

MEDIA PACK

2026

Where the Asia-Pacific *nutrition economy* meets to do business.

The premier B2B platform for the **nutraceutical, functional foods, supplement and wellness industries** across Asia-Pacific — read by the executives, scientists, investors and regulators who shape the market.

PLATFORM

NUFFOODS Spectrum Asia

ONLINE

www.nuffoodsspectrum.asia

EDITIONS

India · China · Pan-Asia

A trusted editorial voice for *functional nutrition* in Asia-Pacific.

NUFFOODS Spectrum Asia is the dedicated B2B platform for the nutraceutical, functional foods, health supplements and wellness ecosystem across the region. We pair **rigorous editorial depth** with timely market intelligence – connecting brands to a readership of decision-makers, innovators, investors and regulators, and giving partners commercial opportunities that convert attention into pipeline.



Editorial authority

Independent, expert-led coverage of the science, business and policy moving the nutrition industry – month after month, market after market.



A decision-maker audience

Read by C-suite leaders, R&D heads, regulatory specialists and investors – the people who choose ingredients, partners and platforms.



Pan-Asia reach

Strong engagement across India, China, Singapore, Japan, Korea, Australia and ASEAN, with a growing audience in Europe and North America.



Commercial partnership

From banners to bespoke content, webinars and country campaigns – programmes built around your goals, with lead generation that earns its place.

12

Monthly editorial themes for 2026

9+

Country spotlight campaigns

5

Standard digital ad formats

APAC

Core market, plus EU & NA

The people who *build the market* read us first.

Our readers don't just follow the nutrition industry – they direct it. Reach a qualified audience of senior buyers, formulators and capital allocators across the value chain.

Who reads us

- **C-suite executives** – CEOs, founders & MDs
- **R&D heads** & nutrition scientists
- **Regulatory & quality** specialists
- **Product & brand** managers
- **Investors** & business-development leaders

Where they work

- **Nutraceutical** & supplement manufacturers
- **Food-tech** & functional-beverage innovators
- **Ingredient** suppliers & CROs
- **Regulatory agencies** & academia
- **Investors** & financial institutions

Where they are

Concentrated readership across our core Asia-Pacific markets, with momentum building in the West.



Dedicated India and China editions deliver focused reach in the region's two largest growth markets.

Coverage across the *entire nutrition value chain*.

From the ingredient innovators and contract manufacturers at the source, to the brand owners, channels and capital that take products to market – your message reaches **every link in the chain**, not a single slice of it.

Finished product categories

- Dietary supplements
- Vitamins & minerals
- Functional & fortified foods
- Functional beverages
- Sports & active nutrition
- Infant & maternal nutrition
- Medical & clinical nutrition
- Healthy ageing & longevity
- Weight & metabolic health
- Nutricosmetics
- Pet nutrition

Actives, ingredients & science

- Probiotics & postbiotics
- Prebiotics & fibres
- Botanicals & herbal actives
- Proteins & peptides
- Plant-based actives
- Omega-3s & lipids
- Amino acids
- Nootropic actives
- Precision fermentation
- Novel & clean-label ingredients

Manufacturing & supply

- Contract manufacturing · CMO/CDMO
- Private label & co-packing
- Processing technology & equipment
- Delivery formats & packaging
- Gummies, softgels & sachets
- Testing & analytical labs · CROs
- Quality & certification

Channel, capital & enablers

- Retail & pharmacy
- E-commerce & D2C
- Distribution & import-export
- Regulatory & compliance consultancies
- Investors · VC & private equity
- Academia & research
- Government & regulatory bodies
- Trade bodies & associations

Read by leaders *across every function.*

From the boardroom to the bench, our audience spans the people who research, formulate, approve, specify, buy and fund the next generation of nutrition products.

Leadership & Strategy

- CEO · Founder · Managing Director
- COO · President
- General Manager · Country Head
- VP / Director of Strategy
- Board members & advisors

R&D, Science & Innovation

- Chief Scientific Officer
- Head / VP of R&D
- Product Development Scientists
- Nutrition & Food Scientists
- Formulation & Application Specialists
- Clinical & Medical Affairs

Regulatory, Quality & Compliance

- Head of Regulatory Affairs
- Regulatory & Compliance Managers
- QA / QC Directors & Managers
- Food Safety & Scientific Affairs
- Certification & Standards leads

Marketing, Brand & Product

- CMO · Marketing Directors
- Brand & Category Managers
- Product Managers
- Consumer Insights & Research
- Digital & Growth leads

Commercial, Sales & BD

- Chief Commercial Officer
- Sales & Business Development Directors
- Key Account & Channel Managers
- Procurement & Sourcing
- Partnerships & Licensing

Investment, Finance & Advisory

- Investors · VC & PE Partners
- CFOs & Finance Directors
- M&A / Corporate Development
- Industry Analysts & Consultants
- Market Research leads

REACHING THE
FULL DECISION
UNIT

Research → Formulate → Approve → Specify → Buy → Invest

Twelve months, *twelve flagship themes* to align with.

