

Media
Kit

2024

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MEDIA PROPERTIES



PRINT

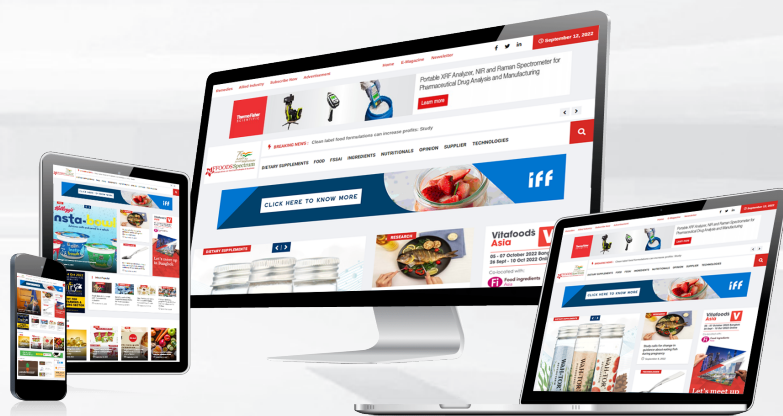
FFOODS Spectrum India is an integrated B2B media platform for Food Tech and Business Industry covering Food Ingredients, Food and Beverages, Food Processing, Food Packaging, Food Technology, Dairy Technology, Food Testing Labs and allied sectors. The monthly print issue of FFOODS Spectrum covers in-depth stories on business and market, research and development in the Food Tech Industry. Besides, it covers news, trends, analysis, business, investment opportunities, technology breakthroughs, product features and event listings and quick insights about the Industry on regular basis.



ONLINE

www.nuffoodsspectrum.in

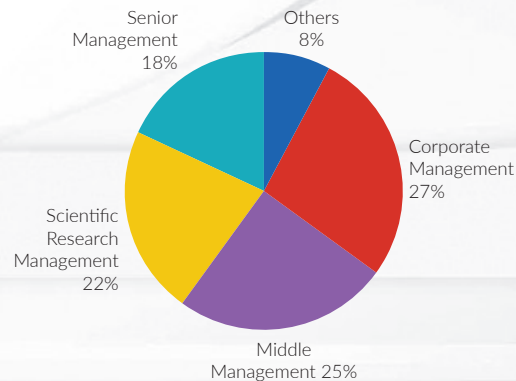
The FFOODS Spectrum website provides regular updates on industry that focuses on all aspects of innovation. It presents the online audience with comprehensive coverage of news, trends, analysis, business, investment opportunities, technology breakthroughs, product features, expert webcasts, blogs and new social networking features.



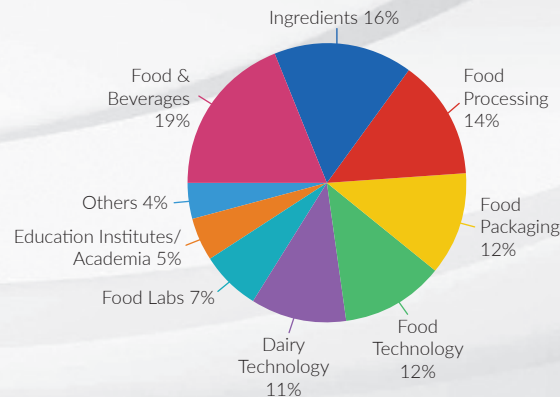
AUDIENCE REACH

FFOODS Spectrum India reaches the decision makers of the Food Tech Industry and Business. It is the only platform to bring all the stake holders of the food industry under one umbrella. The comprehensive, stimulating and well packaged content makes information easy to access.

