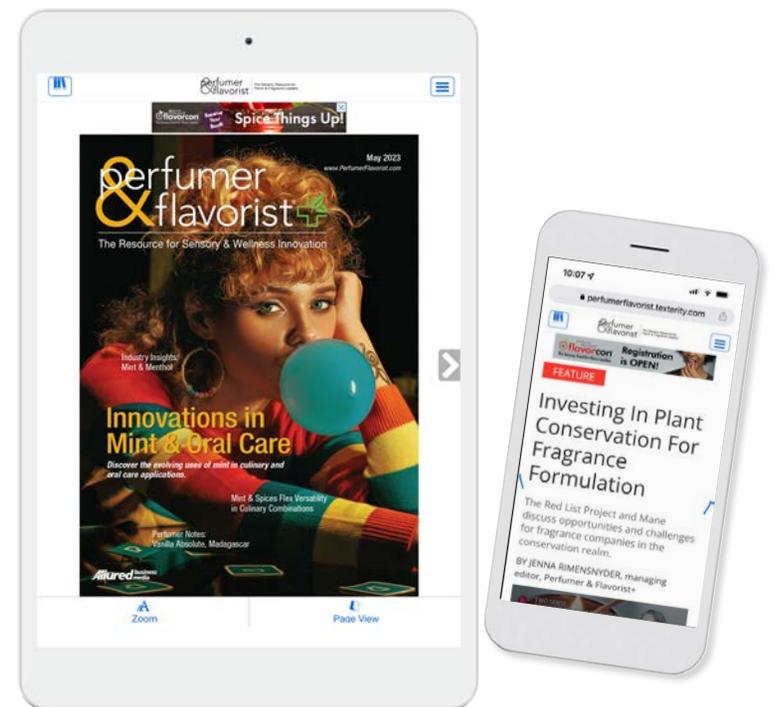


Make an Impact With 11,500 Flavor & Fragrance Professionals That Read In-Depth Articles on Scientific Research and Market Trends

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



Print Edition



Digital Edition

MAGAZINE EDITORIAL ADVISORY BOARD

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

perfumer
& flavorist 
The Resource for Sensory & Wellness Innovation



Jenna Troyli
Managing Editor, *Perfumer & Flavorist+*

The global flavors and fragrances market* size was valued at \$26.54 billion in 2022 and is projected to grow to \$36.49 billion by 2029, exhibiting a compound growth rate of 4.7% during the forecast period, according to a report by Fortune Business Insights.

With the advances in ingredient and formulation technology, shifting consumer demands and regulatory updates, the community fosters such growth through staying up-to-date with the latest trends, studies and insights from F&F's top minds.

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.



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."



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 Agilix 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.



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.



Alison Freedman
Senior Flavorist, *Firmenich*

Alison Freedman is a senior flavorist with *Firmenich* supporting Savory, Sweet and Beverage business units. She currently serves as the Society of Flavor Chemists Media Communications Chairperson. Freedman is passionate about her client-facing experience creating winning tastes, developing innovative products and advancing health-focused impacts for global food and beverage clients. She is committed to combining strategy, innovation, product development and technologies to sustainably benefit the greater good. A piece of her heart will always be in Blacksburg as a Virginia Tech grad and forever Hokie. In her free time she loves to appreciate and study wine; she is also a Level 3 certified sommelier in pursuit of Level 4 certification.



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.



Scott Chaplin
SCMC Consulting

Scott Chaplin manages *SCMC Consulting*, which is a privately managed consulting firm that focuses on business support to the flavor, fragrance and AP ingredient industry with emphasis on the F&F and FMCG companies in the food, beverage, confection, dairy, pharma, nutraceutical, cosmetic and biotechnology industries. *SCMC* specializes in driving revenue, profits, new product introductions, category and distribution expansion, operational efficiencies with defined strategies.

*<https://www.fortunebusinessinsights.com/flavors-and-fragrances-market-102329>

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: 10/06/23
Ad Close: 12/04/23

FEB THEMES

WELLNESS & CLEAN LABEL

- Multi-Functional Ingredients
- Packaging for F&F
- Nutritional Ingredients
- Cosmetic Ingredients

COFFEE & TEA

- RTD Coffees and Teas

INDUSTRY INSIGHTS (DM)*

- Functional Ingredient Technology
- Sustainable Ingredients

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 11/03/23
Ad Close: 12/25/23

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
- Manufacturing, Lab Tech & Robotics
- Synthetics & New Molecules

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 12/01/23
Ad Close: 01/23/24

APR THEMES

NATURALS

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

INDUSTRY INSIGHTS (DM)*

- Traceability & Provenance
- Organics

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 01/05/24
Ad Close: 02/26/24

Bonus Distribution:

SIMPPAR 2024

MAY THEMES

FRAGRANCE INNOVATIONS

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

INDUSTRY INSIGHTS (DM)*

- New Fragrance Ingredient and Tech Launches at WPC

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 02/02/24
Ad Close: 03/25/24

Bonus Distribution:

World Perfumery Congress

JUN THEMES

MINT & SPICES

- Spice Production, Applications & Technology
- Trigeminal Stimulants
- Botanicals

MINT

- Mint & Oral Care Innovations

TOBACCO

- Flavoring for Tobacco Products

INDUSTRY INSIGHTS (DM)*

- Heating & Cooling Technologies
- Mint & Menthol

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 03/08/24
Ad Close: 04/23/24

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Paige for up-to-date show distribution information.

