

Become a part of 14,500+ professionals' routine.

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 | \$3,300 | \$2,775 |
| 300 x 250 px Display Ad | \$2,775 | \$2,325 |

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, 630-344-6053

perfumer & flavorist⁺ Daily Newsletter
The Resource for Sensory & Wellness Innovation

CPL Aromas Acquires Global Fragrances Labs




CPL Aromas will combine its current operations in Spain with Global Fragrances Labs to create one division, expanding its capabilities to better serve its customers.
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Top 10 F&F Headline of June 2023

Taking a look back at the top read headlines of June 2023, themes included regulatory updates, appointments, neuroscience, technology launches and more.
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[podcast] Challenges and Opportunities of Formulating with Alliums



Kalsec principal flavor chemist Shane McDonald and lead scientist Ken Burns connect to discuss how flavorists can build culinary dimension with allium.
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FLAVOR

Trending Ingredients and Flavors in the Snack Market



Gain a strategic edge by understanding evolving preferences and catering to consumer desires creatively.
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Top 4 Flavor Headlines of August 2023

See what P&F+ readers are craving the most.
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FRAGRANCE

Does Your Beauty Innovation Have What it Takes? Enter the C&T Allē Awards to Find Out.