Each month centres on a theme our audience is actively researching — the ideal moment to place your brand beside the conversation that matters.

JAN 01 Outlook 2026 Growth drivers, capital flows & the regulatory shifts shaping the year ahead.	FEB 02 Immunity & Preventive Nutrition Actives, clinical evidence and consumer demand in proactive health.	MAR 03 Gut Health & Microbiome Probiotics, postbiotics and the science redefining digestive wellness.
APR 04 Sports Nutrition & Performance Protein innovation, recovery science and the active-lifestyle market.	MAY 05 Cognitive Health & Nootropics Brain-health actives, focus formulations and the mental-wellness wave.	JUN 06 Healthy Ageing & Longevity Cellular health, mobility and the economics of living longer, better.
JUL 07 Weight Management & Metabolic Health GLP-1 adjacency, satiety actives and metabolic-first formulation.	AUG 08 Women's Health & Hormonal Wellness Life-stage nutrition and the fast-rising femtech-meets-food category.	SEP 09 Sustainability & Clean Label Traceability, upcycled actives and the transparency imperative.
OCT 10 Personalized & Precision Nutrition Data, diagnostics and nutrition tailored to the individual.	NOV 11 Immune Resilience & Preparedness Building durable immunity and supply-chain readiness.	DEC 12 Year in Review Leadership, breakthrough innovation and the awards that define 2026.

More than advertising — *integrated programmes* that perform.

Mix and match across digital placements, branded content and live formats to build a campaign matched to your objectives, from awareness to qualified lead generation.

Display Advertising

- ✓ High-visibility **website banners**
- ✓ **Newsletter** placements in the decision-maker inbox
- ✓ Premium **in-article banner** units

Sponsored Content

- ✓ **Product showcases** & launch features
- ✓ **Leadership interviews** & Q&As
- ✓ **Thought-leadership** articles

Email Marketing

- ✓ **Dedicated EDM blasts** to our subscriber base
- ✓ Your message, your creative, full share of voice
- ✓ Ideal for launches, events & offers

Webinars & Roundtables

- ✓ **Co-branded** virtual events
- ✓ Live, on-demand & promotion handled
- ✓ Built-in **lead-generation** support

Signature commercial tie-ins

- ✓ Sponsorship of monthly cover packages & reports
- ✓ Country spotlight campaigns across 9+ markets
- ✓ Year-end Leadership Awards & Innovation Showcase
- ✓ Leadership Q&As with global CEOs & scientists
- ✓ Content syndication — whitepapers, reports, case studies
- ✓ Whitepaper-driven lead generation programmes

Built to *fit and convert* across every screen.

Five standard digital units cover the full reader journey – from first impression to high-dwell engagement. Send finished creative to the dimensions below.

PLACEMENT	DIMENSIONS	BEST FOR		
Leaderboard Banner	728 × 90 px	Top-of-page, every screen		Leaderboard Banner 728 × 90 px
Medium Rectangle	300 × 250 px	In-article & sidebar		Medium Rectangle 300 × 250 px
Skyscraper	160 × 600 px	High-dwell sidebar		Skyscraper 160 × 600 px
Article Banner	728 × 330 px	Premium in-content unit		Article Banner 728 × 330 px
Newsletter Banner	600 × 200 px	Inbox of decision-makers		Newsletter Banner 600 × 200 px

Accepted formats: JPG, PNG, GIF, HTML5 ·
Max file size: under 400 KB · supply final creative plus a click-through URL.

Flexible packages, *built for results.*

Standard rates shown in USD. Annual commitments unlock preferential pricing — talk to us about a bundle shaped around your 2026 goals.

Full-Year Digital Pack · 2026

BEST VALUE

\$150,000 / year

Our flagship always-on partnership — sustained presence across the platform for twelve months.

- ✓ Banner presence across the year
- ✓ 6 sponsored content features
- ✓ 6 newsletter placements
- ✓ 1 webinar · 1 yearbook placement

Quarterly Pack

\$45,000 / quarter

A focused three-month burst for a launch or campaign window.

- ✓ 2 banners
- ✓ 1 sponsored article
- ✓ 1 newsletter · 1 dedicated EDM

Webinar Bundle

\$18,000 / event

Own the conversation with a co-branded live session.

- ✓ Live broadcast + on-demand replay
- ✓ End-to-end lead generation
- ✓ Full promotional campaign

Sponsorship of a Special Report

\$12,000 / report

Align your brand with a flagship deep-dive on the theme that matters most to your market — authoritative, evergreen and highly shareable.

Custom and multi-market programmes available on request — we'll build the right mix for your objectives.



LET'S BUILD YOUR 2026 CAMPAIGN

Ready to reach Asia's *nutrition leaders?*

Tell us your objectives and we'll design a programme — banners, content, webinars or a country spotlight — to match. Make your enquiry today.



ADVERTISING & PARTNERSHIPS

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