

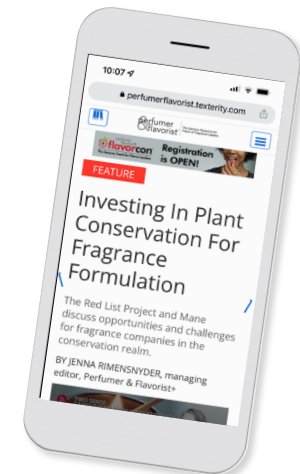
Make an Impact With 11,376 Flavor & Fragrance Professionals That Read In-Depth Articles on Scientific Research and Market Trends

- Advertise in the only scientific publication dedicated to the F&F industry.
- Over 115 years of research and industry reporting.

100% of the Audience Personally Requested the Magazine



Print Edition



Mobile

Contact your sales executive for digital edition marketing opportunities and cover sponsorship opportunities.

MAGAZINE EDITORIAL ADVISORY BOARD

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www.PerfumerFlavorist.com

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& flavorist[®]
The Resource for Sensory & Wellness Innovation



The flavor and fragrance market size was estimated to be \$29.0 billion in 2021 and is projected to reach \$37.3 billion by 2026, at a CAGR of 5.1% between 2021 and 2026 according to a report by MarketsandMarkets*

Driving that growth requires information.

Perfumer & Flavorist+ (P&F+) is the global knowledge resource for the entire F&F supply chain, including perfumers and flavorists, R&D leaders and product developers. P&F+ provides the latest updates on ingredients; science and technology; applications and formulations; market and consumer insights; and trends.

P&F+ unites the F&F industry through our events and print and digital platforms. Let us connect you with our global audience of decision makers.

*www.marketsandmarkets.com/Market-Reports/flavors-fragrance-market-175163912.html

Jenna Rimensnyder
Managing Editor, *Perfumer & Flavorist+*

*www.grandviewresearch.com/press-release/global-flavors-fragrances-market



Rishabh C. Kothari
President, *Fragrances and Flavours Association of India*

Rishabh C. Kothari is an entrepreneur by profession and a Heartfulness Meditation Trainer by passion. CEO of CKC Fragrances, a leading manufacturer of fragrances in India, he is also the president of the *Fragrances and Flavours Association of India (FAFAI)* as well as the *Business Chamber MCCI*. He has also been the editor of FAFAI's quarterly publication FAFAI Journal for several years.



John Wright
Independent Flavorist and Author

John Wright has worked as a flavorist for over 30 years, initially with Duckworths and PFW in the United Kingdom, then Bush Boake Allen in Canada, the United Kingdom and the United States before joining IFF's U.S. operation. He is currently an independent consultant and the author of the technical book "Flavor Creation."



Darryl Do
Perfumer, *Delbia Do Fragrances*

Darryl was born and raised in New York City and is a professional perfumer working for his family owned business *Delbia Do Fragrances*. *Delbia Do* was established in 1968 as a fragrance and flavor creator located in the Bronx. He specializes in creating fragrances for niche brands and manufactures perfumes for many global brands as well. He speaks globally on cosmetics regulatory and USDA Organic compliance. Darryl has taught martial arts, Kenpo karate in NYC and perfumery at FIT and Kent State. He is a member of American Society of Perfumers, WFFC, Cosmetic Industry Buyers & Suppliers, Fashion Group International.



Neha Okhade
Perfumer

Neha Okhade apprenticed in perfumery in India and refined her talents in Switzerland before making her journey to the United States. She joined the Agilex team in 2019 as Junior Perfumer. She has over ten years of experience in the industry. Okhade draws on her personal experiences to create fragrances that resonate with emotion.



