

NuFFOODS Spectrum

perspectives on food technologies & business

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Thermo Scientific TRACE 1600 Series Gas Chromatograph

BREAKING NEWS: Dubai-based LuLu group to establish food processing hub in Srinagar

DIETARY SUPPLEMENTS FOOD FSSAI INGREDIENTS NUTRITIONALS OPINION SUPPLIER TECHNOLOGIES

Analysis of ETOX and 2-CE in Various Food Products
Live webinar | 26 May | 2:30pm IST

Agilent
Trusted Answers

FOOD
GOOD Meat & ADM join hands to accelerate cultivated meat production
May 18, 2022

INGREDIENTS
ADM continues evolution of carbohydrate solutions biz
May 18, 2022

EVENTS
MoFPI brings India's 1st plant based foods summit on 26th May
May 16, 2022

Most Popular

- GLOBAL**
FAO puts forward proposals to address current and future food shortages
May 17, 2022
- RESEARCH**
Dietary shift, emissions pricing critical for sustainable food system
May 17, 2022
- BEVERAGES**
Cherise unveils new range of instant beverages under brand name B'rewdays
May 17, 2022
- ALLIED INDUSTRY**
Procter & Gamble India launches Tulsi Cough Drops
May 17, 2022

Hot Topics

- POLICY**
Genetically engineered 'Borneo' mutation in wheat 'Supports' them
May 16, 2022
- OPINION**
Nutraceuticals- for overall well-being
May 4, 2022
- ALLIED INDUSTRY**
GMA's new smart label to give consumers access to ingredient information
December 15, 2015
- FOOD**
GOOD Meat & ADM join hands to accelerate cultivated meat production
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Volume 9 | Issue 6 | February 2022 | ₹ 100

'Raking-in the Dough' with healthy bakes

52 pages include

Policy Union Budget 2022-23 leaves industry asking for more

Food Healthways Dairy & Foods opens new manufacturing facility in Gorakhpur

Opinion "New gen machines offer improved environmental credentials: higher filling speeds and enhanced energy efficiencies" - Vandana Tandan, Country Manager, SIG India - 36

Is Ayurveda industry growth impacted by quality of ingredients?

Nano intervention in food packaging - 29

Scaling Insurmountable Challenges - 32

'Raking-in the Dough' with healthy bakes
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02 February 2022

Policy Union Budget 2022-23 leaves industry asking for more

The Union Budget for 2022-23 has been presented by the Finance Minister Nirmala Sitharaman. Here are some of the key tak...[Read more](#)

- 01 February 2022 News

Food Healthways Dairy & Foods opens new manufacturing facility in Gorakhpur

New Delhi-based Healthways Dairy & Foods, after embarking on successful milk operations in Gorakhpur and neighboring...[Read more](#)

- 01 February 2022 News

'Raking-in the Dough' with healthy bakes
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NuFFOODS Spectrum calls for Nutra ranking survey participation for FY20-21, for companies working in nutriflour/nutraceutical/vitamin/minerals/functional foods/functional beverages space

[Click here to know more!](#)

Food Eutivism set as theme

SIG buys Schella IPN for \$1.26B

MEDIA KIT

2022



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.

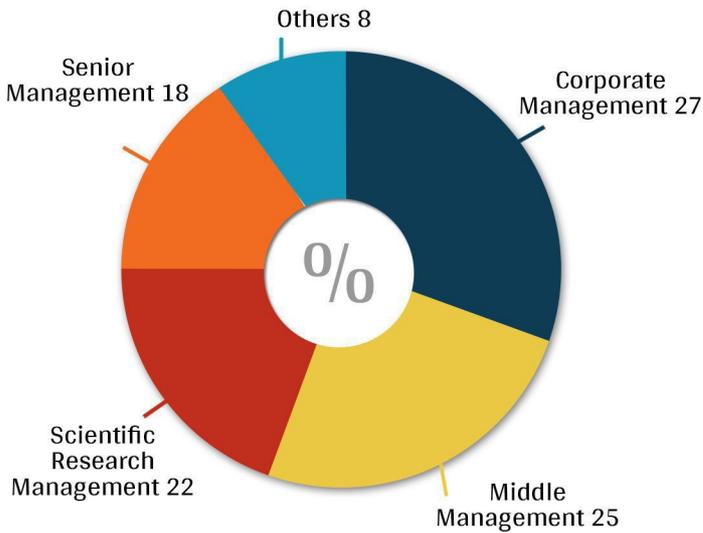
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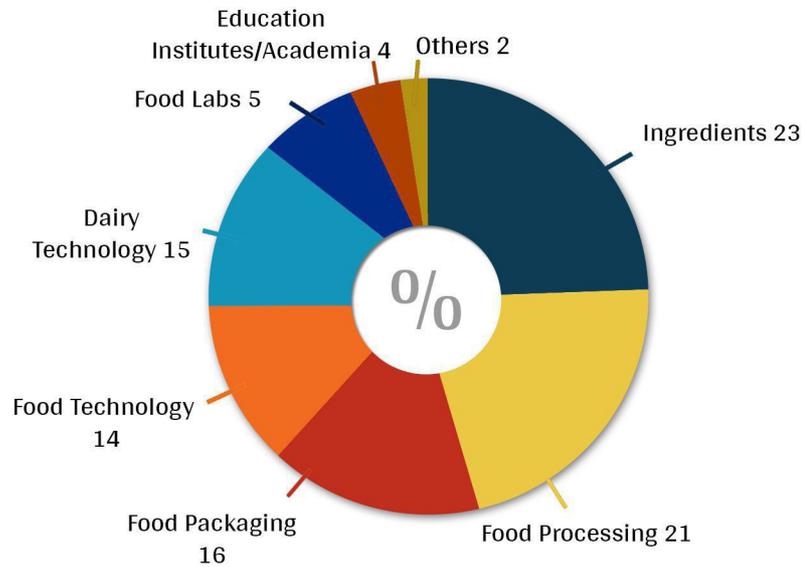
The FFOODS Spectrum website provides regular updates on industry that focuses on all aspects of innovation. It presents the online audience with comprehensive coverage of news, trends, analysis, business, investment opportunities, technology breakthroughs, product features, expert webcasts, blogs and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

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.

