ONLINE

(www.nuffoodsspectrum.asia)

The NuFFooDS Spectrum Asia 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.
NuFFooDS Spectrum Asia reaches the decision makers of the Nutrition, Functional Foods and Beverages, Dietary Supplements, Ingredients, food logistics, supply chain and allied sectors. It is the only neutral platform to bring all stakeholders of the Nutraceutical industry under one umbrella. The comprehensive, stimulating and well-packaged content makes information easy to access and absorb.

READERSHIP BY REGION

N (34%)
W (27%)
INTL (62%)
E (12%)
S (25%)

80,000 READERS-PRINT
75,000 UNIQUE VISITORS
18,000 DB eDM's Subscribers
24,000 Subscribers
www.nuffoodsspectrum.asia
Cover Story: An in-depth story (6-8 pages) with inputs from all relevant people from the industry, analysts, consultants, policy makers etc. on a particular topic

Interviews: Coverage of an interaction with the CEO, head of an institution/organization, policy maker, academia etc. in the form of Q&A

Analysis: Coverage of latest news with inputs from industry captains and analysts

Columns: Views of an individual/organization/association on a particular topic

News: News on Nutrition, Functional Food and Beverages, Dietary Suppliments, Ingredients and allied sectors

People: News about people who joined organisations, got promotions, changed jobs, got awards, fellowship etc.

Research: Latest R&D developments, which are of interest to the industry

Policy: Updates about the regulatory issues

Event: Coverage of conference, summits, meetings, workshops organized by government agencies, associations, event managers, etc. And events diary from both local and international
### Online Ads (www.nuffoodsspectrum.asia)

<table>
<thead>
<tr>
<th>Ad Options</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Specification (w x h px)</th>
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<tbody>
<tr>
<td>Top Leader board</td>
<td>2000</td>
<td>1700</td>
<td>1500</td>
<td>1250</td>
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<td>Standard Banner</td>
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<td>1130</td>
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<td>375</td>
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### EDM

**Electronic Direct Mailer (EDM)**

1. EDM database 18000

2. EDM Width should be maximum 600px.

3. HTML file size should be maximum upto 28 kb.

4. HTML file should not contain any style sheet (CSS) or Javascript.

5. File format should be HTML.

6. Subject line is mandatory.

<table>
<thead>
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<th>Regular Advertisements</th>
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<td>450</td>
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</tbody>
</table>

Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement.
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