Cyndie Lipka
Principal Flavorist, *Bell Flavors and Fragrances*

Cyndie Lipka is a principal flavorist at *Bell Flavors and Fragrances*. She has been in the flavor industry for 28 years. Lipka has been an active industry member beginning with the Chemical Sources Association (CSA). She has held the presidency twice for this organization. She then joined the Society of Flavor Chemists board. Lipka has served on the Women in Flavor and Fragrances Board (WFFC) Chicago Chapter. She finds herself back on the CSA Board currently. Awards include the OF Stambaugh Chemistry Alumni award from Elizabethtown College in 2014 which is a Lifetime Achievement Award. In 2017 she received the WFFC Flavorist of the Year Award.

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Perfumer & Flavorist's** media universe throughout the year.

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JAN THEMES

ENHANCERS, REDUCERS & REPLACERS

- Sugar Alternatives
- Fat Reducers
- Salt Reducers

SCENT & WELL-BEING

- Emotional & Wellness
- Benefits of Scent

INDUSTRY INSIGHTS (DM)*

- Taste & Mouthfeel Enrichment and Enhancement
- Carbon Zero Supply Chain
- Taste Modulation

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 10/07/22
Ad Close: 11/21/23

FEB THEMES

FINE FRAGRANCE

- Fine Fragrance Market & Innovations
- Fragrance Brands Disrupting the Space

BEVERAGES

- RTD Beverage Innovations
- Beverage Launches & Technologies
- Flavor Modifiers
- Low & No Alcohol Flavors

INDUSTRY INSIGHTS (DM)*

- Synthetic & Sustainable Ingredients
- Beverage Technologies & Innovations

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 11/04/22
Ad Close: 12/22/23

Bonus Distribution:

- FlavourTalk

MAR THEMES

F&F TECHNOLOGY & PERFORMANCE

- Spotlight on Innovative Biotech F&F Ingredients
- Delivery Systems & Encapsulation
- Carriers, Solvents & Fixatives
- Latest in Packaging & Equipment
- Synthetics & New Molecules

REGULATORY LANDSCAPE UPDATES

INDUSTRY INSIGHTS (DM)*

- Biotech in F&F
- Renewable Ingredients
- Upcycling & Byproducts
- Green Chemistry

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 12/02/22
Ad Close: 01/23/23

APR THEMES

NATURALS

- Extracts
- Testing, Analysis & Authentication
- Essential Oils
- New Naturals with Unique Benefits: Sourcing Strategies, Extraction Techniques

INDUSTRY INSIGHTS (DM)*

- Essential Oils
- Traceability & Provenance
- Organics

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 01/06/23
Ad Close: 02/24/23

Bonus Distribution:

- Barcelona Perfumery Congress (DM)*

MAY THEMES

MINT & SPICES

- Spice Production, Applications & Technology
- Trigeminal Stimulants

MINT

- Mint & Oral Care Innovations

INDUSTRY INSIGHTS (DM)*

- Aromatherapy
- Heating & Cooling Technologies
- Mint & Menthol

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 02/03/23
Ad Close: 03/24/23

Bonus Distribution:

- SIMPPAR

JUN THEMES

FRAGRANCE INNOVATIONS

- Global Category Sales
- Key Trends & Launches
- Innovative Technologies to Improve Fragrance Systems
- Wash-off & Leave-on
- Supplier/Brand Relations, Fair Trade Sourcing

INDUSTRY INSIGHTS (DM)*

- Fragrance Tech
- Fragrance & Ingredient Labeling
- Fragrance Sampling

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 03/03/23
Ad Close: 04/24/23

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

2022 LEADERBOARD: TOP F&F COMPANIES

- In-depth Interviews and Profiles from the Leaders of Top Flavor & Fragrance Companies

REGIONAL LEADERS

- Insights from Top Companies in their Respective Areas

INDUSTRY INSIGHTS (DM)*

- "Free-from" F&F Ingredients: Allergen-free, Vegan, Non-GMO, Dairy-free, Gluten-free
- Sustainable Ingredients
- Certifications

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 04/07/23
Ad Close: 05/22/23

AUG THEMES

WELLNESS & CLEAN LABEL

- Multi-Functional Ingredients
- Packaging for F&F
- Formulating for Nutritional Products & Supplements
- Aromatherapy
- CBD/Cannabis
- Cosmetic Ingredients

