

Drive engagement with your brand by sharing your expertise.

Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast 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

Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

The Program

4-week **Lead Generation** and branding ride along. **Podcast will be:**

- Posted in the daily newsletter a total of 3x, once a week and listed as the sponsor
- Shared in our social media as the sponsor

- Published on the website
 - Logo will be placed on the podcast website page
 - Company name will be listed as “Sponsored by Company Name”
 - Listed on the home page (4-5 days)
 - Listed under description of podcast on the list pages
 - Listed under author name on detail page
 - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

Material Needed:

Logo, (300 dpi) & company name.

Rate: \$3,995

*Must book at least 6 weeks before the run date.
Material is due 4 weeks before the run date.*

The graphic features a background of various colorful peppers (red, orange, green) and bowls of pepper products. At the top, the title 'TWO SENSE: How Culinary Pepper Extracts Can Satisfy Consumers' Need For Heat With Kalsec' is displayed in bold black text, with a red RSS icon to the right. Below the title is the Kalsec logo. In the bottom left corner is a portrait of Jenna Troyli, identified as 'Perfumer & Flavorist' Managing Editor Jenna Troyli, connects with Ken Burns and Shane McDonald. In the bottom right corner are portraits of Ken Burns (Chef and Lead Scientist) and Shane McDonald (Principal Flavor Chemist). The Perfumer & Flavorist logo is in the bottom right corner.

Listeners will gain insight into the company's extensive research on consumer curiosity in hot and spicy flavors.