

Media  
Kit

2023

[www.foodsspectrum.com](http://www.foodsspectrum.com)  
[www.nuffoodsspectrum.in](http://www.nuffoodsspectrum.in)  
[www.nuffoodsspectrum.asia](http://www.nuffoodsspectrum.asia)

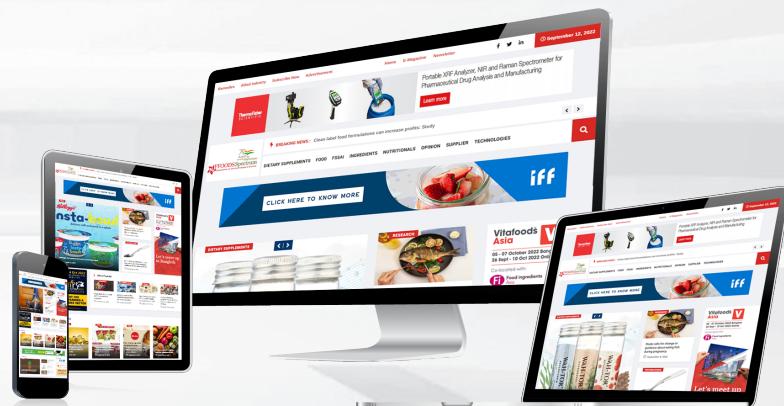


## MEDIA PROPERTIES



### 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](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.

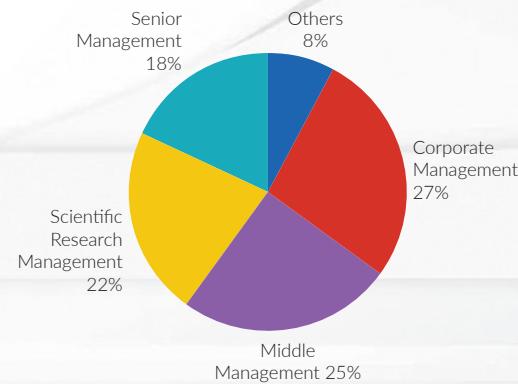


## AUDIENCE REACH

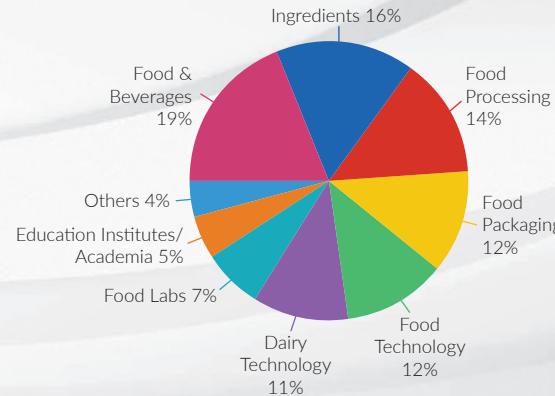


FFOODS Spectrum India reaches the decision makers of the Food Tech Industry and Business. It is the only platform to bring all the stake holders of the food industry under one umbrella. The comprehensive, stimulating and well packaged content makes information easy to access.

### READERSHIP BY JOB PROFILE



### READERSHIP BY INDUSTRY

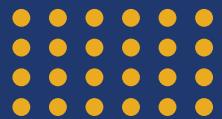


### READERSHIP BY REGION



1,10,000+  
Unique Visitors

1,20,000+  
Readers Print

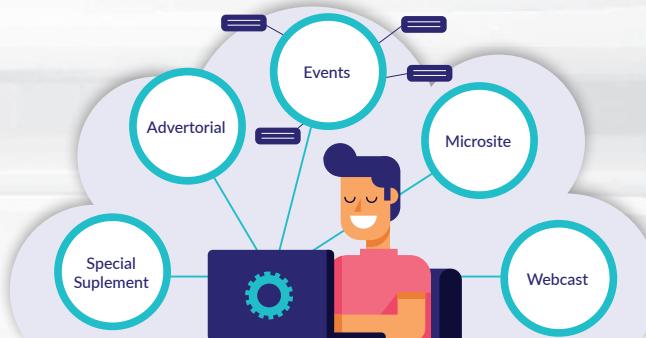


## MEDIA PROPERTIES



### EVENTS: NUTRA INDIA SUMMIT

Nutraceutical Summit established itself as India's flagship event for the Nutrion, Functional Foods, Di~etary Supplements & Health Foods Industry. A must-attend summit held in India brings together the Global Scientific and Business Community includ~ing industry captains, Policy Makers, R&D heads, Doctors & Nutritionists and Equipment Manufacturers and Food Processing & Analytical Industry com~munity 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 CALENDAR

### 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

www.foodsspectrum.com  
www.nuffoodsspectrum.in  
www.nuffoodsspectrum.asia



## 2023 EDITORIAL CALENDAR

### JULY 2023

#### Cover package

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

#### Secondary story

- Checking 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 selflife of food and beverage products

### OCTOBER 2023

#### Cover package

- Iodised salt market 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

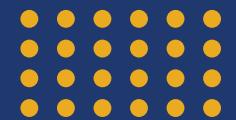
#### Cover package

- 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

CLOSING DATE FOR ISSUE IS 15TH OF PREVIOUS MONTH



## 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 one each side.
- Live matter should be well within 5 mm from the cutmarks
- 10 rnm gutter margin is required for double spread ads

