

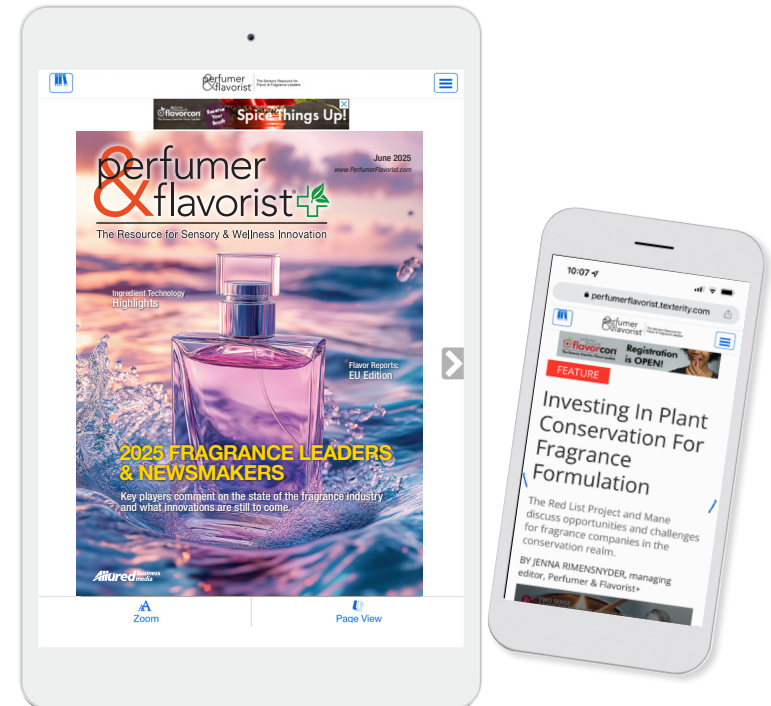
Make an impact with 10,000 F&F professionals that read in-depth articles on market data, trends and best practices.

Be adjacent to beauty business articles that drive product development.

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



Print Edition



Digital Edition

EDITORIAL ADVISORY BOARD

Angelina Lutsenko

New Business Development Manager

angelina@allured.com

630-344-6052

www.PerfumerFlavorist.com

perfumer
& flavorist⁺

The Resource for Sensory & Wellness Innovation



Denise McLaverty

President, British Society of Perfumers

Denise McLaverty's mission is to build on the existing foundations of the Society for the benefit of its members. After studying for an MSc in Chemical Research at Imperial College,

London, her early career started in the fragrance industry as an applications chemist for IFF and subsequently as a consultant at Robertet. Since then, McLaverty has gained broad experience in business, science education, and membership organizations such as the Society of Cosmetic Scientists and the Royal Society for the Encouragement of Arts. She is also an independent consultant, working creatively and collaboratively to establish robust and effective partnership relationships.



Ketan Shah

President, Esha Flavor Solutions

Ketan is an accomplished, proficient and persuasive cross functional technical team leader with over 30 years of experience in creating flavors and launching successful products on today's market shelves. He is a subject-matter expert in beverage flavors and flavors with modifying properties (FMPs) for reduced sugar products using the state of the art processing, extraction, and fractionation technology. In addition, his "out of the box" approach allows him to create unique, signature flavors and FMPs for every product he works on. Along with flavor and modulation technology Ketan also offers a full flavorist training program. Over the years, Ketan has worked at PepsiCo, Kerry, FONA, Synergy, Diageo, Baskin Robbins Flavors, Danisco, Ramsey & Firmenich. Ketan earned his BS in Chemistry from University of Mumbai, India and CBAP from the University of Illinois Chicago. He is a certified member of the Society of Flavor Chemist participating in several committees and a member of IFT. He was also member of the 2018 Flavorcon advisory board.



Cyndie Lipka

Flavorist, Retired

Cyndie Lipka worked for 31 years in the flavor industry before her retirement in 2025. 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.



Andrea Albertino, Ph.D.

