition**  
Your advert includes a top banner and a full-page advert

### BELLY WRAP

Standard \$4,000 Creative \$5,000



**Digital Edition**  
Your advert displays as a digital bellywrap

### BOUND-IN CARD \$5,500

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 \$6,500

THREE PAGES OF ADVERTISEMENT



**Digital Edition**  
Your advert displays as three consecutive pages in Digital format

### ADVERTORIALS

Full page \$2,720



Maximum 350 words and two images plus one logo

### DIGITAL-ONLY 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

### Double-page spread \$4,790



Maximum 700 words and four images plus one logo

Floating banner

\$4,000

Your banner will appear on all magazine pages. Once clicked, user is taken to advertiser's advert or digital content



All pages 320x50px

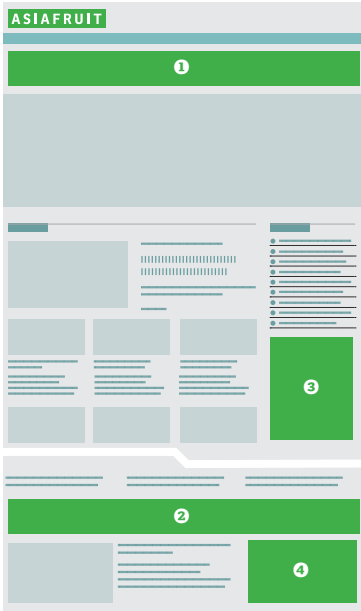
\*Advertorial copywriting incurs 25 per cent extra charge.  
Copy translation incurs 10 per cent extra charge.

# ASIAFRUIT

## ONLINE ADVERTISING

### CONTACT

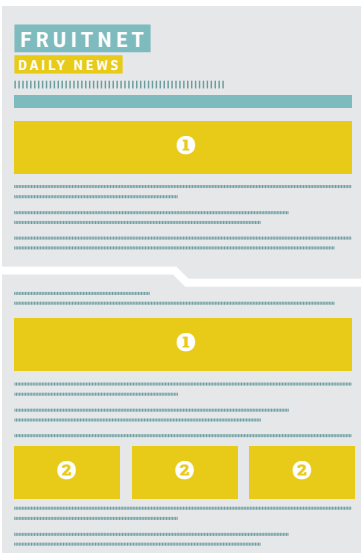
advertising@fruitnet.com



### STANDARD DISPLAY ASIAFRUIT.COM

| FORMAT                                   | DESKTOP  | MOBILE  | WEEK (\$) | MONTH (\$) |
|--|----------|---------|-----------|------------|
| Super banner ①                           | 1180x130 | 370x140 | 550       | 2,200      |
| Central banner ②                         | 1180x130 | 370x140 | 310       | 1,240      |
| Large side banner ③                      | 375x440  | 375x440 | 400       | 1,600      |
| Small side banner ④                      | 375x225  | 375x225 | 200       | 800        |
| Video banner                             | 375x225  | 375x225 | 310       | 1,240      |
| Advertorial (up to 500 words + 2 images) |          |         |           | 1,200      |

75,000  
MONTHLY VIEWS



### STANDARD DISPLAY FRUITNET DAILY NEWS

| FORMAT   | DESKTOP | MOBILE  | WEEK (\$) | MONTH (\$) |
|--|---------|---------|-----------|------------|
| Standard banner ①  | 600x200 | 600x200 | 400       | 1,600      |
| Advertorial (published in Fruitnet Daily News and Asiafruit website) |         |         |           |            |
| Five appearances in Newsletter (up to 500 words + 2 images)          |         |         | 1,550     |            |
| <b>NEW FROM 2025</b>   |         |         |           |            |
| Small banner ②   | 180x150 | 180x150 | 200       | 800        |

