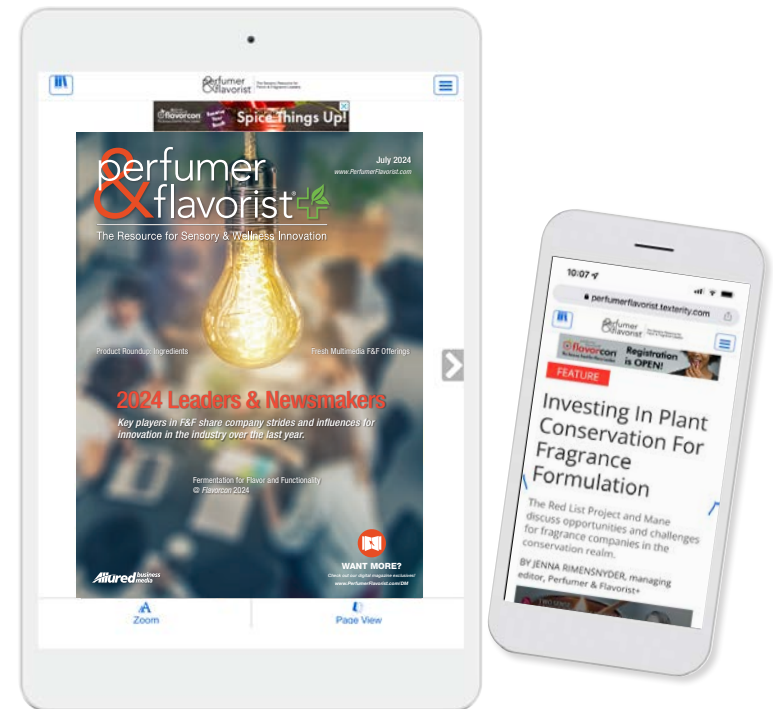


## Make an impact with 11,500 flavor & fragrance professionals that read in-depth articles on scientific research and market trends

- Advertise in the only scientific publication dedicated to the F&F industry.
- Over 115 years of research and industry reporting.



Print Edition



Digital Edition

# MAGAZINE EDITORIAL ADVISORY BOARD

Angelina Lutsenko  
New Business Development Manager  
angelina@allured.com  
630-344-6052  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)

perfumer  
& flavorist   
The Resource for Sensory & Wellness Innovation



**Rishabh C. Kothari**  
**President, Fragrances and Flavours Association of India**

Rishabh C. Kothari is an entrepreneur by profession and a Heartfulness Meditation Trainer by passion. CEO of CKC Fragrances, a leading manufacturer of fragrances in India, he is also the president of the Fragrances and Flavours Association of India (FAFAI) as well as the Business Chamber MCCI. He has also been the editor of FAFAI's quarterly publication FAFAI Journal for several years.



**John Wright**  
**Independent Flavorist and Author**

John Wright has worked as a flavorist for over 30 years, initially with Duckworths and PFW in the United Kingdom, then Bush Boake Allen in Canada, the United Kingdom and the United States before joining IFF's U.S. operation. He is currently an independent consultant and the author of the technical book "Flavor Creation."



**Farah K. Ahmed**  
**President & CEO, Fragrance Creators Association**

Farah K. Ahmed, is President & CEO of Fragrance Creators Association. Previously, she served as Chair, Strategic Industry Categories, for the Personal Care Products Council, and was appointed Convenor of the Cosmetic Marketing Group by the organization for International Standardization (ISO). She earned a law degree from the University of Virginia and a Bachelor's Degree in physiology and biochemistry from Niagara University. @farahkahmed on Instagram, LinkedIn, and Facebook.



**Darryl Do**  
**Perfumer, Delbia Do Fragrances**

Darryl was born and raised in New York City and is a professional perfumer working for his family owned business Delbia Do Fragrances. Delbia Do was established in 1968 as a fragrance and flavor creator located in the Bronx. He specializes in creating fragrances for niche brands and manufactures perfumes for many global brands as well. He speaks globally on cosmetics regulatory and USDA Organic compliance. Darryl has taught martial arts, Kenpo karate in NYC and perfumery at FIT and Kent State. He is a member of American Society of Perfumers, WFFC, Cosmetic Industry Buyers & Suppliers, Fashion Group International.