Senior Flavorist

Andrea Albertino obtained his Ph.D. in Chemistry in 2010 and joined the flavor industry the same year with Kerry Italy (former know as

San Giorgio Flavours), working mainly on flavor encapsulation and research projects. He continued his flavorist career with Kerry in Ireland until 2017 when he moved to Esarom-Austria and he became senior flavorist in 2022, developing liquid and powder flavors for the sweet and beverage industries. He started to be involved with British Society of Flavours (BSF) in 2020 joining the Council and actively organizing online and in-person events, and took the role of Honorary President in 2023 following Trevor Groome.



Darryl Do

Professional Perfumer

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 the American Society of Perfumers, WFFC, Cosmetic Industry Buyers & Suppliers, Fashion Group International.



Scott Chaplin

Principal, 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.



Mark Knitowski

President, MAK E2E Beauty Consulting

Mark Knitowski has been quite active already on the P&F+ site giving insight into various segments in the fragrance industry including speaking at the World Perfumery Congress 2022 and 2024, joining the Two Sense Podcast to discuss consumers' perspectives on synthetic ingredients in fragrance, fragrance marketing and understanding consumer perception, perfumers weigh in on their thoughts about the evolution of artificial intelligence and curator's PoV on fragrance development.



Farah K. Ahmed

President & CEO,

Fragrance Creators Association

Farah K. Ahmed previously has served as Chair, of Strategic Industry Categories, for the Personal

Care Products Council, and was appointed convener of the Cosmetic Marketing Group by the Organization for International Standardization (ISO). She also served as assistant general counsel in the Food and Drug Administration's Office of Chief Counsel. She earned a law degree from the University of Virginia and a Bachelor's Degree in biochemistry from Niagara University. @farahkahmed on Instagram, LinkedIn, and Facebook.

*<https://www.fortunebusinessinsights.com/flavors-and-fragrances-market-102329>

MEDIA PLANNER

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Themes listed are **examples of content** covered each month. All content listed each month **may not** be included.

Plan a yearlong campaign around our focus each issue

All themes are subject to change per editorial discretion.

JANUARY

Magazine Due Dates

Editorial: 11/06/25

Ad Close: 11/26/25

How can flavor and fragrance formulations help consumers feel better inside and out?

The January issue will focus on functional ingredients and wellness in flavor and fragrance, including adaptogens, nootropics and nutraceuticals. We'll also have a deep dive on functional beverages and how this category continues to grow.

FEBRUARY

Magazine Due Dates

Editorial: 11/26/25

Ad Close: 12/17/25

Perfumer & Flavorist+ is your destination to learn about the latest technologies in flavor and fragrance. This month's issue focuses on new molecules in F&F and the use of novel technologies, like biotechnology, in formula development.

We also take a look at nutrition FMPs (flavors with modulating properties) and the flavorist's approach to rising health concerns. Plus, our bimonthly Industry Insights column asks experts to weigh in on salt reduction, sugar reduction, and challenges and opportunities in flavor modulation.

MARCH

Magazine Due Dates

Editorial: 12/29/25

Ad Close: 01/20/26

In celebration of National Fragrance Week and International Fragrance Day, the March issue will focus on innovations in fine fragrance.

Readers can learn about the state of the fine fragrance market, meet some emerging faces in the industry and find out about the future of fragrance.

APRIL

Magazine Due Dates

Editorial: 02/02/26

Ad Close: 02/23/26

Bonus Distribution:
SIMPPAR 2026

We're going all natural for April! This issue focuses on new natural ingredients with unique benefits, extracts and essential oils in flavor and fragrance applications.

The issue will also point a spotlight on heat and spice in F&F as consumer demand continues to drive growth. Plus, our bimonthly Industry Insights column asks experts to weigh in on traceability, ingredient sourcing, logistics, importing and exporting.

MAY

Magazine Due Dates

Editorial: 03/02/26

Ad Close: 03/23/26

Feeling minty fresh? Perfumer & Flavorist+ puts mint in the spotlight for the May issue. Readers can learn about innovation in oral care as well as new flavor applications for mint varieties.

This issue also looks at applications for botanicals, herbs and spices for the F&F industry and what benefits these ingredients can offer to consumers.

