

Media  
Kit

2025

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



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## 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)

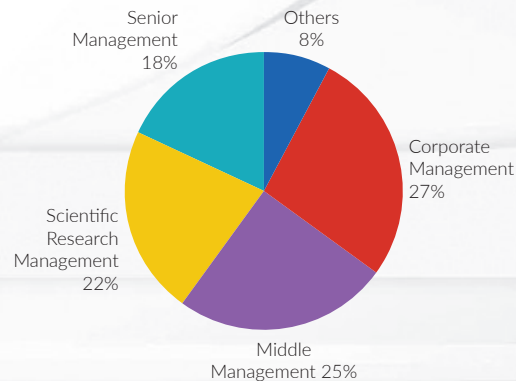
The FFOODS Spectrum website provides regular updates on industry that focuses on all aspects of innovation. It presents the online audience with comprehensive coverage of news, trends, analysis, business, investment opportunities, technology breakthroughs, product features, expert webcasts, blogs and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



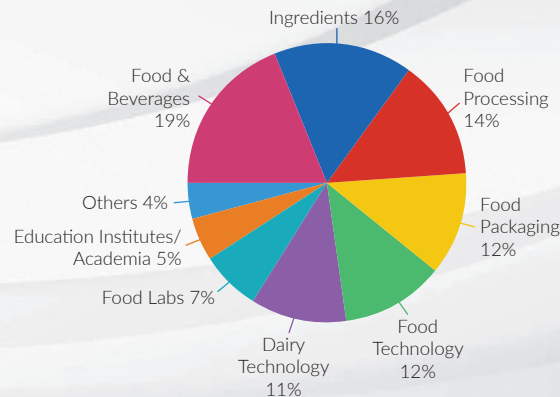
## AUDIENCE REACH

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.

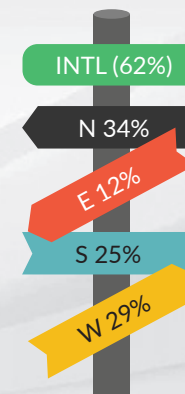
### READERSHIP BY JOB PROFILE



### READERSHIP BY INDUSTRY



### READERSHIP BY REGION



32,000+  
Digital  
Readers

42,000+  
Newsletter

75,000+  
eDM's Subscribers

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 Nutri-tion, 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. 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.



## 2025 EDITORIAL CALENDER

### JANUARY

#### Theme: Trends Shaping 2025: Nutrition and Functional Foods

- Market trends and innovations in functional foods and nutraceuticals
- Spotlight on personalized nutrition for health and wellness
- Regulatory changes in Asia impacting food products
- Industry outlook and growth predictions for 2025
- **Country Spotlight:** Japan

### MARCH

#### Theme: Food Safety and Quality Assurance

- Advances in food safety testing technologies
- Supply chain transparency and traceability
- Role of AI in food safety management
- Regulatory updates on food safety standards
- **Country Spotlight:** China

### MAY

#### Theme: Sustainable Food Packaging and Innovation

- Eco-friendly and biodegradable packaging solutions
- Innovations in reducing food packaging waste
- Regulatory changes affecting packaging in Asia
- Consumer demand for sustainable food products
- **Country Spotlight:** Australia

### FEBRUARY

#### Theme: Plant-Based and Alternative Proteins

- Growth of plant-based diets in Asia-Pacific
- Innovations in lab-grown and cultured meats
- Investment trends in plant-based food companies
- Consumer demand for vegan and vegetarian products
- **Country Spotlight:** Singapore

### APRIL

#### Theme: Gut Health and Probiotics

- New research on probiotics and prebiotics
- Emerging products for digestive health
- Consumer awareness and demand for gut health supplements
- Market overview of the probiotics sector in Asia
- **Country Spotlight:** India

### JUNE

#### Theme: Functional Beverages and Healthy Drinks

- Trends in functional beverages: Energy drinks, sports drinks, and herbal teas
- New ingredients in functional drinks (Adaptogens, CBD, etc.)
- Consumer preferences and market growth
- Regulatory considerations for functional beverages
- **Country Spotlight:** Thailand



## 2025 EDITORIAL CALENDER

### JULY

#### Theme: Fortified Foods and Dietary Supplements

- Growth in the fortified food market in Asia
- Impact of new ingredients in dietary supplements
- Consumer interest in immune-boosting products
- Regulatory changes for supplements and fortified foods
- **Country Spotlight:** South Korea