**Alison Freedman**  
**Senior Flavorist, dsm-firmenich**

Alison Freedman is a senior flavorist with Firmenich supporting Savory, Sweet and Beverage business units. She currently serves as the Society of Flavor Chemists Media Communications Chairperson. Freedman is passionate about her client-facing experience creating winning tastes, developing innovative products and advancing health-focused impacts for global food and beverage clients. She is committed to combining strategy, innovation, product development and technologies to sustainably benefit the greater good. A piece of her heart will always be in Blacksburg as a Virginia Tech grad and forever Hokie. In her free time she loves to appreciate and study wine; she is also a Level 3 certified sommelier in pursuit of Level 4 certification.



**Cyndie Lipka**  
**Principal Flavorist, Bell Flavors and Fragrances**

Cyndie Lipka is a principal flavorist at Bell Flavors and Fragrances. She has been in the flavor industry for 28 years. Lipka has been an active industry member beginning with the Chemical Sources Association (CSA). She has held the presidency twice for this organization. She then joined the Society of Flavor Chemists board. Lipka has served on the Women in Flavor and Fragrances Board (WFFC) Chicago Chapter. She finds herself back on the CSA Board currently. Awards include the OF Stambaugh Chemistry Alumni award from Elizabethtown College in 2014 which is a Lifetime Achievement Award. In 2017 she received the WFFC Flavorist of the Year Award.



**Mark Knitowski**  
**President, MAK E2E Beauty Consulting**

Mark Knitowski, Fragrance Curator, former SVP of Product Innovation of Victoria's Secret Beauty and Fragrance. During his time at Victoria's Secret, Knitowski helped create numerous successful fragrances, including the award-winning Victoria's Secret Bombshell fragrance as well as Victoria's Secret Angel, Tease, Love and Very Sexy. Knitowski now works as a consultant for fragrance and personal care brands while also working on solo and collaborative projects.



**Scott Chaplin**  
**SCMC Consulting**

Scott Chaplin manages SCMC Consulting, which is a privately managed consulting firm that focuses on business support to the flavor, fragrance and AP ingredient industry with emphasis on the F&F and FMCG companies in the food, beverage, confection, dairy, pharma, nutraceutical, cosmetic and biotechnology industries. SCMC specializes in driving revenue, profits, new product introductions, category and distribution expansion, operational efficiencies with defined strategies.

# MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Perfumer & Flavorist's** media universe throughout the year.

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## JAN THEMES

### ENHANCERS, REDUCERS & REPLACERS

- Sugar Alternatives
- Fat Reducers
- Salt Reducers

### SCENT & WELL-BEING

- Emotional & Wellness Benefits of Scent

### INDUSTRY INSIGHTS (DM)\*

- Taste & Mouthfeel Enrichment and Enhancement
- Carbon Zero Supply Chain
- Taste Modulation

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 10/11/24  
Ad Close: 12/02/24

## FEB THEMES

### WELLNESS & CLEAN LABEL

- Multi-Functional Ingredients
- Packaging for F&F
- Nutritional Ingredients
- Cosmetic Ingredients

### COFFEE & TEA

- RTD Coffees and Teas

### INDUSTRY INSIGHTS (DM)\*

- Functional Ingredient Technology
- Sustainable Ingredients

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 11/08/24  
Ad Close: 12/24/24

**Bonus Distribution:**  
FlavourTalk

## MAR THEMES

### CONSUMER PULSE

- Spotlight on Consumer Demands for 2025
- Industry Leaders Weigh in on New Technologies Aimed to Bridge Ingredient Gaps/Innovation
- Carriers, Solvents & Fixatives
- Latest in Packaging & Equipment
- Synthetics & New Molecules

### REGULATORY LANDSCAPE UPDATES

### INDUSTRY INSIGHTS (DM)\*

- Delivery Systems & Encapsulation
- Carriers, Solvents & Fixatives
- Synthetics & New Molecules

