

Over 16,301 professionals receive Perfumer & Flavorist+'s Daily Newsletter.

Types of Newsletters

- **Daily:** Sent Monday – Friday every morning.

Average Benchmarks

- Average Unique Open Rate: 21%
- Average Unique Click-Through Rate: 20%
- Average Total Open Rate: 35%


Perfumer & Flavorist+ Covers Daily

- Position your company as a thought leader and build trust by sharing your knowledge & expertise.
- Showcase the research behind your products and the unique positioning of your ingredients, equipment or services.
- Build direct leads & drive readers to your website by offering downloadable must-have content, trials and/or sampling.
- Grow your marketing list with Allured's marketing inquiry program.

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perfumer & flavorist⁺ Daily Newsletter
The Resource for Sensory & Wellness Innovation

Flavorcon 2022 Registration Is Now Open, Early Bird Rates Available!




By: Kira Haslett
Are you ready to head to Cincinnati to reunite with the flavor community?
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IFF Debuts Nourish Innovation Lab

By: Kira Haslett
The Nourish Innovation Lab is one in a series of investments IFF is making to broaden co-creation capabilities.
[Read More →](#)

Decoding the Fragrance Boom, Part 1


Untangling the market drivers behind this surprisingly resilient category.
[Read More →](#)



Perfumer & Flavorist+
**YOUR AUGUST 2022
MONTHLY MAGAZINE**

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[Time to go "au naturel" with OQEMA's Vanillin!](#)
Our EU Natural Vanillin ex Ferulic Acid adds a sweet, creamy vanilla aroma for your beverage, confectionary and food needs.
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FLAVOR

BSF to Hold Webinar Discussing Clean Label Sweetness Modulators

	Newsletter Only	Integrated Program Rate
Text Ad with Marketing Inquiries	\$3,000	\$2,500
300 x 250 px Display	\$2,500	\$2,100

Must book at least 4 weeks before run date.

Material is due 2 weeks before run date.

What's Included

- Delivered 5x a week, Monday – Friday
- Text Ads offer Marketing Inquiries to grow your database of qualified names
- Text Ads & Banner Ads - Lead generation form available when 4 weeks or more of Banner Ads or Text Ads are booked. You can drive direct lead generation by offering must-read downloads and/or a highly engaging “call to action” that will drive leads.

PR Submissions: To expedite your press releases for publication, please submit your new product releases online at <https://www.perfumerflavorist/newproduct/>

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