INDUSTRY INSIGHTS (DM)*

- Cannabis, CBD & Terpenes
- Innovations in Packaging

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 05/05/23
Ad Close: 06/23/23

Bonus Distribution:

- WFFC Annual Gala

SEP THEMES

AIRCARE & CANDLES

- Air Care Market Data
- Masking & Odor Elimination
- Trends & Launches
- Technological Innovations in Delivery Systems & Performance

SNACKS

- Snacks Market Data
- Trends & Launches
- Technological Innovations in Snack Applications

INDUSTRY INSIGHTS (DM)*

- Salt Enhancers
- Delivery Systems
- Odor Elimination & Masking

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 06/02/23
Ad Close: 07/24/23

Bonus Distribution:

- IFEAT (DM)*

OCT THEMES

PERSONAL CARE

- Fragrancing for Cosmetics
- Personal Care Fragrance Labeling
- AP/Deo Technology

CONFECTIONERY

- Sugar Reduction
- Vanilla & Vanillin
- Sugar Alternatives

INDUSTRY INSIGHTS (DM)*

- Vanilla
- Sweeteners
- Clean & Allergen-free

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 07/07/23
Ad Close: 08/25/23

Bonus Distribution:

- Flavorcon

NOV THEMES

SAVORY

- High Impact Aroma Molecules
- Savory Solutions
- Vegan Ingredients & Alternatives
- Flavoring Alternative Proteins

HOMECARE & CLEANING PRODUCTS

- Trends & New Launches
- Labeling & Regulations

INDUSTRY INSIGHTS (DM)*

- Umami, Kokumi & Savory Solutions
- Malodor Tech & Abatement

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 08/04/23
Ad Close: 09/22/23

DEC THEMES

CITRUS

- Solubility & Stability Solutions
- Regional Citrus Varieties
- Citrus Ingredients
- Citrus Market Report
- Superfood Flavors

SUSTAINABILITY

INDUSTRY INSIGHTS (DM)*

- Citrus Ingredients
- Citrus Solutions, Blends & Enhancers

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 09/01/23
Ad Close: 10/23/23

MAGAZINE PRODUCT ROUNDUP

Please refer to *Perfumer & Flavorist's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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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 mid-month "Product Roundup" **newsletter** that includes Marketing Inquiries (soft leads).
3. Additionally, your product information will be posted on *Perfumer & Flavorist's* **website** and will be included in the monthly Product Roundup feature page on www.perfumerflavorist.com
4. Highlights of the Product Roundup featured page will be promoted via *Perfumer & Flavorist's* 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.

Product Roundup [Raw Materials, Equipment & Services]


Ingredients and Equipment



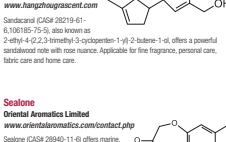
Methyl pomeillo
Beip Inc.
www.beipinc.com/products/aromatic-chemicals/methyl-pomeillo-methyl-pentamethylene/
Also known as "grapefruit acetate," methyl pomeillo (CAS# 67674-46-8) is an aromatic compound that blends exceptionally well with most citrus ingredients. It has a very fresh and fruity odor, highly reminiscent of freshly peeled grapefruit. Upon dry down, it becomes green and somewhat woody, similar to violet leaf.



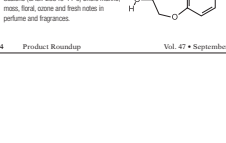
Terpenes from mandarin petitgrain oil
Etan
www.etanvanilla.com
Terpenes give plants their unique flavor and aroma characteristics. Terpenes are the building blocks of essential oils. The terpenes from Mandarin are strong aromatic properties, making them incredibly useful for aromas and flavors, mimicking dimethyl and methyl anthranilate goods. The combination of scent and flavor makes terpenes an excellent addition to a diverse group of products, ranging from food additive.