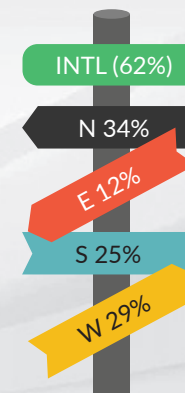
READERSHIP BY JOB PROFILE



READERSHIP BY INDUSTRY



READERSHIP BY REGION



32,000+
Digital
Readers

42,000+
Newsletter

75,000+
eDM's Subscribers

1,10,000+
Unique Visitors

1,20,000+
Readers Print



MEDIA PROPERTIES

EVENTS: NUTRA INDIA SUMMIT

Nutraceutical Summit established itself as India's flagship event for the Nutrion, Functional Foods, Dietary Supplements & Health Foods Industry. A must-attend summit held in India brings together the Global Scientific and Business Community including industry captains, Policy Makers, R&D heads, Doctors & Nutritionists and Equipment Manufacturers and Food Processing & Analytical Industry community under single umbrella. Nutra India Summit focuses on Health & Wellness through Nutraceuticals, Nutritional & Naturals. Net-working sessions, insightful keynote sessions, CEO Summit, Awards Night are some of the highlights of the event.



CUSTOM PUBLISHING & INTEGRATED PROGRAMS

The FFOODS Custom Publishing Division works with each client to design a advertorial, special supplement, microsite, webcast and events that is specific to customer needs. Custom programs can focus on any one of the FFOODS media properties or across different platforms to reach out to the target audience.



2024 EDITORIAL CALENDER

JANUARY

Theme: New Year, New Trends

- **Feature Article:**
"Top Nutraceutical Trends for 2024"
- **Industry Spotlight:**
Emerging Food Tech Innovations
- **Product Showcase:**
New Year Dietary Supplements Launch
- **Expert Interview:**
Prominent Figure in the Nutraceutical Industry
- **Event Preview:**
Upcoming Industry Conferences and Expos

MARCH

Theme: Food Technology Advancements

- **Feature Article:**
"Revolutionizing Food Tech in India: A Deep Dive"
- **Industry Spotlight:**
Sustainable Food Packaging Solutions
- **Product Showcase:**
Food Processing Equipment and Technologies
- **Expert Interview:**
Leading Food Technologist

MAY

Theme: Sustainability in the Food Industry

- **Feature Article:**
"Green Practices in Food & Beverage Manufacturing"
- **Industry Spotlight:**
Sustainable Packaging Initiatives
- **Product Showcase:**
Eco-friendly Food Products
- **Expert Interview:**
Environmental Sustainability Advocate
- **Event Preview:**
Sustainable Food Industry Conferences

FEBRUARY

Theme: Health and Wellness

- **Feature Article:**
"The Role of Nutraceuticals in Promoting Heart Health"
- **Industry Spotlight:**
Innovations in Food and Beverage for Wellness
- **Product Showcase:**
Nutraceuticals for Immune Support
- **Expert Interview:**
Nutritionist or Dietician's Insights
- **Event Recap:**
Highlights from Recent Industry Events

APRIL

Theme: Dietary Supplements and Nutraceuticals

- **Feature Article:**
"Regulatory Updates for Dietary Supplements in India"
- **Industry Spotlight:**
Success Stories in Nutraceutical Manufacturing
- **Product Showcase:**
New Dietary Supplement Product Releases
- **Expert Interview:**
Regulatory Expert in Nutraceuticals
- **Event Recap:**
Key Takeaways from Recent Nutraceutical Conferences

JUNE

Theme: Market Trends and Analysis

- **Feature Article:**
"Market Insights: Nutraceutical and Food Trends in India"
- **Industry Spotlight:**
Market Analysis of Dietary Supplements
- **Product Showcase:**
Trending Food and Beverage Products
- **Expert Interview:**
Market Analyst in the Food Industry
- **Event Recap:**
Highlights from Recent Market Research Conferences



2024 EDITORIAL CALENDER

JULY

Theme: Food Safety and Quality Assurance

- **Feature Article:**
"Ensuring Food Safety in the Supply Chain"
- **Industry Spotlight:**
Quality Control in Food Manufacturing
- **Product Showcase:**
Cutting-edge Food Testing Technologies
- **Expert Interview:**
Food Safety Expert
- **Event Preview:**
Upcoming Food Safety Conferences

SEPTEMBER

Theme: International Market Expansion

- **Feature Article:**
"Global Expansion Strategies for Indian Nutraceutical Companies"
- **Industry Spotlight:**
Export Opportunities for Indian Food Tech Firms
- **Product Showcase:**
Indian Food Products Going Global
- **Expert Interview:**
International Market Expansion Expert
- **Event Preview:**
International Trade Shows and Expos

