

Connect virtually face to face with Perfumer & Flavorist+'s engaged audience by sharing your expertise or aligning your brand with industry experts selected by our editorial team.

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.
(OR)
- Sponsor aligns their brand with an editorial driven video with an industry leader.

Who You Reach

Qualified flavor & fragrance professionals across multiple media channels.

- 16,301 Daily Newsletter subscribers
- 11,376 Magazine subscribers
- 24,207 Custom E-blast list
- 20,947 Registered website visitors
- 37,603 Average Unique website visitors
- 32,000+ Social Media followers

The Program

4-week Lead Generation and branding ride along.

The Video Interview campaign includes the following:

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

SPONSORED

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[video] Discussing Flavor, Fragrance and Legacy with Frallier

Apr 18th, 2022 | From [Frallier](#)

DISCUSSING FLAVOR, FRAGRANCE AND LEGACY WITH FRALLIER

FRANCISCO PALAFOX SR., CEO
FRANCISCO PALAFOX JR., U.S. MANAGING DIRECTOR, FRALLIER



FRALLIER

Tune in to hear the family-owned business talk industry updates, expansion, mission and more.

THIS VIDEO IS SPONSORED BY: **Frallier**

Perfumer & Flavorist+ managing editor, Jenna Rimensnyder, connects with [Frallier](#)'s father-son duo, CEO Francisco Palafox Sr. and U.S. managing director Francisco Palafox Jr. The two discuss the company and F&F industry's evolution over the last 80 years since Frallier was founded, the importance of customer

Branding

Logo will be placed on the video website page.

Company name will be listed as “Sponsored by Company Name” (no logo).

Branding on the Website

- Listed on the home page under “Recent” (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: \$4,635

Must book at least 8 weeks before the run date.

Material is due 4 weeks before the run date.