### SEPTEMBER

#### Theme: Regulatory Compliance and Labeling in Asia

- Updates on regulatory compliance in food and beverages
- Importance of accurate labeling and consumer transparency
- Country-specific labeling requirements in Asia-Pacific
- Challenges faced by food manufacturers
- **Country Spotlight:** Vietnam

### NOVEMBER

#### Theme: Innovations in Dairy Alternatives

- Growth in dairy-free products and consumer demand
- Key players in the plant-based dairy market
- New ingredients and product launches
- Regulatory considerations for dairy alternatives
- **Country Spotlight:** Philippines

### AUGUST

#### Theme: Food Tech Innovations: AI and Automation

- AI-driven innovations in food production and quality control
- Role of automation in scaling food manufacturing
- Emerging startups in the food tech space
- Industry adoption and market impact
- **Country Spotlight:** Malaysia

### OCTOBER

#### Theme: Personalized Nutrition and Health Supplements

- Rise of personalized nutrition plans in Asia
- Role of genetic testing in nutrition personalization
- Consumer trends and demand for health supplements
- Market analysis and future growth potential
- **Country Spotlight:** Indonesia

### DECEMBER

#### Theme: Future of Food: Forecast for 2026 and Beyond

- Predictions for the next big trends in food and nutrition
- Investment landscape and future growth sectors
- Regulatory outlook and challenges for 2026
- Expert opinions and market insights
- **Country Spotlight:** Hong Kong



## 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 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



## 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 | 2500 USD |
| Spot Light Leaderboard | 980 x 120                | Run on All Site | 1800 USD |
| Premium RHS Double MPU | 255 x 569                | Run on All Site | 1200 USD |
| Panel Ad 1             | 300 x 100                | Run on All Site | 1000 USD |
| Rectangular Unit 1     | 255 x 353                | Home Page only  | 1200 USD |
| Mid Leaderboard        | 980 x 120                | Home Page only  | 1000 USD |
| Rectangular Unit 2     | 255 x 280                | Run on All Site | 1200 USD |
| Footer Leaderboard     | 980 x 120                | Run on All Site | 1000 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

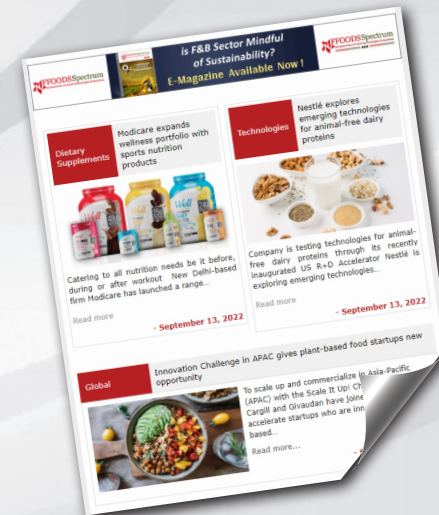
### Newsletter

| Regular Advertisements | Size     | 1 x      |
|------------------------|----------|----------|
| Top Leader Board       | 728 x 90 | 2500 USD |
| Bottom Leader Board    | 728 x 90 | 1500 USD |

### EDM (Electronic Direct Mailer)

| Regular Advertisements | Size | 1 x      |
|------------------------|------|----------|
| India                  | NA   | 1500 USD |
| Asia                   | NA   | 3500 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



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## MULTIMEDIA PRODUCTS

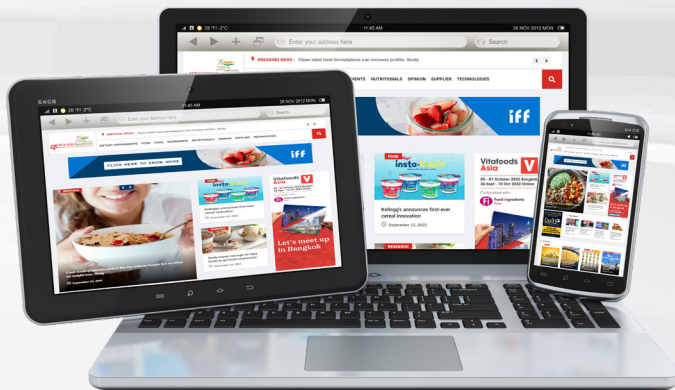
### Blend of Print and Digital Campaign

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 : 18,000 USD  
Webinar Express : 12,500 USD (short pre-recorded webinars)



## 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



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