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 12/06/24  
Ad Close: 01/21/25

## APR THEMES

### NATURALS

- Extracts
- Testing, Analysis & Authentication
- Essential Oils
- New Naturals with Unique Benefits: Sourcing Strategies, Extraction Techniques

### INDUSTRY INSIGHTS (DM)\*

- Traceability & Provenance
- Organics

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 01/03/24  
Ad Close: 02/24/25

## MAY THEMES

### MINT & SPICES

- Spice Production, Applications & Technology
- Trigeminal Stimulants
- Botanicals

### MINT

- Mint & Oral Care Innovations

### TOBACCO

- Flavoring for Tobacco Products

### INDUSTRY INSIGHTS (DM)\*

- Heating & Cooling Technologies
- Mint & Menthol

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 02/07/25  
Ad Close: 03/24/25

**Bonus Distribution:**  
SIMPPAR 2025

## JUN THEMES

### 2025 FRAGRANCE LEADERS & NEWSMAKERS

- In-depth Interviews and Profiles from the Leaders of Top Fragrance Companies

### INDUSTRY INSIGHTS (DM)\*

- Global Category Sales
- Key Trends & Launches
- Innovative Technologies to Improve Fragrance Systems
- Supplier/Brand Relations, Fair Trade Sourcing

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 03/07/25  
Ad Close: 04/22/25

*Editorial content is subject to change.*

*All bonus distributions are tentative. Please contact Angelina for up-to-date show distribution information.*

# MAGAZINE MEDIA PLANNER CONT'D

Use our Media Planner to take advantage of opportunities across **Perfumer & Flavorist's** media universe throughout the year.

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## JUL THEMES

### 2025 FLAVOR LEADERS & NEWSMAKERS

- In-depth Interviews and Profiles from the Leaders of Top Flavor Companies

### INDUSTRY INSIGHTS (DM)\*

- "Free-from" F&F Ingredients: Allergen-free, Vegan, Non-GMO, Plant-based, Gluten-free
- Dairy, Dairy Alternatives
- Certifications

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 04/04/25  
Ad Close: 05/21/25

## AUG THEMES

### FINE FRAGRANCE

- Fine Fragrance Market & Innovations
- Fragrance Brands Disrupting the Space

### BEVERAGES

- RTD Beverage Innovations
- Beverage Launches & Technologies
- Flavor Modifiers
- Low & No Alcohol Flavors
- Flavoring for Wine, Beer & Spirits

### INDUSTRY INSIGHTS (DM)\*

- Naturals, Synthetic & Sustainable Ingredients
- Beverage Technologies & Innovations

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 05/02/25  
Ad Close: 06/23/25

## SEP THEMES

### AIR CARE & CANDLES

- Air Care Market Data
- Masking & Odor Elimination
- Trends & Launches
- Technological Innovations in Delivery Systems & Performance

### SNACKS

- Snacks Market Data
- Limited Time Offer (LTO) Flavors
- Trends & Launches
- Technological Innovations in Snack Applications

### INDUSTRY INSIGHTS (DM)\*

- Salt Enhancers
- Delivery Systems
- Odor Elimination & Masking
- Latest in Packaging & Equipment

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 06/06/25  
Ad Close: 07/23/25

**Bonus Distribution:**  
IFEAT (DM)\*

## OCT THEMES

### PERSONAL CARE

- Fragrancing for Cosmetics
- Personal Care Fragrance Labeling

### CONFECTIONERY

- Sugar Reduction
- Vanilla & Vanillin
- Sugar Alternatives
- Flavoring for Marijuana Infused Products

### INDUSTRY INSIGHTS (DM)\*

- Vanilla
- Sweeteners
- Clean & Allergen-free

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 07/07/25  
Ad Close: 08/25/25

## NOV THEMES

### SAVORY

- High Impact Aroma Molecules
- Savory Solutions
- Vegan Ingredients & Alternatives
- Flavoring Alternative Proteins