NOVEMBER

Theme: Food and Beverage Trends

- **Feature Article:**
"Consumer-Centric Food and Beverage Trends"
- **Industry Spotlight:**
Artisanal and Craft Food Trends
- **Product Showcase:**
Unique Food and Beverage Products
- **Expert Interview:**
Food Trend Expert

AUGUST

Theme: Industry Innovations

- **Feature Article:**
"Pioneering Innovations in the Nutraceutical Sector"
- **Industry Spotlight:**
Tech-driven Food Production Innovations
- **Product Showcase:**
Innovative Food and Beverage Products
- **Expert Interview:**
Innovator in Nutraceuticals
- **Event Recap:**
Innovations Showcase from Recent Industry Events

OCTOBER

Theme: Nutritional Science

- **Feature Article:**
"The Latest Breakthroughs in Nutritional Science"
- **Industry Spotlight:**
Research and Development in Nutraceuticals
- **Product Showcase:**
Nutrient-rich Food Products
- **Expert Interview:**
Nutritional Scientist
- **Event Recap:**
Notable Research Symposiums and Conferences

DECEMBER

Theme: Year in Review and Future Projections

- **Feature Article:**
"2024 in Retrospect: Highlights and Milestones"
- **Industry Spotlight:**
Predictions for the Next Year in the Industry
- **Product Showcase:**
Best Products of the Year
- **Expert Interview:**
Industry Thought Leaders' Insights



PRINT ADVERTISING : INDIA

Rate Card

Regular Options	1 x	Specification (W x H mm)
Full Page	1200 USD	180 x 250
Double Spread	2100 USD	360 x 250

High Impact Options	1 x	Specification (W x H mm)
3rd Page / Opp Edit	1875 USD	180 X 250
Full Page with TAB	2250 USD	180 X 250
Inside Front Cover	2250 USD	180 X 250
Inside Back Cover	1875 USD	180 X 250
Back Cover	3000 USD	180 X 250
Reverse Gate Fold	3750 USD	350 X 250

Note

- * Amounts in USD
- ** Special/Innovative advertisements are also available on request

Advertisement Instructions

- Trim size of the magazine = 196 mm x 267 mm for a single page and 392 mm x 267 mm for double spread.
- For bleed advertisements, allow 5 mm extra on each side.
- Live matter should be well within 5 mm from the cutmarks
- 10 mm gutter margin is required for double spread ads

Creative Requirement

- High Resolution PDF (300dpi) file in process color (CMYK)
- Black color text should be in single color black and not in four color black *Ad material deadline - 15th of every previous month for forth coming issues



DIGITAL ADVERTISING

INDIA | www.nuffoodsspectrum.in

Ad Options	Specification (W x H px)	Attributes	1 x
Premium Leaderboard	980 x 120	Run on All Site	2500 USD
Spot Light Leaderboard	980 x 120	Run on All Site	1800 USD
Premium RHS Double MPU	255 x 569	Run on All Site	1200 USD
Panel Ad 1	300 x 100	Run on All Site	1000 USD
Rectangular Unit 1	255 x 353	Home Page only	1200 USD
Mid Leaderboard	980 x 120	Home Page only	1000 USD
Rectangular Unit 2	255 x 280	Run on All Site	1200 USD
Footer Leaderboard	980 x 120	Run on All Site	1000 USD



ASIA | www.nuffoodsspectrum.asia

Ad Options	Specification (W x H px)	Attributes	1 x
High Impact Banner	728 x 250	Run on All Site	4500 USD
Large Leaderboard	960 X 90	Run on All Site	4000 USD
Mid Page Unit	300 X 250	Run on All Site	3500 USD