L-Menthol USP
ShengYuan Flavors and Fragrances Co.
www.shengyuanyuan.com
L-Menthol USP (FEMA 2965, CAS# 2216-91-9) with ISO 9001 Registered (ShengYuan Flavors and Fragrances Ltd.) is delighted to announce the completion of our complete backward integrated menthol plant. Now, we can offer L-menthol USP with commercial quantity. As a global business, we can also worldwide for all your needs.




Santidanol
Hangzhou Gracant Co., Ltd.
www.hangzhougracant.com
Santidanol (CAS# 28219-61-1, 6108185-75-5), also known as 2-ethyl-4-(2,2,3-trimethyl-2-propenyl)-1-yl-2-butene-1-ol, offers a powerful sandalwood note with rose nuances. Applicable for fine fragrance, personal care, fabric care and home care.




Seakone
Oriental Aromatics Limited
www.orientalaromatics.com/contact.php
Seakone (CAS# 28040-11-0) offers marine, moss, floral, citrus and fresh notes in perfume and fragrances.




Natural vanillin
ODEMA
www.odema.com
Want to give your products a naturally delicious edge? Natural vanillin (CAS# 121-33-5) is the best option! Natural vanillin is used in confectionery, chocolate, bakery and more. ODEMA has 0 natural grades and samples available now. Please contact us for more information.




Methylpropyl oxathiane
Synrise
www.synrise.com/scient-and-cosmo-molecules/fragrance-ingredients/Methylpropyl-Oxathiane-2-4-1-3
Methylpropyl oxathiane (FEMA 3578, CAS# 67715-60-4) works well in most and often flavors, giving tremendous body and improving the cocktail and bouquet notes. With its sulfurous and slightly green character, it gives mainly into tropical fruit flavors, especially guava and grapefruit. The recommended use level in food ranges from 10 ppm to 5 ppm.




cis-3-Nonenyl acetate, >95%, stabilized, FG
MiliporeSigma
SigmaAldrich.com/W455320
We invite you to experience our listing of cis-3-nonenyl acetate (FEMA 4553, CAS# 13049-88-2). This ingredient is perfect for fresh summer formulations with green, pear, herbaceous and tropical notes. Our product is certified food grade, kosher, halal and follows IFRA guidelines. Contact us at info@miliporesigma.com for a free sample.




Omni Plus
Toumaire
www.toumaire.fr/en/products-services/packaging/products/applications/
Toumaire has launched a fully recyclable aluminum solution. Calles Omni Plus includes bottles with an ergonomic cap and a removable tapered resistant ring. The offer includes two lines, Omni-S2 (from 50 cc to 1.1 l) and Omni-S50 (from 625 cc to 6.25 l). Toumaire already recycles 100% of its aluminum waste.




2-Ethyl-3-methylpyrazine, EU Natural
OAMIC Ingredients USA
www.oamic.com
2-Ethyl-3-methylpyrazine (FEMA 3155, 15707-23-0) naturally occurs in bakery products, roasted barley, coffee, peanuts, flours, potato products, soy products, roasted and fried chicken. Color characteristics include an intensive granular note with yellow, bread-like aspects. Taste characteristics at 10 ppm include nutty, peanut, nutty corn-like with raw and oily nuances.




Ecomusk R
Synrise
www.synrise.com/scient-and-cosmo-molecules/ingredient-index/
Conscious contribution to a more environmentally friendly lifestyle! Ecomusk R (CAS# 236201-76-7) fits very well in today's environment with its properties like renewability and biodegradability. The rich, powdery and lingering musk with dark fruity aspects broadly supports fruity themes like apple and red fruit. Ecomusk R is harvest and caring!



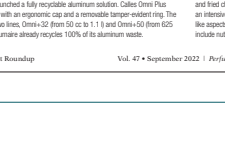
Chironelli Iglate, >95%, stabilized, FG
MiliporeSigma
SigmaAldrich.com/W429540
We invite you to experience our listing of chironelli Iglate (FEMA 4295, CAS# 24717-85-9). It has refreshing notes of geranium, lily, floral, fruity and rose. Our product is certified food grade, kosher and follows IFRA. Contact us at info@miliporesigma.com for a free sample.