### HEMOCARE & CLEANING PRODUCTS

- Trends & New Launches
- Labeling & Regulations

### INDUSTRY INSIGHTS (DM)\*

- Umami, Kokumi & Savory Solutions
- Malodor Tech & Abatement

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 08/08/25  
Ad Close: 09/23/25

## DEC THEMES

### CITRUS

- Solubility & Stability Solutions
- Regional Citrus Varieties
- Citrus Ingredients
- Citrus Market Report
- Superfood Flavors

### INDUSTRY INSIGHTS (DM)\*

- Citrus Ingredients
- Citrus Solutions, Blends & Enhancers

**Product Roundup:**  
Ingredients, Packaging,  
Equipment & Services

### Magazine Due Dates

Editorial: 09/05/25  
Ad Close: 10/22/25

*Editorial content is subject to change.*

*All bonus distributions are tentative. Please contact Angelina for up-to-date show distribution information.*



## Product Roundup Program for Magazine Display Advertisers

Scheduled magazine display advertisers receive an additional value of inclusion in *Perfumer & Flavorist*’s Product Roundup program. This special Product Roundup program extends your reach and frequency by more than 400% and includes marketing inquiries.

### Benefits

1. As a **magazine** display advertiser, you’ll receive additional coverage in a very popular section of the magazine titled “Product Roundup.”
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly “Product Roundup” **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Perfumer & Flavorist*+ **website** and will be included in the monthly Product Roundup feature page.
4. Highlights of the Product Roundup featured page will be promoted via *Perfumer & Flavorist*+ daily newsletter and social media channels.

### Marketing Inquiries

1. As buyers demonstrate interest in your product by clicking to learn more, you will receive e-mail contact information to follow up with an e-blast on the products you featured.
2. Best Practice – for following up on marketing inquiries: Offer qualified prospects more information about your new product with a whitepaper or a sample request.

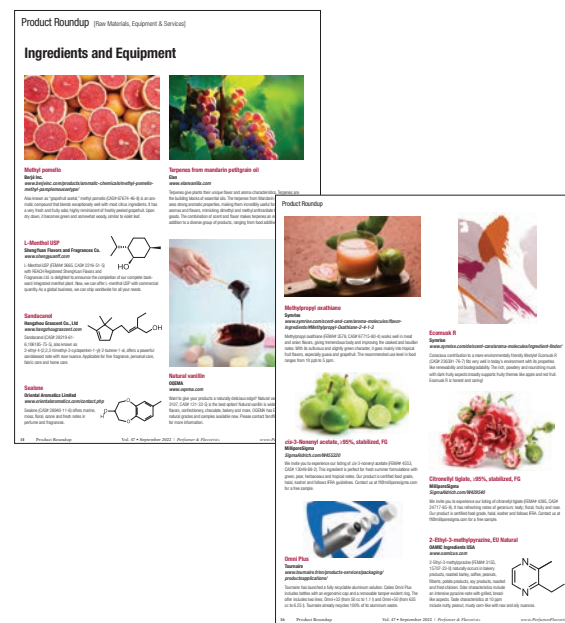
### Qualification for the Product Roundup Program

1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist*+ magazine in 2025.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

### Material Specifications and Deadlines

Qualifying advertisers will receive an e-mail with a link to submit the following:

1. A 50-word product or service description.
2. A single image. Image requirements: .jpg, .gif or .png at 300 dpi. No company logos, trademarks or additional verbiage on images.
3. A URL link to the specific product page on your website.
4. You will be asked to include your company name, phone number and website as you would like it to be seen.



# MAGAZINE COVER SPONSORSHIP

Angelina Lutsenko  
New Business Development Manager  
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[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)

perfumer  
& flavorist<sup>+</sup>  
The Resource for Sensory & Wellness Innovation

## Make your presence in the industry a statement in itself.

The accompanying 4-page folio will educate the *Perfumer & Flavorist+* audience on your thought leadership in an area you wish to push to the forefront.

### *Perfumer & Flavorist+* – Resource for Sensory & Wellness Innovation

*Perfumer & Flavorist+* delivers actionable technical, business and market insights for global fragrance, flavor and wellness innovation, including trends, ingredients, formulations, research and technology.

