

Media
Kit

2025

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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

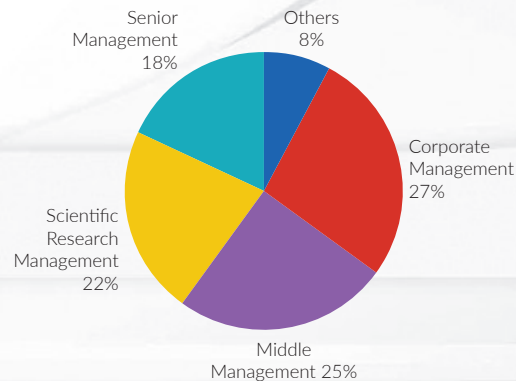
The FFOODS Spectrum website provides regular updates on industry that focuses on all aspects of innovation. It presents the online audience with comprehensive coverage of news, trends, analysis, business, investment opportunities, technology breakthroughs, product features, expert webcasts, blogs and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



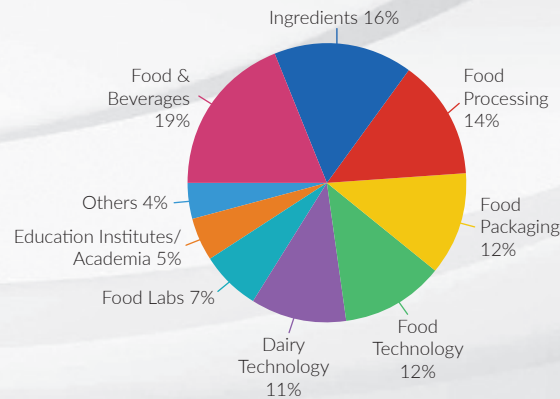
AUDIENCE REACH

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.

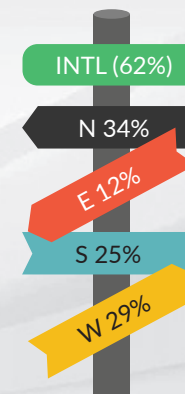
READERSHIP BY JOB PROFILE



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 Nutritional, 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.



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

- **Cover Story:** Food Safety and Quality Assurance: Advances in food safety testing technologies
- **Secondary story:** Supply chain transparency and traceability
- **Industry Spotlight:** Role of AI in food safety management / Regulatory updates on food safety standards
- **Food personality:** Food safety expert on the latest technologies in food quality control
- **Events:** Agriculture, Food Processing, and Allied Industries, India Expo Mart, Greater Noida
- **Country Spotlight:** China

MAY

- **Cover Story:** Unlocking Global Markets: Strategies for Indian F&B Exporters
- **Secondary story:** The Demand for Indian Flavors Abroad/ Trade Agreements and Their Impact on F&B Exports
- **Industry Spotlight:** Successful Indian F&B brands in International Markets in last one year
- **Food personality:** The growing demand for clean labels and consumer transparency
- **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

- **Cover Story:** Gut Health and Probiotics: New research on probiotics and prebiotics
- **Secondary story:** Emerging products for digestive health / Growing consumer demand for gut health supplements
- **Industry Spotlight:** Market overview of the probiotics sector in Asia
- **Food personality:** Food processing entrepreneur on innovation and expansion
- **Special Highlight:** Food & Beverages Connect
- **Country Spotlight:** India

JUNE

- **Cover Story:** India's Dairy Revolution: Rising Demand and the Expansion of Dairy Cooperatives, Automation in Dairy Technology
- **Secondary story:** E-commerce Growth in the Food & Beverage Sector
- **Industry Spotlight:** Waste Reduction Strategies in Food Processing
- **Food personality:** Dairy Cooperative Leader on the Future of the Cooperative Model
- **Country Spotlight:** Thailand



