NUFFOODS Spectrum
perspectives on food technologies & business
ASIA

MEDIA PACK

2027

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

THE PLATFORM

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	9+	5	APAC
Monthly editorial themes for 2027	Country spotlight campaigns	Standard digital ad formats	Core market, plus EU & NA

AUDIENCE PROFILE

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.

India · China · Singapore · Japan · South Korea · Australia · Malaysia · Thailand · Taiwan · Hong Kong · Wider ASEAN · Europe — growing · North America — growing

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

JOB TITLES & FUNCTIONS

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

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

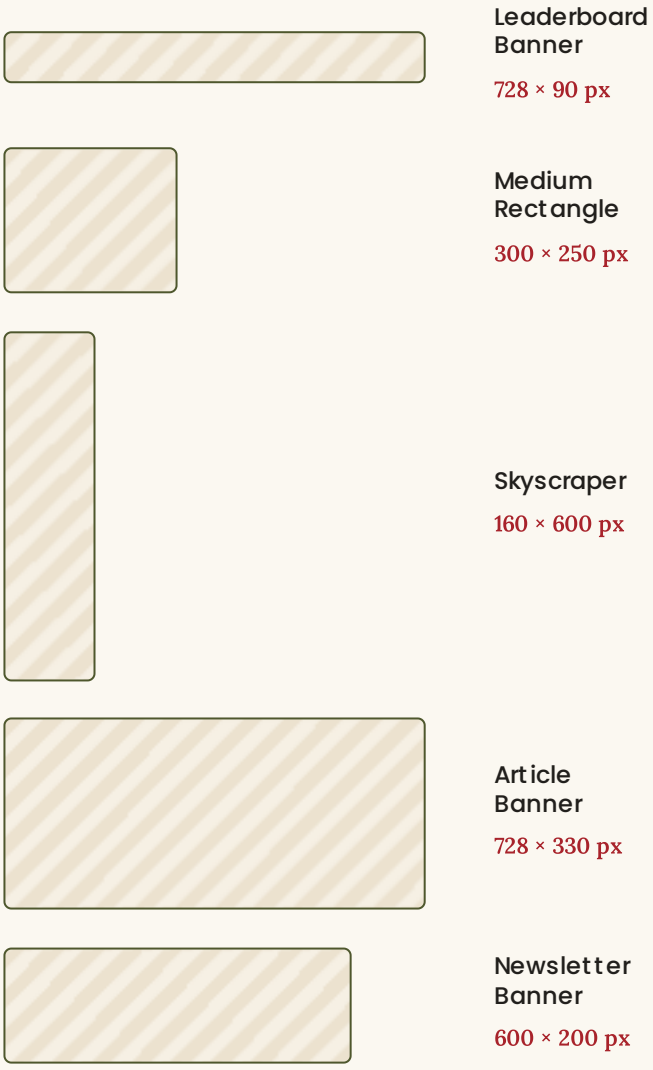
AD SPECIFICATIONS

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
Medium Rectangle	300 × 250 px	In-article & sidebar
Skyscraper	160 × 600 px	High-dwell sidebar
Article Banner	728 × 330 px	Premium in-content unit
Newsletter Banner	600 × 200 px	Inbox of decision-makers

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



RATES & PACKAGES

Flexible packages, *built for results.*

Standard rates shown in USD. Annual commitments unlock preferential pricing — talk to us about a bundle shaped around your 2027 goals.

Full-Year Digital Pack · 2027

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 2027 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
Sakshi Kulkarni
sakshi.kulkarni@mmactiv.com

GENERAL ENQUIRIES
communications@nuffoodsspectrum.asia

PHONE
+65 8424 7798

OFFICE
1 North Bridge Road, #08-08
High Street Centre, Singapore 179094

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