

Media
Kit

2023

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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

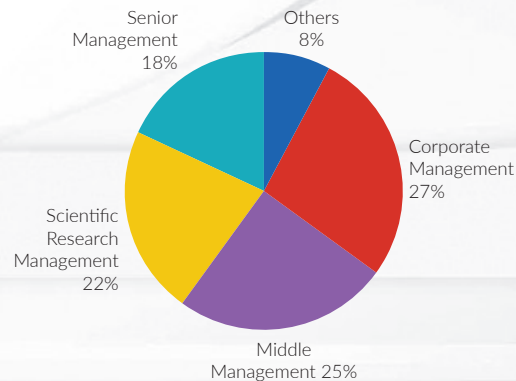
The FFOODS Spectrum website provides regular updates on industry that focuses on all aspects of innovation. It presents the online audience with comprehensive coverage of news, trends, analysis, business, investment opportunities, technology breakthroughs, product features, expert webcasts, blogs and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



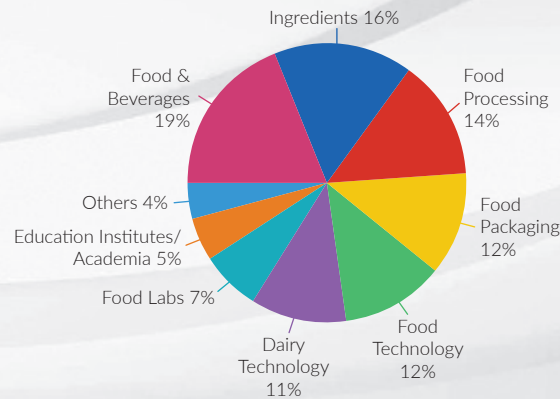
AUDIENCE REACH

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.

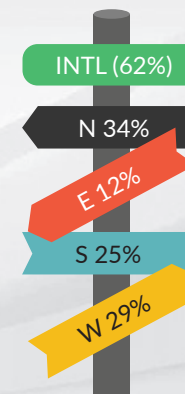
READERSHIP BY JOB PROFILE



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.



2023 EDITORIAL CALENDER

JANUARY 2023

Cover Package

- Food innovations
- R&D investments from public sector and private players on food innovation
- Food innovations in public and private sectors
- Startups launching innovative foods

Secondary story

- Budget expectations - expectations from FICCI, CII, IBA, HADSA, ASSOCHAM

FEBRUARY 2023

Cover package

- Packaging solutions for food industry
- Current status of food packaging industry, new trends, challenges before the industry
- Leading names of the industry-Environmentally friendly packaging solutions for food industry

Secondary story

- New trends in packaged drinking water
- Can over use of Processed Foods enhance cancer risk
- Pulses industry market in india

MARCH 2023

Cover package

- Natural Flavours industry trends
- Companies producing natural flavours - demand and supply status
- Current status & challenges Natural flavours industry

Secondary story

- Budget story reaction
- Women achievers in F&B industry
- Growing poultry market in India
- Consumer related Challenges before the Food industry

APRIL 2023

Cover package

- Food Fortification
- Fortification of rice, milk, oils, atta
- Brands available in the market, future plans of the companies, addressing the supply and demand gap

Secondary story

- Food and Autism
- Market opportunities for Indian spices
- Pre and probiotics market in India

MAY 2023

Cover package

- Food testing labs market trends
- New offerings/ solutions from F&B testing labs to Food / nutra companies

Secondary story

- Carbon Neutral future of foods
- Snacking industry trends

JUNE 2023

Cover package

- Food Safety Advances in India
- Interviews of successful FDA Commissioners
- Food related issues before the consumers
- Food industry's response to the safety issues

Secondary story

- Milk and diabetes
- Startups in dairy industry



2023 EDITORIAL CALENDER

JULY 2023

Cover package

- Food parks in India
- Current status of Food parks in India
- Challenges before the Food parks in India

Secondary story

- Cheking food adulterations
- Innovation in machinery and materials for food and beverage industry
- Innovations in Food Packaging

AUGUST 2023

Cover package

- Warehousing opportunities
- Current status of warehouses/storage capacity in India
- Opportunities and challenges in warehousing sector in India
- Leading companies and market trends in warehousing sector in India

Secondary story

- R&D investments by Top food companies
- Radiation & food waste management
- Innovation in machinery and materials for food and beverage industry

SEPTEMBER 2023

Anniversary issue

- Food ingredients market
- Current status of FI in India
- Companies involved in FI and market report
- FI- opportunities and challenges
- Pashupati Kumar Paras, Union Minister, Ministry of Food Processing Industries.

