

# NFFOODS Spectrum

perspectives on food technologies & business

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

**E-Magazine Available Now!**

NFFOODS Spectrum calls for Nutra ranking survey participation for FY20-21, for companies working in nutrifood/ nutraceutical/ vitamin/ minerals/ functional foods/ functional beverages space

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## NFFOODS Spectrum

perspectives on food technologies & business

Volume 9 | Issue 6 | February 2022 | ₹100

52 pages include

### 'Raking-in the Dough' with healthy bakes



"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

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**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

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**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

**ALLIED INDUSTRY** Procter & Gamble India launches Tulsi Cough Drops

May 17, 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** Chertise unveils new range of instant beverages under brand name Brewdays

May 17, 2022

**ALLIED INDUSTRY** Procter & Gamble India launches Tulsi Cough Drops

May 17, 2022

**Hot Topics**

**POLICY** Good Meat & ADM join hands to accelerate cultivated meat production

May 18, 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

May 18, 2022

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NFFOODS Spectrum

# 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.

## ONLINE

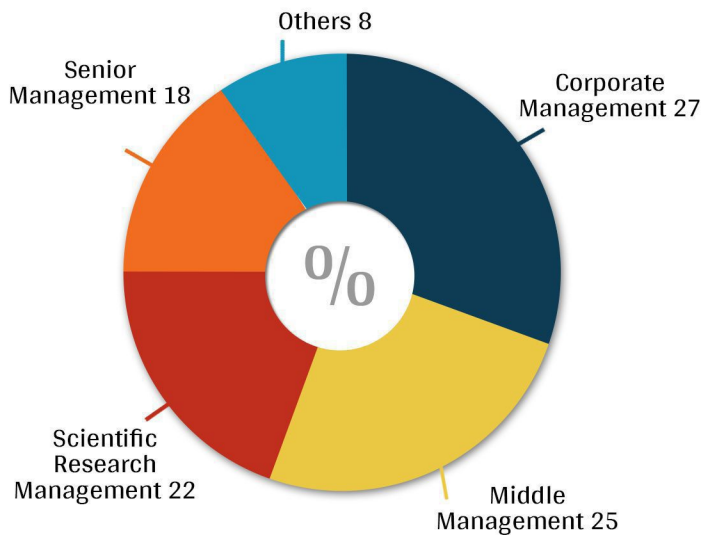
([WWW.NUFFOODSSPECTRUM.IN](http://WWW.NUFFOODSSPECTRUM.IN))

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

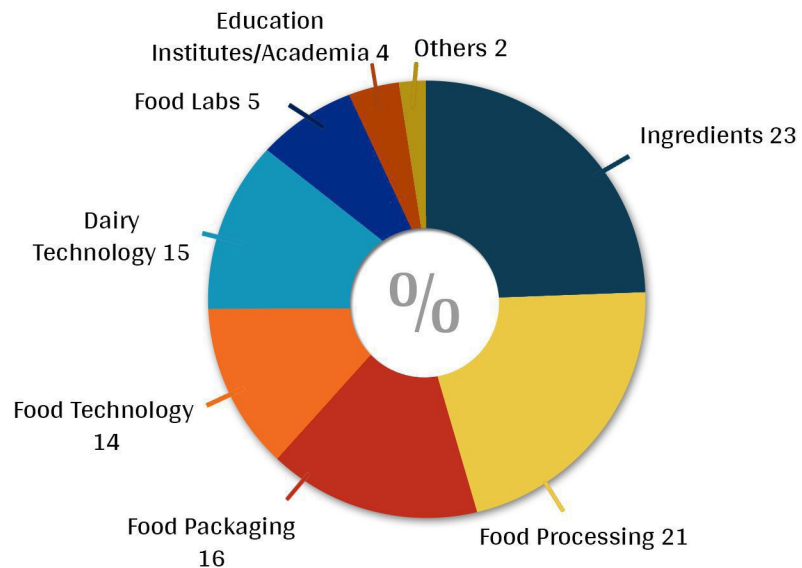


FFOODS Spectrum India reaches the decision makers of the Food Tech Industry and Business. It is the only platform to bring all the stake holders of the food industry under one umbrella. The comprehensive, stimulating and well packaged content makes information easy to access.

## READERSHIP BY JOB PROFILE

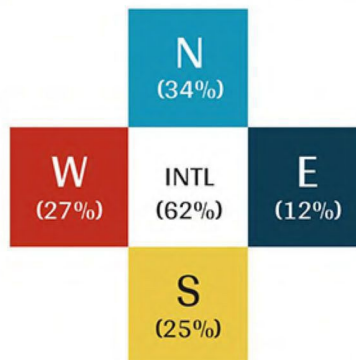


## READERSHIP BY INDUSTRY



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

Closing date for issue is 15th of previous month



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

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

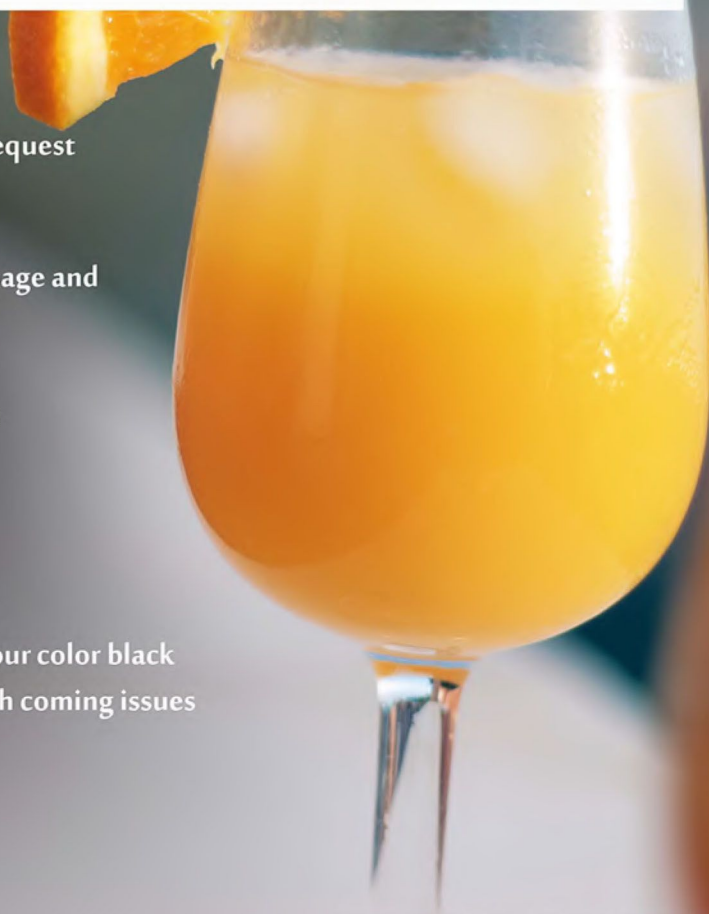
\*\* Special/Innovative advertisements are also available on request

## 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 - 15<sup>th</sup> of every previous month for forth coming issues



Ad Options	Specification (w×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
Rectangular Unit 2	255 x 280	Run on All Site	INR 40,000
Footer Leaderboard	980 x 120	Run on All Site	INR 25,000



## NEWSLETTER

Regular Advertisements	Size	1x
Top Leader Board	728 x 90	50,000
Bottom Leader Board	728 x 90	40,000
Exclusive Newsletter Sponsorship		50,000

## EDM

### Electronic Direct Mailer (EDM)

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.

Regular Advertisements	Size	1x
EDM	NA	50,000

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