JUNE

Magazine Due Dates

Editorial: 04/01/26

Ad Close: 04/21/26

Welcome to the 2026 Fragrance Leaders & Newsmakers issue!

We asked key players in the fragrance industry to give some updates on their company's operations and their thoughts on what areas of the industry are driving innovation and growth.

Editorial content is subject to change.

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

MEDIA PLANNER CONT'D

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JULY

Magazine Due Dates

Editorial: 04/29/26

Ad Close: 05/20/26

Welcome to the 2026 Flavor Leaders & Newsmakers issue!

We asked key players in the flavor industry to give some updates on their company's operations and their thoughts on what areas of the industry are driving innovation and growth.

AUGUST

Magazine Due Dates

Editorial: 06/01/26

Ad Close: 06/22/26

Thirsty to read about innovation in low and no-alcohol flavors? The August issue of Perfumer & Flavorist+ invites readers to dive into ready-to-drink innovations as well as flavorings for wine, beer and spirits applications.

We also do a pulse check on consumer demands for flavor and fragrance formulae. Plus, our bimonthly Industry Insights column asks experts to weigh in on dairy flavors and dairy alternatives.

SEPTEMBER

Magazine Due Dates

Editorial: 07/01/26

Ad Close: 07/22/26

Bonus Distribution:
IFEAT (DM)*

Perfumer & Flavorist+ shines the spotlight on the air care market and how manufacturers are developing new technologies in both delivery systems and masking and odor elimination.

This issue also looks at current trends in snacks, one of the most dynamic categories in the flavor industry.

OCTOBER

Magazine Due Dates

Editorial: 07/31/26

Ad Close: 08/21/26

Fragrance isn't just about perfumes! The October issue looks at the personal care industry and the role of fragrance in cosmetics. Readers can also learn about sweet flavor applications and trends in the bakery and confectionery categories.

Plus, our bimonthly Industry Insights column asks experts to weigh in on fragrance in personal care products, consumer demand in personal care and wellness trends in F&F.

NOVEMBER

Magazine Due Dates

Editorial: 09/01/26

Ad Close: 09/22/26

Prefer your flavors on the savory side? November's issue of Perfumer & Flavorist+ takes a deep dive on smoke flavor applications and regulatory concerns, as well as the role of flavor modifiers in savory applications.

On the fragrance side, we focus on consumer preferences for home care products and trends in regulations for the home care segment.

DECEMBER

Magazine Due Dates

Editorial: 09/28/26

Ad Close: 10/19/26

December's theme is a reader favorite: citrus! We give our readers an update on the citrus market with special attention to ingredient sourcing and dive into how citrus ingredients can be used in both flavor and fragrance applications.

This issue also features superfood flavors and how to capture that flavor in formula development. Plus, our bimonthly Industry Insights column asks experts to weigh in on artificial intelligence, machine learning and automation and robotics in the F&F industry.

Editorial content is subject to change.

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

MAGAZINE PRODUCT ROUNDUP

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perflum & flavorist®

The Resource for Sensory & Wellness Innovation

Make more of an impact with the Product Roundup Program.

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

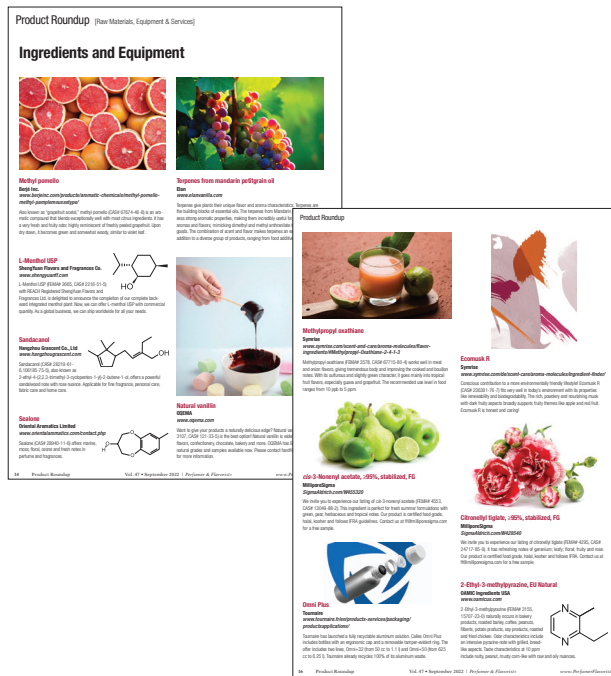
1. As a **magazine** display advertiser, you'll receive additional coverage in a very popular section of the magazine titled "Product Roundup."
2. Following the Product Roundup coverage in the magazine, your product information will be scheduled in the monthly "Product Roundup" **newsletter** that includes marketing inquiries (soft leads).
3. Additionally, your product information will be posted on *Perfumer & Flavorist*+’s **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*+’s 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 NEW PRODUCT ROUNDUP PROGRAM