31,000  
NEWSLETTER SUBSCRIBERS

**20% combination discount** if you book website banners and newsletters simultaneously within the same week.



# ASIAFRUIT

## RATE CARD

### CONTACT

advertising@fruitnet.com

| <b>MAGAZINE DISPLAY</b>             | <b>RATE (\$)</b> | <b>ASIAFRUIT.COM</b>                  | <b>RATE (\$)</b> | <b>WEEK</b>              | <b>MONTH</b> |
|-------------------------------------|------------------|---------------------------------------|------------------|--------------------------|--------------|
| Quarter page                        | 1,500            | Super banner                          | 550              | 2,200                    |              |
| Third page                          | 1,600            | Central banner                        | 310              | 1,240                    |              |
| Half page                           | 1,890            | Large side banner                     | 400              | 1,600                    |              |
| Full page                           | 2,720            | Small side banner                     | 200              | 800                      |              |
| Front section                       | 3,500            | Video banner                          | 310              | 1,240                    |              |
|                                     |                  | Advertorial                           |                  | 1,200                    |              |
| Half page spread                    | 3,000            |                                       |                  |                          |              |
| Double page spread                  | 4,790            | <b>FRUITNET DAILY NEWS</b>            | <b>RATE (\$)</b> |                          |              |
|                                     |                  | Premium banner                        | 450              | 1,800                    |              |
| Inside back cover                   | 3,040            | Standard banner                       | 350              | 1,400                    |              |
| Inside front cover                  | 3,860            | Advertorial                           |                  | 1,550                    |              |
| Back cover                          | 4,010            |                                       |                  |                          |              |
|                                     |                  | <b>SPECIAL FORMATS</b>                | <b>RATE (\$)</b> |                          |              |
| <b>PRINT MARKETING</b>              |                  | Video banner                          | 450              | 1,800                    |              |
| Magazine insert                     | 2,940            | Content series sponsor                |                  | POA                      |              |
| Full page advertorial               | 2,720            | Fruitbox episode sponsor              |                  | 3,000                    |              |
| DPS advertorial                     | 4,790            | Fruitbox episode-main sponsor         |                  | 4,950                    |              |
| Belly wrap                          | standard 4,000   | Video episode sponsor                 |                  | 5,000                    |              |
|                                     | creative 5,000   | Video series sponsor                  |                  | POA                      |              |
| Bound-in bookmark                   | from 4,500       | Fruitnet Presents video (advertorial) |                  | 5,000                    |              |
| Bound-in card                       | from 5,500       | Microsite plus content (min 3 months) | from             | 10,000                   |              |
| Fold-out cover                      | from 6,500       |                                       |                  |                          |              |
|                                     |                  | <b>DISCOUNTS</b>                      | <b>%</b>         | <b>AGENCY COMMISSION</b> | <b>%</b>     |
| <b>DIGITAL EDITION ONLY</b>         |                  | 2+                                    | 5                | UK agency                | 10           |
| Top banner                          | 2,100            | 4+                                    | 10               | Other agency             | 15           |
| Video content                       | 2,645            | 6+                                    | 15               |                          |              |
| 500-word advertorial                | 1,550            | 8+                                    | 20               |                          |              |
| Floating banner on all pages 320x50 | 4,000            | 10+                                   | 25               |                          |              |

Display advertisements will appear in print and digital editions.

# FRUITNET

## EVENTS

**CONTACT**  
[events@fruitnet.com](mailto: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, to discover new trade opportunities, and to shape the future of your business.



**FRUITNET BERRY CONGRESS**  
**13-14 MARCH 2025 · ROTTERDAM**  
[berrycongress.com](http://berrycongress.com)



**FRUITNET TROPICALS CONGRESS**  
**24-25 JUNE 2025 · ANTWERP**  
[tropicalscongress.com](http://tropicalscongress.com)



**FRUITNET CITRUS CONGRESS**  
**25-26 MARCH · VALENCIA**  
[citruscongress.com](http://citruscongress.com)



**ASIAFRUIT KNOWLEDGE CENTRE**  
**3-5 SEPTEMBER 2025 · HONG KONG**  
[asiafruitknowledgecentre.com](http://asiafruitknowledgecentre.com)



**FRESH PRODUCE INDIA**  
**3-4 APRIL 2025 · MUMBAI**  
[freshproduceindia.com](http://freshproduceindia.com)



**DEUTSCHER OBST & GEMÜSE KONGRESS**  
**22-23 SEPTEMBER 2025 · DÜSSELDORF**  
[dogkongress.de](http://dogkongress.de)



**FRESH PRODUCE VIETNAM**  
**13-14 MAY 2025 · HO CHI MINH CITY**  
[freshproducevietnam.com](http://freshproducevietnam.com)



**FRUITNET TOMATO CONGRESS**  
**11-12 NOVEMBER 2025 · MALAGA**  
[fruitnet.com/tomatocongress](http://fruitnet.com/tomatocongress)



**FESTIVAL OF FRESH**  
**5 JUNE 2025 · SPALDING**  
[fruitnet.com/festivaloffresh](http://fruitnet.com/festivaloffresh)

## ORGANISING EVENTS SINCE 1970

- ✦ BRUSSELS
- ✦ AMSTERDAM
- ✦ PARIS
- ✦ LONDON
- ✦ BERLIN
- ✦ VALENCIA
- ✦ BARCELONA
- ✦ VENICE
- ✦ SANTIAGO
- ✦ LIMA
- ✦ MONTEVIDEO
- ✦ BOGOTÁ

- ✦ BUENOS AIRES
- ✦ ST PETERSBURG
- ✦ MELBOURNE
- ✦ HO CHI MINH CITY
- ✦ CAIRO
- ✦ CAPE TOWN
- ✦ DUBAI
- ✦ MUMBAI
- ✦ DELHI
- ✦ HYDERABAD
- ✦ PUNE
- ✦ BANGALORE

- ✦ BUDAPEST
- ✦ MUNICH
- ✦ BANGKOK
- ✦ CHENGDU
- ✦ QINGDAO
- ✦ HANGZHOU
- ✦ BEIJING
- ✦ DÜSSELDORF
- ✦ HAMBURG
- ✦ BIRMINGHAM
- AND MORE...

OFFICIAL COOPERATION PARTNER



**FRUIT LOGISTICA**  
**5-7 FEBRUARY 2025 · BERLIN**



**ASIA FRUIT LOGISTICA**  
**3-5 SEPTEMBER 2025 · HONG KONG**



# ASIAFRUIT

## SUBSCRIPTIONS

CONTACT

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

### PRINT & DIGITAL

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

Eight print editions of *Asiafruit*, plus ten *Fresh Focus* specials (digital)

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**

Eight digital editions of *Asiafruit*, plus ten *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

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Download the free Asiafruit app!



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# Mint

**The marketing services agency  
for the fresh produce world**



Raquel Herce  
Managing Director  
raquel@somosmint.com



[www.wearemint.com](http://www.wearemint.com)