2025 EDITORIAL CALENDER

JULY

- **Cover Story:** Logistics Challenges in the Indian F&B Sector/ Adapting Supply Chain Disruptions with new technologies
- **Secondary story:** The Role of Packaging in Extending Shelf Life
- **Industry Spotlight:** Smart Sensors in Food Processing Plants
- **Food personality:** Insights from a Supply Chain Leader
- **Country Spotlight:** South Korea

SEPTEMBER

- **Cover Story:** 12 key food ingredients that take food industry to next level, future of these ingredients in upcoming years
- **Secondary story:** Superfoods of the Future
- **Industry Spotlight:** The Role of Fermented Ingredients in Health and Wellness
- **Food personality:** Predictions from an Industry Insider on Ingredient Trends
- **Country Spotlight:** Vietnam

NOVEMBER

- **Cover Story:** Game-Changing Partnerships: Collaborations That Redefined Indian food/Nutra industry in 2025
- **Secondary story:** Circular Economy in Food Production
- **Industry Spotlight:** Tech Solutions for Reducing Food Waste
- **Food personality:** Indian food tech innovator discusses product innovation and health trends
- **Country Spotlight:** Philippines

AUGUST

- **Cover Story:** Grain Tech Revolution: Enhancing Food Security and Sustainability
- **Secondary story:** Innovative Grain-Based Foods: New Trends in Healthy Snacking
- **Industry Spotlight:** Robotics in food industry
- **Food personality:** Grain tech specialist on technological breakthroughs in the grain industry
- **Country Spotlight:** Malaysia

OCTOBER

- **Cover Story:** Sustainable Packaging Innovations
- **Secondary story:** Alternative Proteins: The Sustainability Debate
- **Industry Spotlight:** Dairy Technologist on Innovation and R&D in the Sector
- **Food personality:** Sustainable packaging expert: Insights on eco-friendly packaging
- **Country Spotlight:** Indonesia

DECEMBER

- **Cover Story:** The Next Frontier: Innovations Set to Redefine Food and Nutrition in 2026
- **Secondary story:** Trends Shaping the Future of Food Processing in India 2026
- **Industry Spotlight:** Sustainability and AI: The Intersection of Innovation for 2026
- **Food personality:** Predictions from an Industry Leader for beverages 2026
- **Country Spotlight:** Philippines



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

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

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

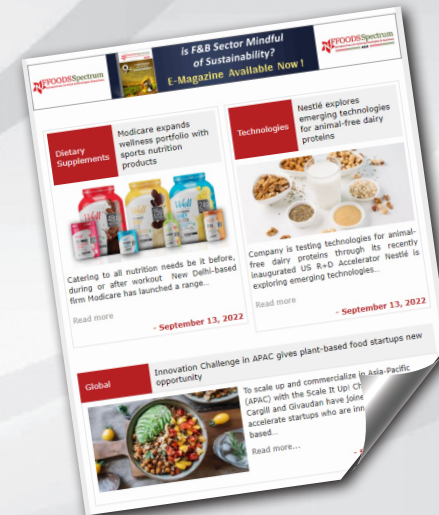
Newsletter

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

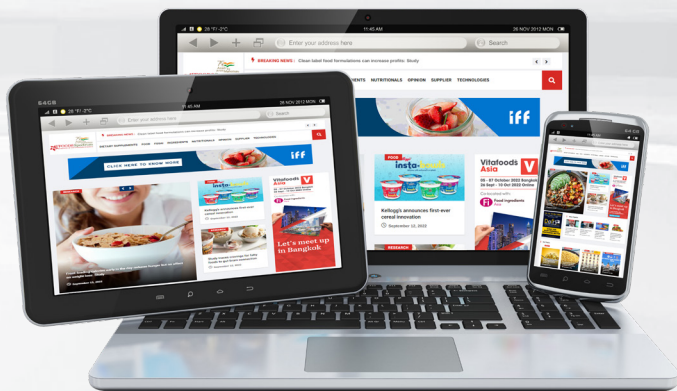
Blend of Print and Digital Campaign

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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