### Creative Requirement

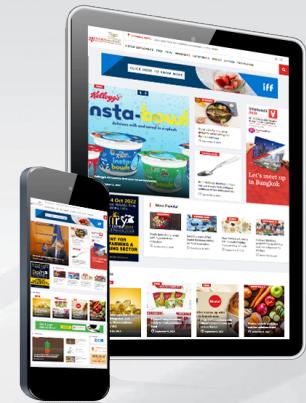
- High Resolution PDF (300dpi) file in process color (CMYK)
- Black color text should be in single color black and not in four color black \*Ad material deadline - 15th of every previous month for forth coming issues



## DIGITAL ADVERTISING

INDIA | [www.nuffoodsspectrum.in](http://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](http://www.nuffoodsspectrum.asia)

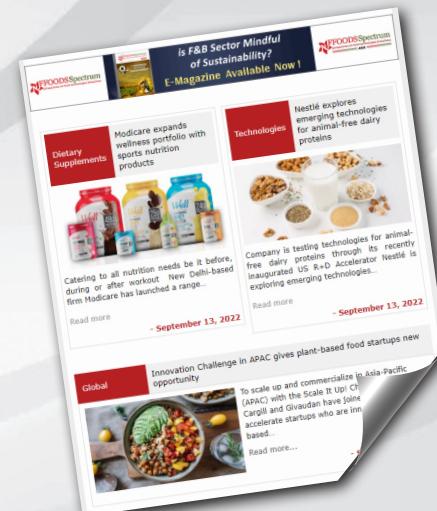
Ad Options	Specification (W x H px)	Attributes	1 x
High Impact Banner	728 x 250	Run on All Site	4500 USD
Large Leaderboard	960 X 90	Run on All Site	4000 USD
Mid Page Unit	300 X 250	Run on All Site	3500 USD



## DIGITAL ADVERTISING

### Newsletter

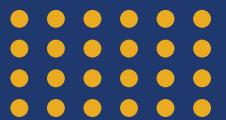
Regular Advertisements	Size	1 x
Top Leader Board	728 x 90	750 USD
Bottom Leader Board	728 x 90	500 USD



### 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



## MULTIMEDIA PRODUCTS

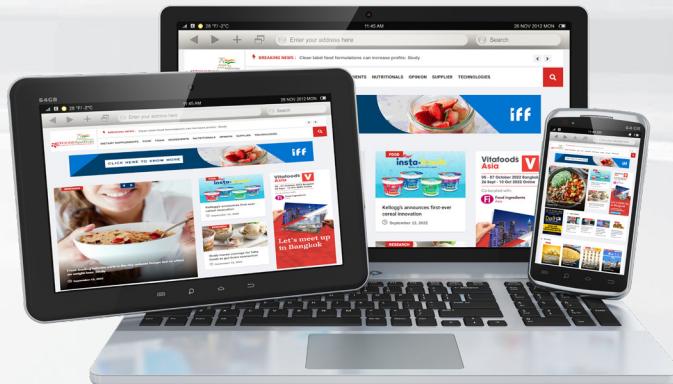
### Blend of Print and Digital Campaign

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



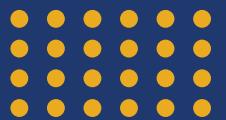
### Vodcast: \$5500

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



## CONTACT US



### BANGALORE

**Apoorva Mahajan**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 "NITON", Block B, Lower Ground Floor,  
 11/3, Palace Road,  
 Bangalore-560 052, Karnataka.  
 Mobile: +91-7724025888  
 Email: apoorva.mahajan@mmactiv.com

### MUMBAI

**Mandar More**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 1st Floor, CIDCO Convention Center,  
 Sector 30A, Vashi, Navi Mumbai,  
 Maharashtra-400703.  
 Mobile: +91-9870009281  
 Email: mandar.more@mmactiv.com

### NEW DELHI

**Manbeena Chawla**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 103-104, Rohit House, 3,  
 Tolstoy Marg, Connaught Place,  
 New Delhi-110001.  
 Tel. No: +91-11-43542737  
 Email: manbeena.chawla@mmactiv.com

### PUNE

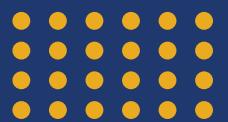
**Vipan Kumar**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 Ashirwad, 36/A/2, S. No. 270,  
 Pallod Farms, Baner Road, Pune-411045.  
 Tel.: +91-20-27291769  
 Mobile: +91-9805925495  
 Email: vipan.kumar@mmactiv.com

### NAGPUR

**Manisha Boratkar**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 402, Govind Appartments,  
 Shankar Nagar Square, Nagpur-440010.  
 Tel.: +91-712-2555249  
 Mobile: +91-8007702022  
 Email: manish.mmactiv@gmail.com

### PRODUCT AND MARKETING

**Ankit Kankar**  
**MM Activ Sci-Tech Communications Pvt Ltd**  
 Ashirwad, 36/A/2, S. No. 270, Pallod Farms, Baner Road, Pune-411045.  
 Mobile: +91-9579069369  
 Email: ankit.kankar@mmactiv.com



## CONTACT US



### INTERNATIONAL

#### USA, South East, Asia Pacific

**Ankit Kankar**  
**Dy. General Manager Digital Intell & Growth**  
Mobile: +91-9579069369  
Email: [ankit.kankar@mmactiv.com](mailto:ankit.kankar@mmactiv.com)

---

#### Singapore

**MM Activ Singapore Pte. Ltd.**  
**Saradha Mani**  
**General Manager**  
#08-08, High Street Centre, 1 North Bridge Road, Singapore-179094.  
Tel: +65-63369142  
Email: [saradha.mani@mmactiv.com](mailto:saradha.mani@mmactiv.com)

---

#### Europe Media Representative

Please Email at [digital@mmactiv.com](mailto:digital@mmactiv.com)

---

