

Connect virtually with *Perfumer & Flavorist*+'s audience including your brand with industry experts.

Intimate video conversations with fragrance and flavor leaders discussing the ingredients, trends and technologies defining the industry today.

Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified flavor & fragrance professionals across multiple media channels.

- 11,500 Magazine Subscribers
- 14,500 Daily Newsletter Subscribers
- 13,000 Dedicated E-blast Subscribers
- 25,400 Registered Website Users
- 40,000 Monthly Website Visitors
- 56,900 Social Media Followers

The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

SPONSORED

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[video] How Beyond Acacia Can Simplify the Application Process

May 21st, 2024 | From Farbest Brands



How Beyond Acacia Can Simplify the Application Process

Sponsored by:

Farbest BRANDS ALLAND & ROBERT

Michael Sutich Dr. Isabelle Jaouen

PERFUMER & FLAVORIST MANAGING EDITOR JENNA TROYLI, CONNECTS WITH FARBEST BRANDS AND ALLAND & ROBERT ON THE TWO SENSE VIDEO CAST

perfumer & flavorist[®]
The Resource for Sensory & Wellness Innovation

Listeners will discover the differences between traditional gum acacia and Beyond Acacia, the key customer benefits and even footage of Beyond Acacia in comparison to standard instant gum acacia.

Branding

- Logo will be placed on the video website page
- Company name will be listed as “Sponsored by Company Name”

Branding on the Website

- Listed on the home page under “Latest” (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

Branding in Social Media Posts

- Mentioned as sponsor

Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

Material Needed

Logo (300 dpi) & company name to be listed.

Rate: \$5,125

Must book at least 8 weeks before the run date.

Material is due 4 weeks before the run date.