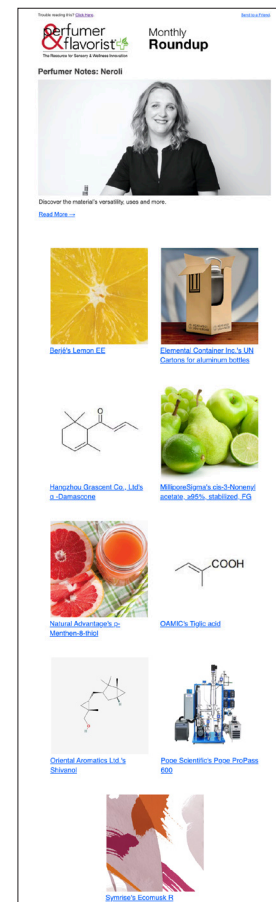
1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist+* magazine in 2026.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.



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

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The Resource for Sensory & Wellness Innovation

Ensure your position in the industry.

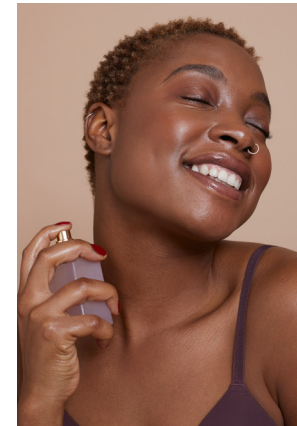
The accompanying 4-page folio will educate the *Perfumer & Flavorist+* audience on your thought leadership in an area you wish to push to the forefront.

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.



MAGAZINE COVER SPONSORSHIP CONT'D

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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 web exclusive 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 marketing use.

WHAT'S INCLUDED

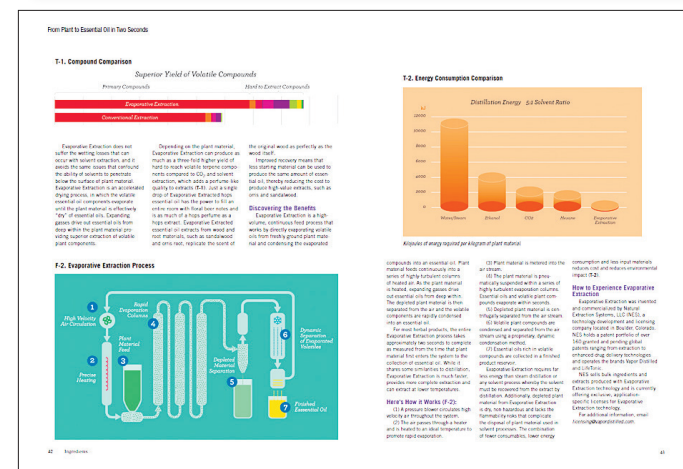
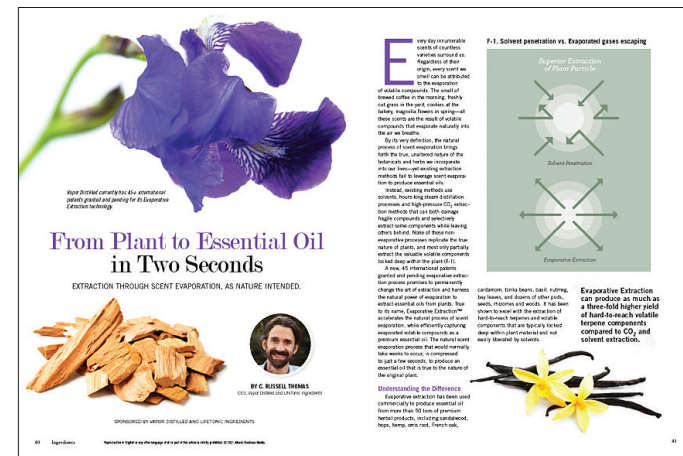
- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio, becomes a web exclusive
- Mentioned in editor's note
- Web exclusive included 3x in *Perfumer & Flavorist+* newsletter
- 1 social media post
- PDF version for your marketing purposes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



