It is well-known that strong electric field makes the vacuum unstable and leads to the pair production. The same feature can also been observed in a quarkonium matter. The strong electric field liberates the quark-pairs in the mesons and electric current induces. In this talk, we first review the holographic picture of quarkonium matter and the instability of it at the presence of electric field. After that we investigate the instability of a chiral quarkonium matter at the presence of magnetic field via AdS/CFT. We also study the unstable region of this matter in a temperature/axial chemical potential phase diagram.