*(DM) - Digital Magazine

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

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, Plant-based, Gluten-free
- Dairy, Dairy Alternatives
- Certifications

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 04/05/24

Ad Close: 05/21/24

AUG 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
- Flavoring for Wine, Beer & Spirits

INDUSTRY INSIGHTS (DM)*

- Naturals, Synthetic & Sustainable Ingredients
- Beverage Technologies & Innovations

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 05/03/24

Ad Close: 06/24/24

SEP THEMES

AIR CARE & CANDLES

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

SNACKS

- Snacks Market Data
- Limited Time Offer (LTO) Flavors
- 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: 06/07/24

Ad Close: 07/23/24

Bonus Distribution:

Flavorcon

OCT THEMES

PERSONAL CARE

- Fragrancing for Cosmetics
- Personal Care Fragrance Labeling

CONFECTIONERY

- Sugar Reduction
- Vanilla & Vanillin
- Sugar Alternatives
- Flavoring for Marijuana Infused Products

INDUSTRY INSIGHTS (DM)*

- Vanilla
- Sweeteners
- Clean & Allergen-free

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 07/05/24

Ad Close: 08/26/24

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: 08/02/24

Ad Close: 09/23/24

Bonus Distribution:

IFEAT (DM)*

DEC THEMES

CITRUS

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

INDUSTRY INSIGHTS (DM)*

- Citrus Ingredients
- Citrus Solutions, Blends & Enhancers

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 09/06/24

Ad Close: 10/22/24

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Paige for up-to-date show distribution information.

*(DM) - Digital Magazine

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+* **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+* 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.

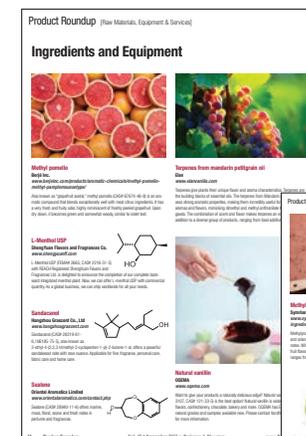
Qualification for the New Product Roundup Program

1. Schedule a minimum 4x display ad program in *Perfumer & Flavorist+* magazine in 2024.
2. For every display advertisement placed, you may submit a product to be published in that issue of the magazine.

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.



MAGAZINE COVER SPONSORSHIP

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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.

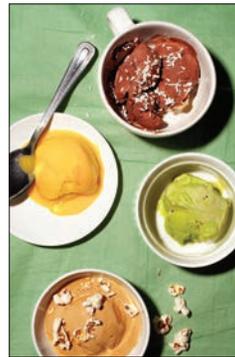
Perfumer & Flavorist+ – Resource for Sensory & Wellness Innovation

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
- 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

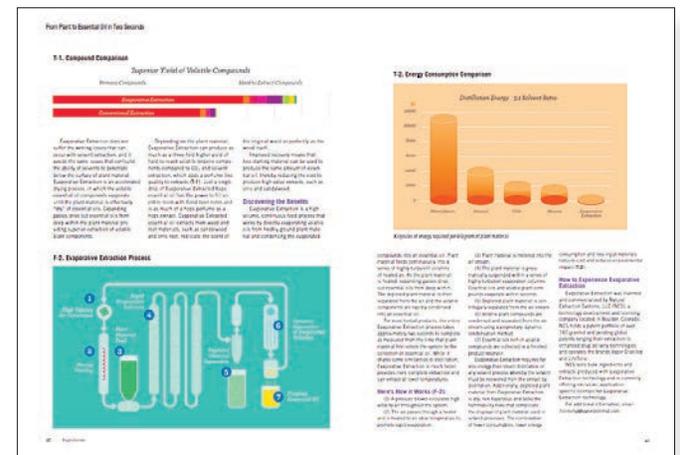
Rate: \$21,000



Optional Cover Branding - Corner



Optional Cover Branding - Circle



Example 4-Page Folio

MAGAZINE ADVERTISING SPECIFICATIONS

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www.PerfumerFlavorist.com

perfumer
& flavorist 
The Resource for Sensory & Wellness Innovation

Reach Over 11,500 Qualified Subscribers Dedicated to Global Flavor & Fragrance Innovation

Printing: Four-color (CMYK) sheetfed offset

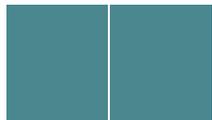
Binding: Saddle-Stitched

Paper: Cover 80# Body 60#

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.

NEW IN 2024

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



Spread

Trim 16.376" x 10.875"
416 mm x 277 mm
Bleed 16.751" x 11.25"
425 mm x 283 mm



1/2-page horizontal spread

Trim 16.376" x 5.333"
416 mm x 135 mm
Bleed 16.626" x 5.458"
422 mm x 138 mm
Note: Bleeds 1/8" left, right and bottom of spread



1/3-page vertical

2.167" x 10"
55 mm x 254 mm



Full page

Trim 8.188" x 10.875"
208 mm x 277 mm
Bleed 8.438" x 11.125" (1/8" bleed)
214 mm x 282 mm



1/2-page vertical

3.333" x 10"
85 mm x 254 mm



1/3-page horizontal

7" x 3.167"
178 mm x 80 mm



Live Area

7" x 10"
176 mm x 252 mm



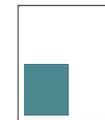
1/2-page horizontal

7" x 4.833"
178 mm x 123 mm



1/4-page horizontal

7" x 2.333"
178 mm x 59 mm



1/4-page vertical

3.333" x 4.833"
85 mm x 123 mm

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ELECTRONIC FILES

PREFERRED FILE FORMAT

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

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 Kasia Smialkowski at ksmialkowski@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

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.