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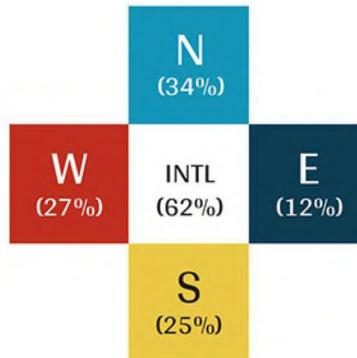


READERSHIP BY INDUSTRY



(* ALL FIGURES ARE IN PERCENTAGES)

READERSHIP BY REGION



1,20,000+
READERS-PRINT

1,10,000+
UNIQUE VISITORS

32,000+
Digital Readers

75,000+
eDM's Subscribers

42,000+
NEWSLETTER

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. Networking 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.



Issue	Cover Story
2022 January	<ul style="list-style-type: none"> ● Trends to look out for 2022 ● Trends in packaging, organic foods, technological innovations, processed foods, marketing trends ● Pre Budget Expectations ● Current scenario and the future: Radiation processing of food ● Current scenario and the future: Technological expertise in packaging
2022 February	<ul style="list-style-type: none"> ● Natural and artificial flavours in food ● Food and beverage academies in India. Innovation in education ● Transformation of cloud kitchen industry ● Growth of superfoods market in India
2022 March	<ul style="list-style-type: none"> ● Women in food industry ● Budget reactions ● Expert articles: How more women can join the food industry ● Emerging trends in bakery industry in the country and challenges faced
2022 April	<ul style="list-style-type: none"> ● Food ingredients market ● Food ingredients market ● Emerging technologies in cultured meat industry ● Antimicrobial food packaging industry
2022 May	<ul style="list-style-type: none"> ● AI food processing industry ● Growth of green tea industry ● Innovation in packaged drinking water
2022 June	<ul style="list-style-type: none"> ● Rise of organic food market ● Egg industry and egg protein industry in India ● Confectionary and chocolate processing industry ● Growth of F&B start ups in India, what the future beholds

Closing date for issue is 15th of previous month



Issue	Cover Story
2022 July	<ul style="list-style-type: none"> ● Traceability and sustainability in F&B value chain ● Indian spices and export mechanism, packaging ● Promoting dairy innovation ● Evolution of ready to eat foods, how tech is playing a role to ensure that quality remains intact
2022 August	<ul style="list-style-type: none"> ● Future of frozen food industry ● Food equipment industry ● Growth of insulated packaging materials market
2022 September	<ul style="list-style-type: none"> ● Rise of snacks and confectionary market (Anniversary issue) ● Food wastage in India/ What companies are doing to extend shelf life of products to avoid food wastage? ● Sea food industry in India ● How smaller packaged stuff are helping companies rake in more profit
2022 October	<ul style="list-style-type: none"> ● Plant based meat industry ● Expert speak: Challenges faced by the industry and the opportunities ahead ● Rising demand for healthy and functional bakery items
2022 November	<ul style="list-style-type: none"> ● Innovations in food packaging industry ● Growth of plant based oat milk ● Labelling of food products
2022 December	<ul style="list-style-type: none"> ● New year resolution/ How the food industry is going to adopt new tech/ advanced packaging techniques/ follow safety measures etc ● Future foods: How ready is the Indian market? ● Smart food vending machines industry in India

Closing date for issue is 15th of previous month



Regular Option's	1x	Specification (wxh mm)
Full Page	94875	180 x 250
Half Page	50600	180 x 120
Double Spread	170775	360 x 250

High Impact Options	1x	Non-Bleed(mm)	Bleed Size(mm)
3rd Page/ Opp Edit	151250	180 x 250	200 x 270
Full Page with TAB	181500	180 x 250	200 x 270
Inside Front Cover	181500	180 x 250	200 x 270
Inside Back Cover	151250	180 x 250	200 x 270
Back Cover	242000	180 x 250	200 x 270
Reverse Gate Fold	302500	350 x 250	350 x 250

Note

* Amounts in INR

** 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 one 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



Ad Options	Specification (w x h px)	Attributes	1x
Premium Leaderboard	980 x 120	Run on All Site	INR 85,000
Spot Light Leaderboard	980 x 120	Run on All Site	INR 75,000
Premium RHS Double MPU	255 x 569	Run on All Site	INR 60,000
Panel Ad 1	300 x 100	Run on All Site	INR 25,000
Rectangular Unit 1	255 x 353	Home Page only	INR 30,000
Mid Leaderboard	980 x 120	Home Page only	INR 30,000
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Footer Leaderboard	980 x 120	Run on All Site	INR 25,000

NEWSLETTER

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5. File format should be HTML.
6. Subject line is mandatory.

Regular Advertisements	Size	1x
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