Omni Plus
Toumaire
www.toumaire.fr/en/products-services/packaging/products/applications/
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16 Product Roundup Vol. 47 • September 2022 | *Perfumer & Flavorist* www.PerfumerFlavorist.com

MAGAZINE PRODUCT ROUNDUP CONT'D

Please refer to *Perfumer & Flavorist's* 2023 Editorial Calendar and Editorial Due Dates for Product Roundup categories and deadlines.

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Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist*+ Magazine in 2023.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.
3. The same product cannot be used more than two times in one calendar year and must be run at least 6 months apart.

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, maximum resolution: 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.

Includes: Meeting Photo | [Click Here](#) [Back to Top](#)




Monthly
Roundup


Perfumer Notes: Neroli



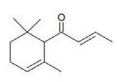
Discover the material's versatility, uses and more.
[Read More >>](#)



[Berli's Lemon EE](#)



[Elemental Container Inc.'s UN Cartons for aluminum bottles](#)



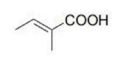
[Hangzhou Grasscent Co., Ltd's p-Dermascone](#)



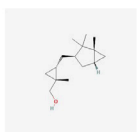
[MillicoreSigma's cis-3-Nonenyl acetate, >95%, stabilized, FG](#)



[Natural Advantage's o-Menthen-8-thiol](#)




[QAMC's Tropic acid](#)



[Oriental Aromatics Ltd.'s Shivanol](#)



[Poma Scientific's Poma ProPass 600](#)



[Symrise's Ecomusk F1](#)

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Showcase your expertise in the F&F industry and align your brand with Perfumer & Flavorist+ as an industry leader.

The accompanying 4-page folio will educate the *Perfumer & Flavorist+* audience on your thought leadership in an area you wish to push to the forefront.

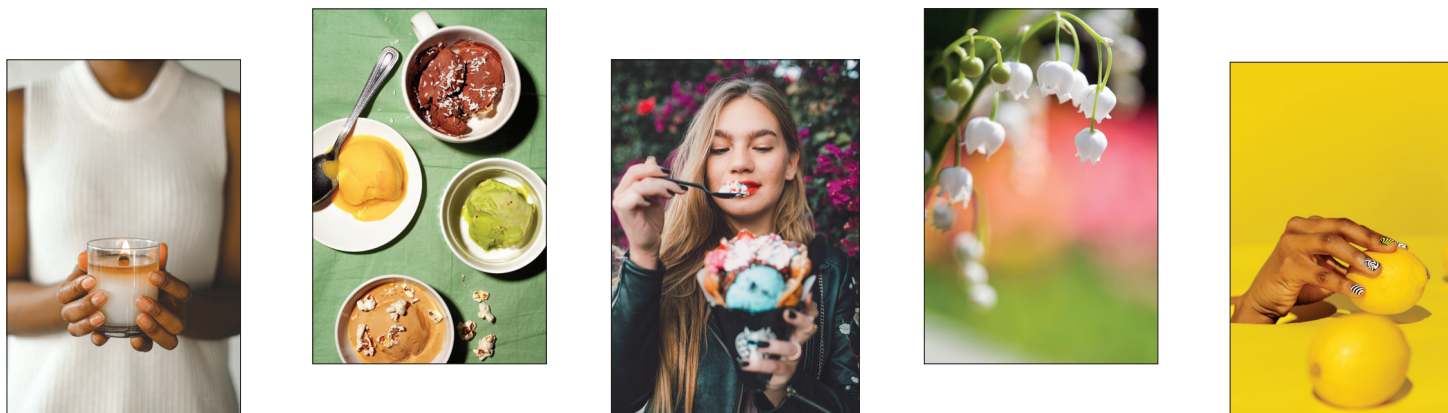
Perfumer & Flavorist+ – Resource for Sensory & Wellness Innovation

Perfumer & Flavorist+ delivers actionable technical, business and market insights for global fragrance, flavor and wellness innovation, including trends, ingredients, formulations, research and technology.

