

MAGAZINE MEDIA PLANNER

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

Paige Crist
Associate Publisher
pcrist@allured.com
630-344-6060
www.PerfumerFlavorist.com

**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: 10/06/23
Ad Close: 12/04/23

FEB THEMES

WELLNESS & CLEAN LABEL

- Multi-Functional Ingredients
- Packaging for F&F
- Nutritional Ingredients
- Cosmetic Ingredients

COFFEE & TEA

- RTD Coffees and Teas

INDUSTRY INSIGHTS (DM)*

- Functional Ingredient Technology
- Sustainable Ingredients

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 11/03/23
Ad Close: 12/25/23

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
- Manufacturing, Lab Tech & Robotics
- Synthetics & New Molecules

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 12/01/23
Ad Close: 01/23/24

APR THEMES

NATURALS

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

INDUSTRY INSIGHTS (DM)*

- Traceability & Provenance
- Organics

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 01/05/24
Ad Close: 02/26/24

MAY THEMES

FRAGRANCE INNOVATIONS

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

INDUSTRY INSIGHTS (DM)*

- New Fragrance Ingredient and Tech Launches at WPC

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 02/02/24
Ad Close: 03/25/24

Bonus Distribution:

World Perfumery Congress

JUN THEMES

MINT & SPICES

- Spice Production, Applications & Technology
- Trigeminal Stimulants
- Botanicals

MINT

- Mint & Oral Care Innovations

TOBACCO

- Flavoring for Tobacco Products

INDUSTRY INSIGHTS (DM)*

- Heating & Cooling Technologies
- Mint & Menthol

Product Roundup:
Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 03/08/24
Ad Close: 04/23/24

Editorial content is subject to change.

All bonus distributions are tentative. Please contact Paige for up-to-date show distribution information.

***(DM) - Digital Magazine**

MAGAZINE MEDIA PLANNER CONT'D

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JUL THEMES

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, Plant-based, Gluten-free
- Dairy, Dairy Alternatives
- Certifications

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 04/05/24

Ad Close: 05/21/24

AUG 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
- Flavoring for Wine, Beer & Spirits

INDUSTRY INSIGHTS (DM)*

- Naturals, Synthetic & Sustainable Ingredients
- Beverage Technologies & Innovations

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 05/03/24

Ad Close: 06/24/24

SEP THEMES

AIR CARE & CANDLES

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

SNACKS

- Snacks Market Data
- Limited Time Offer (LTO) Flavors
- 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: 06/07/24

Ad Close: 07/23/24

Bonus Distribution:

Flavorcon

OCT THEMES

PERSONAL CARE

- Fragrancing for Cosmetics
- Personal Care Fragrance Labeling

CONFECTIONERY

- Sugar Reduction
- Vanilla & Vanillin
- Sugar Alternatives
- Flavoring for Marijuana Infused Products

INDUSTRY INSIGHTS (DM)*

- Vanilla
- Sweeteners
- Clean & Allergen-free

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 07/05/24

Ad Close: 08/26/24

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:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

Editorial: 08/02/24

Ad Close: 09/23/24

DEC THEMES

CITRUS

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

INDUSTRY INSIGHTS (DM)*

- Citrus Ingredients
- Citrus Solutions, Blends & Enhancers

Product Roundup:

Ingredients, Packaging, Equipment & Services

Magazine Due Dates

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Ad Close: 10/22/24

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