

# MAGAZINE COVER SPONSORSHIP

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perfumer  
& flavorist<sup>+</sup>  
The Resource for Sensory & Wellness Innovation

## 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
- Mentioned in editor's note
- Included 1x in *Perfumer & Flavorist* daily newsletter
- 1 social media post
- PDF version for your marketing purposes
- 20 print copies of your sponsored issue

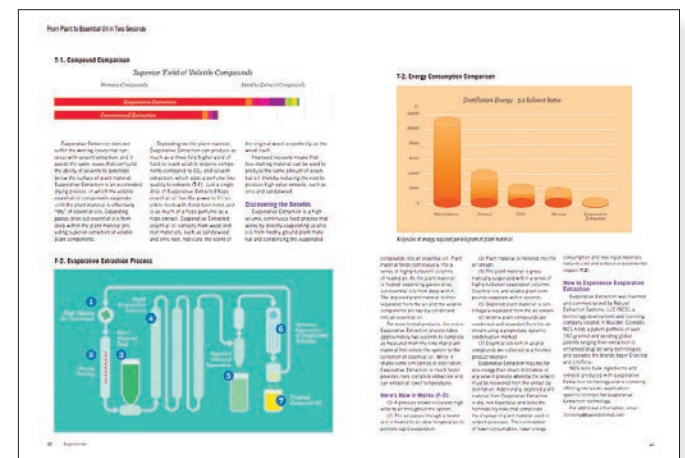
Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio