

Drive engagement with your brand by sharing your expertise or aligning your brand with industry experts/leaders selected by our editorial team.

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.

16,301	Daily Newsletter subscribers
11,376	Magazine subscribers
20,947	Registered website visitors
32,000+	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



[PODCAST]

**TWO SENSE:
CURATORS' POV ON FRAGRANCE
DEVELOPMENT WITH
MARK KNITOWSKI**

PERFUMER & FLAVORIST MANAGING EDITOR JENNA RIMENSNYDER,
CONNECTS WITH WELL KNOWN FRAGRANCE CURATOR MARK KNITOWSKI

perfumer
& flavorist
The Sensory Resource for Flavor & Fragrance Leaders

The Program

4-week Lead Generation and branding ride along.

Podcast will be:

- Posted in the daily newsletter 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” (no logo).
 - 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 to be listed.

Rate: \$3,605

Must book at least 6 weeks before run date

Material is due 4 weeks before run date