

## Over 14,500 Professionals Receive *Perfumer & Flavorist+*'s Daily Newsletter

### *Perfumer & Flavorist+* Covers Daily

- News on industry, companies, leaders and event coverage
- Market trends
- New ingredient launches
- New product and technology launches
- Podcast and video interviews with industry experts

### 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.

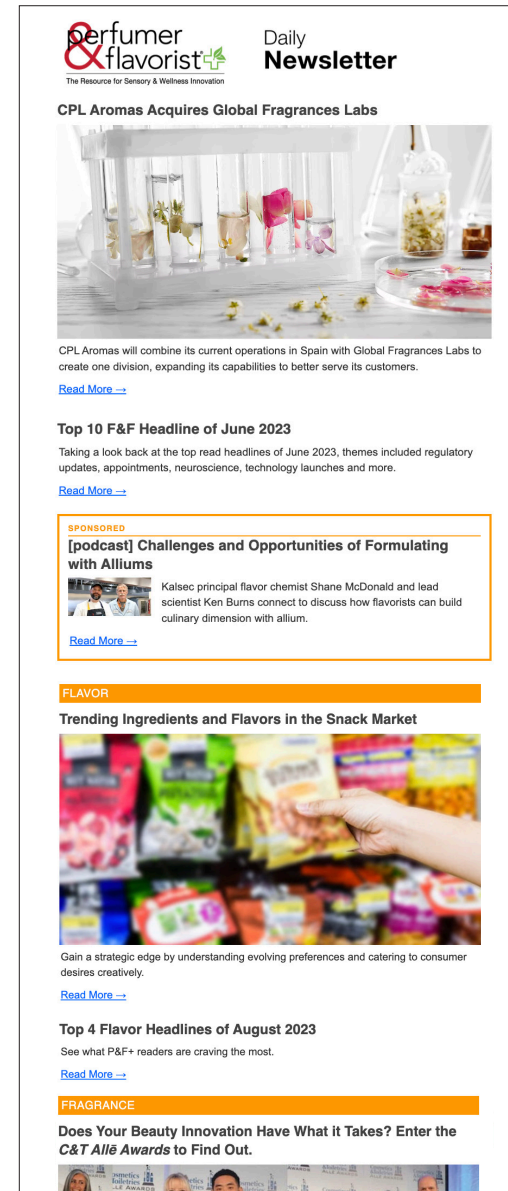
Newsletter Advertising	Newsletter Only	Integrated Program Rate
Text Ad with Marketing Inquiries	\$3,150	\$2,630
300 x 250 px Display Ad	\$2,630	\$2,210

Must book at least 4 weeks before the run date.  
Material is due 2 weeks before the run date.

### Press Release (PR) Submissions:

To expedite your press releases for publication, please submit the release online at <https://www.perfumerflavorist.com/page/editorial-submission>

**PR Contact:** Jenna Troyli, [jtroyli@allured.com](mailto:jtroyli@allured.com), 630-344-6053



The screenshot shows the layout of the daily newsletter. At the top left is the Perfumer & Flavorist+ logo with the tagline 'The Resource for Sensory & Wellness Innovation'. To the right is the 'Daily Newsletter' title. The main content includes an article titled 'CPL Aromas Acquires Global Fragrances Labs' with a photo of laboratory glassware. Below it is a 'Top 10 F&F Headline of June 2023' section. A 'SPONSORED' section features a podcast titled '[podcast] Challenges and Opportunities of Formulating with Alliums' with a photo of two scientists. This is followed by a 'FLAVOR' section titled 'Trending Ingredients and Flavors in the Snack Market' with a photo of a hand holding a snack bag. The final section is 'FRAGRANCE' titled 'Does Your Beauty Innovation Have What it Takes? Enter the C&T Allé Awards to Find Out.' with a photo of award winners.