Secondary story

- Enhancing memory with proper foods
- New eco friendly ingredients - enhancing shelf life of food and beverage products

OCTOBER 2023

Cover package

- Iodised salt market in India
- Leading players in iodised salt sector, - current industry scenario
- Opportunities in Iodised salt market in India
- Iodised salt vs rock salt - Dr. Chandrakant S. Pandav article

Secondary story

- Mental health and nutrition
- Popular Nutritional Supplements
- Super foods innovations
- Egg market in India

NOVEMBER 2023

Cover package

- New trends in Artificial sweeteners
- Leading players in Artificial sweeteners sector, - challenges, current industry scenario
- Future opportunities

Secondary story

- Opportunities in fish industry in India
- Plant based meat market potential

DECEMBER 2023

Cover package

- Organic foods sector
- current market trends for organic foods
- startups up in organic food sector
- leading names in the business of organic foods

Secondary story

- Nutrition and AIDS
- Role of AI in food processing
- Is Food labeling supporting the growth of the F&B market



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	1100 USD
Spot Light Leaderboard	980 x 120	Run on All Site	950 USD
Premium RHS Double MPU	255 x 569	Run on All Site	750 USD
Panel Ad 1	300 x 100	Run on All Site	325 USD
Rectangular Unit 1	255 x 353	Home Page only	375 USD
Mid Leaderboard	980 x 120	Home Page only	375 USD
Rectangular Unit 2	255 x 280	Run on All Site	500 USD
Footer Leaderboard	980 x 120	Run on All Site	325 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

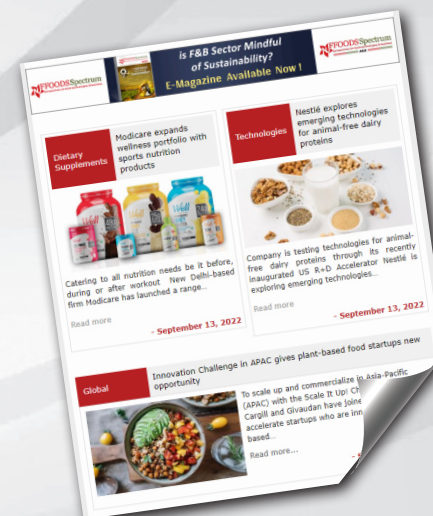
Newsletter

Regular Advertisements	Size	1 x
Top Leader Board	728 x 90	750 USD
Bottom Leader Board	728 x 90	500 USD

EDM (Electronic Direct Mailer)

Regular Advertisements	Size	1 x
EDM	NA	1500 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

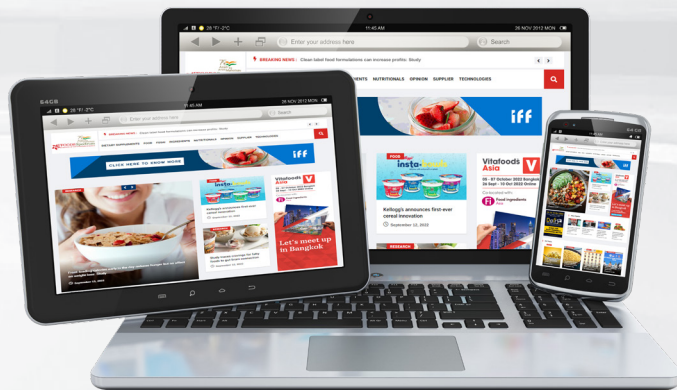
Blend of Print and Digital Campaign

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	:	\$ 12,500
Webinar Express	:	\$ 8,000 (short pre-recorded webinars)
Virtual Panel	:	\$ 14,000 (You provide the speakers)
Virtual Panel	:	\$ 16,500 (We provide the speakers)



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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