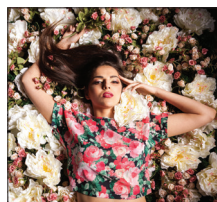
Cover Image Examples

Images should be sensorial and feature, ingredients, food, beverages, fragrance, etc. that align with monthly themes and relate directly to fragrance, flavor and wellness.

All cover images need to be vertically oriented when possible.



Designers work with the scale and crop of each image to arrive at a final cover. Examples below show original images and how they can be manipulated for use on a cover. All covers are vertically oriented.



Original Image



Final Cover Image -
Enlarged and cropped to
fit the vertical format.



Original Image



Final Cover Image -
Enlarged, cropped and
brightened.



Original Image



Final Cover Image -
Enlarged and cropped
to fit vertical format.

MAGAZINE COVER SPONSORSHIP CONT'D

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The cover sponsorship allows you to provide the image for *Perfumer & Flavorist+*'s cover. This gives you the opportunity to use an image that you use in your marketing or on your website to tie in with your brand in the minds of our subscribers.

Inside the magazine our editors will help you create a 4-page story specifically about your products, your company, and your unique value proposition. Below are some design examples of what it might look like. In addition to going into the pages of *Perfumer & Flavorist+* and on our website, we will provide you a PDF version for your use in marketing and to place on your website.

What's Included

- Sponsored cover image + cover story blurb
- Optional branding on cover [corner or circle]
- Sponsored 4-page folio
- Mention in editor's note
- Included 1x in *P&F+* E-Newsletter
- 1 Social Media Post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

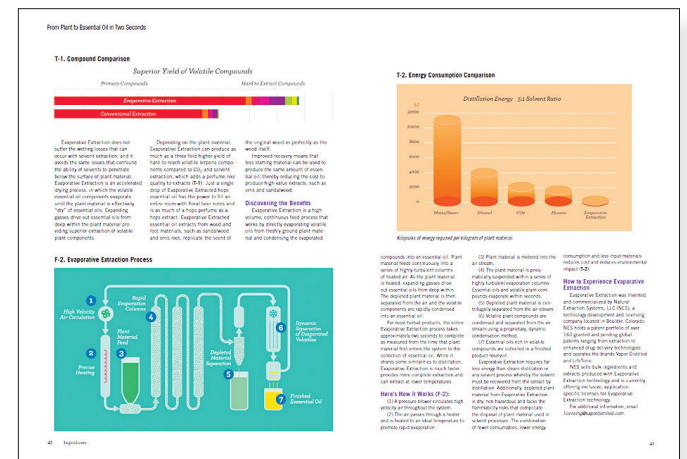
Investment: \$20,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE SPONSORED ARTICLE

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With a sponsored article campaign, you take ownership of a category by aligning your brand with experts in the industry.

Who You Reach

48,624 Industry Professionals:

- 11,376 Magazine subscribers
- 20,947 Registered Website visitors
- 16,301 Daily Newsletter subscribers

What's Included:

Magazine

- Full page ad, exclusive, positioned in article.
- Sponsored by: "Company Logo" on first page of article.
- A 250 word sidebar supplied by the sponsor.

Digital Magazine

- Sponsored by: "Company Name" on article summary in "Issue Ready" email.
- Digital Belly Band, linked to article.

Website

- Exclusive ownership of article page for a Full Year.
- "Sponsored by" Banner on article page.
- Billboard Ad Top (linked to Branded Content).
- Super Leaderboard Bottom (linked to Branded Content).
- Branded Content with Lead Generation (Call to Action – Sample, White Paper, Formulation) – Launched in 2 newsletters (Direct Leads and Marketing Inquiries included for 2 months)
- Magazine sidebar included with the sponsored article on the website.