#### Cover Image Examples

Images should be sensorial and feature ingredients, food, etc. Images should also align with monthly themes and relate directly to fragrance, flavor and wellness.

All cover images need to be vertically oriented.



Designers work with each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image



Final Cover Image -  
Enlarged and cropped to  
fit vertical format.



Original Image



Final Cover Image -  
Enlarged and cropped  
to fit vertical format.

# MAGAZINE COVER SPONSORSHIP CONT'D

Angelina Lutsenko  
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perfumer  
& flavorist<sup>+</sup>  
The Resource for Sensory & Wellness Innovation

The cover sponsorship allows you to provide the image for *Perfumer & Flavorist+*'s cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to appearing in *Perfumer & Flavorist+* and on our website, we will provide you a PDF version for your own marketing use.

## What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mentioned in editor's note
- Included 3x in *Perfumer & Flavorist+* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

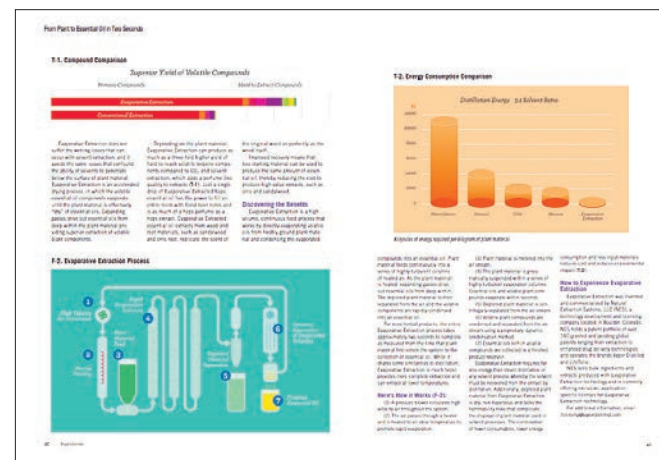
**Rate: \$22,000**



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

# MAGAZINE ADVERTISING SPECIFICATIONS

Angelina Lutsenko  
New Business Development Manager  
angelina@allured.com  
630-344-6052  
[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)



**Reach over 11,500 qualified subscribers dedicated to global flavor & fragrance innovation**

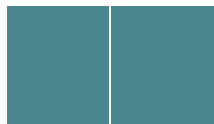
**Printing:** Four-color (CMYK) sheetfed offset

**Binding:** Saddle-Stitched

**Paper:** Cover 80# Body 60#

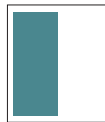
**Proofs:** No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

## ADVERTISING SIZES All dimensions are **width** by **height**.



### Spread

Trim 16.376" x 10.875"  
416 mm x 277 mm  
Bleed 16.751" x 11.25"  
425 mm x 283 mm



### 1/2-page vertical

3.333" x 10"  
85 mm x 254 mm



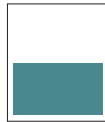
### 1/4-page horizontal

7" x 2.333"  
178 mm x 59 mm



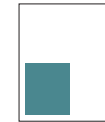
### Full page

Trim 8.188" x 10.875"  
208 mm x 277 mm  
Bleed 8.438" x 11.125" (1/8" bleed)  
214 mm x 282 mm



### 1/2-page horizontal

7" x 4.833"  
178 mm x 123 mm



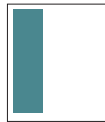
### 1/4-page vertical

3.333" x 4.833"  
85 mm x 123 mm



### Live Area

7" x 10"  
176 mm x 252 mm



### 1/3-page vertical

2.167" x 10"  
55 mm x 254 mm



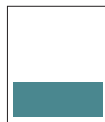
### 1/6-page horizontal

7" x 1.0"  
178 mm x 25 mm



### 1/2-page horizontal spread

Trim 16.376" x 5.333"  
416 mm x 135 mm  
Bleed 16.626" x 5.458"  
422 mm x 138 mm  
Note: Bleeds 1/8" left, right and bottom of spread