DIGITAL ADVERTISING

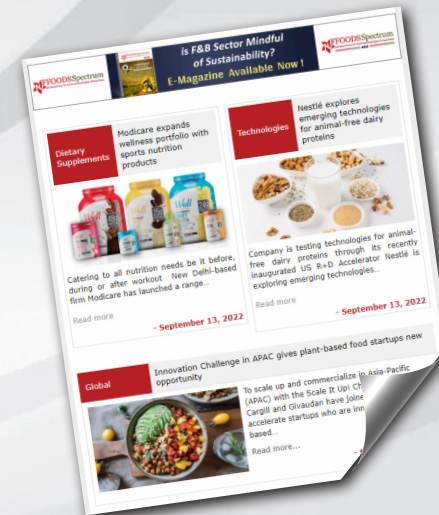
Newsletter

Regular Advertisements	Size	1 x
Top Leader Board	728 x 90	2500 USD
Bottom Leader Board	728 x 90	1500 USD

EDM (Electronic Direct Mailer)

Regular Advertisements	Size	1 x
India	NA	1500 USD
Asia	NA	3500 USD

1. EDM database 75000
2. EDM Width should be maximum 600px.
3. HTML file size should be maximum upto 28kb.
4. HTML file should not contain any style sheet (CSS) or Javascript
5. File format should be HTML
6. Subject line is mandatory



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MULTIMEDIA PRODUCTS

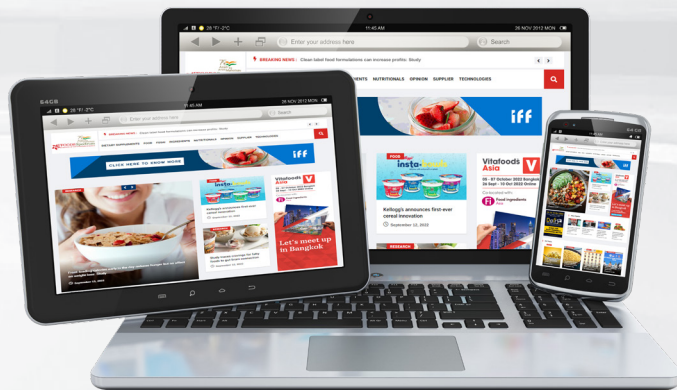
Blend of Print and Digital Campaign

Amplify your message by aligning to our print and digital strategy and taking your industry presence to the new level. The multimedia package will be tailored to your business, ROI needs and budget to promote your products and services across FFOODS Spectrum's print and digital channels.

Rate: 6500 USD

Package Includes:

- A full page advertisement
- Two Page Thought leadership article
- Two E-Blasts (EDM) to your target audience
- One Month Banner Ad in the daily newsletter promoting your products & services to create a high impact & brand awareness amongst our audience
- Expert view column on website, providing your insights and expertise on the topic



WEBINARS

Webinars

| Lead Generation | Thought Leadership | Brand Awareness

FFOODS Spectrum offers you the perfect platform to engage the existing audience and prospective customers, align you with a topic of your choice and generate highly qualified leads. Every FFOODS Spectrum webinar is a full-service, turnkey marketing solution that enhances your brand and identifies your company as a thought leader.

We fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you will have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.

Package includes:

Pre event:

- Minimum seven weeks marketing campaign on website, via emails, newsletter and social
- Support to get ease with the webinar platform with webinar dry run or pre recording

During event:

- Member of our team to host the webinar and moderate the Q&A

Post event:

- On demand recording hosted on our website for three months
- Detailed Event Report
- Webinar recording for you to use on your own site or with the prospects

Traditional Webinar : 18,000 USD
Webinar Express : 12,500 USD (short pre-recorded webinars)



PODCAST, VODCAST

Podcast: \$3500

Podcasts have significantly become a part of popular culture in the consumer world and are becoming best and most convenient and efficient medium to share business information and thought leadership to the target audience.

Package includes:

- Topic of your choice
- Audio footage of interviews
- Promotion via emails, website, social media
- Logo in all promotion



Vodcast: \$5500

Engage our users and your target audience with a thought leadership and enrich short video content on your business, highlighting your products and services.

The video will be promoted across our website, via email, social media to create brand awareness and generate leads.

Package includes:

- Topic of your choice
- Video footage of interviews
- Promotion via emails, website, social media
- Logo in all promotion
- Receive MP4 for your use



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