Optional Cover Branding—Corner



Optional Cover Branding—Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

Angelina Lutsenko

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angelina@allured.com

630-344-6052

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Reach over 10,000 qualified professionals engaged in building cosmetic & personal care brands.

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



FULL PAGE*

Trim 8.188" x 10.875"

208 mm x 277 mm

Bleed 8.438" x 11.125"

214 mm x 282 mm



LIVE AREA

7" x 10"

176 mm x 252 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



1/2-PAGE VERTICAL

3.333" x 10"

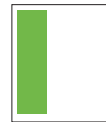
85 mm x 254 mm



1/2-PAGE HORIZONTAL

7" x 4.833"

178 mm x 123 mm



1/3-PAGE VERTICAL

2.167" x 10"

55 mm x 254 mm



1/3-PAGE HORIZONTAL

7" x 3.167"

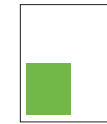
178 mm x 80 mm



1/4-PAGE HORIZONTAL

7" x 2.333"

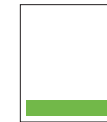
178 mm x 59 mm



1/4-PAGE VERTICAL

3.333" x 4.833"

85 mm x 123 mm



1/6-PAGE HORIZONTAL

7" x 1.0"

178 mm x 25 mm

PRINTING: 4-color (CMYK) sheetfed offset

BINDING: Saddle-Stitched

PAPER: Cover 80# Copy 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.

*Note: Bleeds 1/8" left, right, and bottom of spread (add top bleed for Full Page and Spread)

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.
- 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 ksmailkowski@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, TransferBigFiles, Hightail, etc.

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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DIGITAL EDITION ADVERTISING

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

| | |
|----------------------|--------------------------|
| 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 |

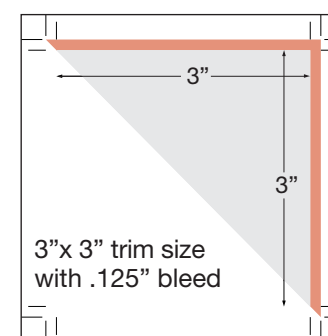
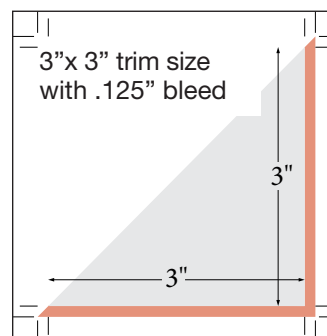


Digital Belly Band

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.



Control the conversation while amplifying your brand awareness.

This is your opportunity to **educate up to 77,800 F&F professionals** on your offerings, demonstrate thought leadership and build trust within 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.

2-PAGE ADVERTORIAL

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

WHO YOU REACH

- Qualified F&F Professionals across multiple media channels.
- 10,000 Magazine Subscribers
- 14,000 Newsletter Subscribers
- 22,000 Registered Website Users
- 36,000 Monthly Website Visitors
- 62,000+ 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
- Web exclusive included 3x in the newsletter
- Rotating website listing in Sponsored Positions
- Cross-posted on social media
- PDF content asset for your website and marketing purposes
- Automated Reporting

**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.*