### 1/3-page horizontal

7" x 3.167"  
178 mm x 80 mm



# MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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## ELECTRONIC FILES

### PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your sales representative.

**Professional Tip:** *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

### OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher.  
**Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

### SENDING FILES

If your file is 20 MB or smaller, email it to Kasia Smialkowski at [ksmialkowski@allured.com](mailto:ksmialkowski@allured.com). Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

# MAGAZINE DIGITAL EDITION ADVERTISING

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

perfumer  
& flavorist<sup>+</sup>  
The Resource for Sensory & Wellness Innovation

## Digital Edition Advertising

Issue Ready E-mail & Digital Edition Banner Ad (includes Mobile Ad)

**Rate: \$3,525**

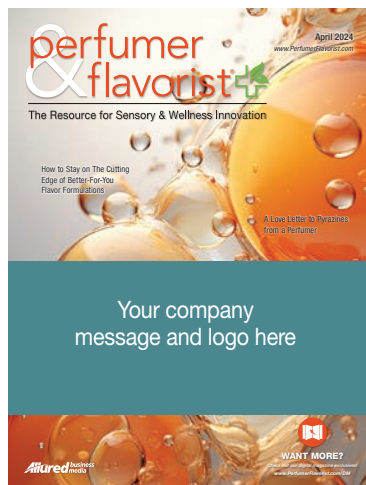
Issue Ready Email Ad 300 x 250 px, 72 dpi

Reader Banner Ad 728 x 90 px, 72 dpi

Mobile Banner Ad 320 x 50 px, 72 dpi

Belly Band 8.188" wide x 4"-5" tall

**Rate: \$6,825**



Digital Belly Band

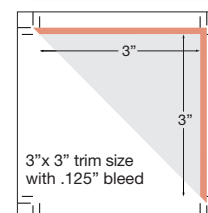
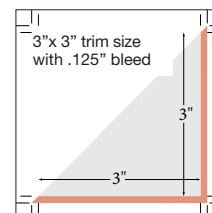
## COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.

**Cover Corner: \$2,775**

**Cover Corner With Ad: \$2,350**



## Excellent content marketing lets you control the conversation while amplifying your brand awareness.

This is your opportunity to **educate up to 77,800 flavor and fragrance professionals** on your offerings, demonstrate thought leadership and build trust in the industry. Provide in-depth information on your products, including benefits and best practices, or talk about how you continue to positively impact the industry and receive a **content asset** for future use.

### 2-Page Advertorial

A 2-page layout will fit approximately 800-1,000 words, 2-3 images and one headshot.

### Who You Reach

Qualified flavor & fragrance professionals across multiple media channels.

- 11,500 Magazine Subscribers
- 14,500 Daily Newsletter Subscribers
- 25,400 Registered Website Users
- 40,000 Monthly Website Visitors
- 56,900 Social Media Followers

### What's Included

- Placement in the magazine
- 10 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- 60 day marketing push marketed as a Web Exclusive
- 3x inclusion in the daily newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website or to use for marketing purposes
- Automated Reporting

### 1-Page Advertorial

A 1-page layout will fit approximately 400-600 words, 1-2 images and one headshot.

### Who You Reach

Qualified flavor & fragrance professionals across multiple media channels.

- 11,500 Magazine Subscribers

### What's Included

- Placement in the magazine
- 5 print copies of the issue
- Inclusion in the Table of Contents
- Placement on the website marked as "Sponsored"
- PDF content asset for your website or to use for marketing purposes

### Rates

1 Page Advertorial (Supplied*)	<b>\$3,995</b>
1 Page Advertorial (Q&A Interview**)	<b>\$4,995</b>
2 Page Advertorial (Supplied*)	<b>\$7,495</b>
2 Page Advertorial (Q&A Interview**)	<b>\$8,495</b>
Per Additional Page (after 2 pages)	<b>\$2,525</b>

\*Supplied: You supply production ready content & images, we lay out the article.

\*\*Q&A Interview: You participate in an interview, supply images and we write, edit and lay out the article.