

## MAGAZINE PRODUCT ROUNDUP

**Angelina Lutsenko**  
New Business Development Manager  
angelina@allured.com  
630-344-6052  
*www.PerfumerFlavorist.com*

perflavorist®  
The Resource for Sensory & Wellness Innovation

## 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.

