

MAGAZINE MEDIA PLANNER

Use our Media Planner to take advantage of opportunities across **Perfumer & Flavorist's** media universe throughout the year.

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**perfumer
& flavorist**
The Resource for Sensory & Wellness Innovation

JAN THEMES

ENHANCERS, REDUCERS & REPLACERS

- Sugar Alternatives
- Fat Reducers
- Salt Reducers

SCENT & WELL-BEING

- Emotional & Wellness
- Benefits of Scent

INDUSTRY INSIGHTS (DM)*

- Taste & Mouthfeel Enrichment and Enhancement
- Carbon Zero Supply Chain
- Taste Modulation

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 10/07/22
Ad Close: 11/21/22

FEB THEMES

FINE FRAGRANCE

- Fine Fragrance Market & Innovations
- Fragrance Brands Disrupting the Space

BEVERAGES

- RTD Beverage Innovations
- Beverage Launches & Technologies
- Flavor Modifiers
- Low & No Alcohol Flavors

INDUSTRY INSIGHTS (DM)*

- Synthetic & Sustainable Ingredients
- Beverage Technologies & Innovations

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 11/04/22
Ad Close: 12/22/22

Bonus Distribution:

- FlavourTalk

MAR THEMES

F&F TECHNOLOGY & PERFORMANCE

- Spotlight on Innovative Biotech F&F Ingredients
- Delivery Systems & Encapsulation
- Carriers, Solvents & Fixatives
- Latest in Packaging & Equipment
- Synthetics & New Molecules

REGULATORY LANDSCAPE UPDATES

INDUSTRY INSIGHTS (DM)*

- Biotech in F&F
- Renewable Ingredients
- Upcycling & Byproducts
- Green Chemistry

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 12/02/22
Ad Close: 01/23/23

APR THEMES

NATURALS

- Extracts
- Testing, Analysis & Authentication
- Essential Oils
- New Naturals with Unique Benefits: Sourcing Strategies, Extraction Techniques

INDUSTRY INSIGHTS (DM)*

- Essential Oils
- Traceability & Provenance
- Organics

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 01/06/23
Ad Close: 02/24/23

Bonus Distribution:

- Barcelona Perfumery Congress (DM)*

MAY THEMES

MINT & SPICES

- Spice Production, Applications & Technology
- Trigeminal Stimulants

MINT

- Mint & Oral Care Innovations

INDUSTRY INSIGHTS (DM)*

- Aromatherapy
- Heating & Cooling Technologies
- Mint & Menthol

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 02/03/23
Ad Close: 03/24/23

Bonus Distribution:

- SIMPPAR

JUN THEMES

FRAGRANCE INNOVATIONS

- Global Category Sales
- Key Trends & Launches
- Innovative Technologies to Improve Fragrance Systems
- Wash-off & Leave-on
- Supplier/Brand Relations, Fair Trade Sourcing

INDUSTRY INSIGHTS (DM)*

- Fragrance Tech
- Fragrance & Ingredient Labeling
- Fragrance Sampling

Product Roundup:
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Magazine Due Dates

Editorial: 03/03/23
Ad Close: 04/24/23

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

2022 LEADERBOARD: TOP F&F COMPANIES

- In-depth Interviews and Profiles from the Leaders of Top Flavor & Fragrance Companies

REGIONAL LEADERS

- Insights from Top Companies in their Respective Areas

INDUSTRY INSIGHTS (DM)*

- "Free-from" F&F Ingredients: Allergen-free, Vegan, Non-GMO, Dairy-free, Gluten-free
- Sustainable Ingredients
- Certifications

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 04/07/23

Ad Close: 05/22/23

AUG THEMES

WELLNESS & CLEAN LABEL

- Multi-Functional Ingredients
- Packaging for F&F
- Formulating for Nutritional Products & Supplements
- Aromatherapy
- CBD/Cannabis
- Cosmetic Ingredients

INDUSTRY INSIGHTS (DM)*

- Cannabis, CBD & Terpenes
- Innovations in Packaging

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 05/05/23

Ad Close: 06/23/23

Bonus Distribution:

- WFFC Annual Gala

SEP THEMES

AIRCARE & CANDLES

- Air Care Market Data
- Masking & Odor Elimination
- Trends & Launches
- Technological Innovations in Delivery Systems & Performance

SNACKS

- Snacks Market Data
- Trends & Launches
- Technological Innovations in Snack Applications

INDUSTRY INSIGHTS (DM)*

- Salt Enhancers
- Delivery Systems
- Odor Elimination & Masking

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 06/02/23

Ad Close: 07/24/23

Bonus Distribution:

- IFEAT (DM)*

OCT THEMES

PERSONAL CARE

- Fragrancing for Cosmetics
- Personal Care Fragrance Labeling
- AP/Deo Technology

CONFECTIONERY

- Sugar Reduction
- Vanilla & Vanillin
- Sugar Alternatives

INDUSTRY INSIGHTS (DM)*

- Vanilla
- Sweeteners
- Clean & Allergen-free

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 07/07/23

Ad Close: 08/25/23

Bonus Distribution:

- Flavorcon

NOV THEMES

SAVORY

- High Impact Aroma Molecules
- Savory Solutions
- Vegan Ingredients & Alternatives
- Flavoring Alternative Proteins

HOMECARE & CLEANING PRODUCTS

- Trends & New Launches
- Labeling & Regulations

INDUSTRY INSIGHTS (DM)*

- Umami, Kokumi & Savory Solutions
- Malodor Tech & Abatement

Product Roundup:
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Magazine Due Dates

Editorial: 08/04/23

Ad Close: 09/22/23

DEC THEMES

CITRUS

- Solubility & Stability Solutions
- Regional Citrus Varieties
- Citrus Ingredients
- Citrus Market Report
- Superfood Flavors

SUSTAINABILITY

INDUSTRY INSIGHTS (DM)*

- Citrus Ingredients
- Citrus Solutions, Blends & Enhancers

Product Roundup:
Ingredients, Packaging,
Equipment & Services

Magazine Due Dates

Editorial: 09/01/23

Ad Close: 10/23/23