Newsletter

- Editorial/Article included in 3 newsletters, "Sponsored by Company Name" included in article summary

Rate: \$9,785

Must book at least 4 weeks before the magazine ad close date

Material is due 2 weeks before the magazine ad close date

MAGAZINE ADVERTISING SPECIFICATIONS

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& flavorist 
The Resource for Sensory & Wellness Innovation

Reach over 11,376 qualified subscribers dedicated to global flavor & fragrance innovation.

Printing: Four-color (CMYK) sheetfed offset

Binding: Saddle-Stitched

Paper: Cover 100# Grade 3; body 60# Grade 2

Proofs: No proof is required. The printer will produce pleasing color based on acceptable SWOP industry standards. If you require a proof before printing, one can be sent for approval at an additional charge to the advertiser. Please allow sufficient time to proof and ship.

ADVERTISING SIZES All dimensions are **width** by **height**.



Spread

Trim 16.50" x 11.25"
420 mm x 286 mm
Bleed 16.875" x 11.625"
430 mm x 295 mm



Full page

Trim 8.25" x 11.25"
210 mm x 286 mm
Bleed 8.625" x 11.625"
220 mm x 295 mm



Live Area

7.25" x 10.25"
184 mm x 260 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/2-page island

4.583" x 7.333"
116 mm x 186 mm



1/3-page square

4.583" x 4.833"
116 mm x 123 mm



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



Full-page insert

12.375" x 11.5"
(Note includes: 4" binding lip)
314 mm x 292 mm

A 10% premium is charged for stock heavier than 80-pound text. The maximum weight is 100 pound text.

MAGAZINE ADVERTISING SPECIFICATIONS

Paige Crist
Associate Publisher
pcrist@allured.com
630-344-6060
www.PerfumerFlavorist.com



ELECTRONIC FILES

PREFERRED FILE FORMAT

High-resolution PDF (300 dpi). Ad page templates for InDesign and PDF presets are available. Contact your account executive.

Professional Tip: *When creating your PDF, be sure to offset your crop marks to the bleed size, otherwise the crop marks will appear within the bleed area and potentially print in the magazine. There is no need to create crop marks for partial ad sizes.*

- **On full-page ads, all vital copy should be no closer than 1/4" to the trim.** Less than 1/4" there is a chance the text could be trimmed off. Allow 1/8" bleed beyond trim, if ad bleeds.
- Any lines must be 1/2 pt. or larger.

OTHER IMPORTANT INFORMATION

- Furnish graphics to size. PDF or EPS formats are preferred. JPEG's are accepted, but must be 300 dpi resolution or higher. **Web graphics will not work.**
- Save all files including the graphic elements in CMYK mode unless a spot color is going to be used for output.
- Provide all files at a resolution of 300 dpi or higher.
- Include copies of all fonts and graphic elements used to create the file.
- Use only OpenType fonts.
- Use collect functions found in layout software.
- Please do **NOT** send Quark, Corel Draw, Microsoft Word, PowerPoint or Publisher files.

SENDING FILES

If your file is 20 MB or smaller, email it to Kristie Lavaud at klavaud@allured.com. Please indicate which magazine and issue the ad is for.

- For larger files, send through free large file transfer online services, such as Dropbox, WeTransfer, TransferBigFiles, etc.

DIGITAL EDITION ADVERTISING

Issue Ready email ad	300 x 250 px, 72 dpi
Reader banner ad	728 x 90 px, 72 dpi
Belly Band	8.188" wide x 4"-5" tall

MAGAZINE ADVERTISING SPECIFICATIONS CONT'D

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perfumer
& flavorist 
The Resource for Sensory & Wellness Innovation

ELECTRONIC FILES

COVER CORNER

Promotes a corporate brand, product, website, tradeshow participation or direct readers to an interior ad.

- The ad can be placed in the bottom right (recommended) or the top right corner of the magazine cover.
- **\$2,500** net each, per issue (does not include interior ad)

