

Connect virtually with *Perfumer & Flavorist+*'s audience including your brand with industry experts.

Intimate video conversations with fragrance and flavor leaders discussing the ingredients, trends and technologies defining the industry today.

### Choose your preferred method of educating the industry:

- Sponsor provides an industry expert to participate in a five (5) minute editorial video interview exclusively focused on the supplier's product innovation.
- Sponsor aligns their brand with an editorial driven video with an industry leader.

### Who You Reach

Qualified flavor & fragrance professionals across multiple media channels.

- 11,500 Magazine Subscribers
- 14,500 Daily Newsletter Subscribers
- 20,000 Dedicated E-blast Subscribers
- 25,400 Registered Website Users
- 40,000 Monthly Website Vistors
- 56,900 Social Media Followers

### The Program

4-week Lead Generation and branding ride along. The Video Interview campaign includes the following:

- Posted 3x in the daily newsletter
- Shared on social media platforms
- Published on the website
- Included in the digital magazine as an exclusive content
- Includes an e-blast to qualified subscribers

SPONSORED

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## [video] How Beyond Acacia Can Simplify the Application Process

May 21st, 2024 | From Farbest Brands



How Beyond Acacia Can Simplify the Application Process

Sponsored by:

Farbest BRANDS ALLAND & ROBERT

Michael Sutich Dr. Isabelle Jaouen

PERFUMER & FLAVORIST MANAGING EDITOR JENNA TROYLI, CONNECTS WITH FARBEST BRANDS AND ALLAND & ROBERT ON THE TWO SENSE VIDEO CAST

perfumer & flavorist

Listeners will discover the differences between traditional gum acacia and Beyond Acacia, the key customer benefits and even footage of Beyond Acacia in comparison to standard instant gum acacia.

## Branding

- Logo will be placed on the video website page
- Company name will be listed as “Sponsored by Company Name”

### Branding on the Website

- Listed on the home page under “Latest” (4 - 5 days)
- Listed under description of video on the list pages
- Listed under author name on detail page
- Listed on video graphic

### Branding in the Daily Newsletter

- Pushed 3 total times, once per week in the daily with “Sponsored by Company name”

### Branding in Social Media Posts

- Mentioned as sponsor

### Branding on the Video

- Pre-roll slide mention as sponsor
- Video sponsor slide at the end of the video

## Direct Leads & Reporting

- Anyone who selects “Watch” to see the videocast will generate a lead
- Leads report are updated daily for real-time access
- Final report will be submitted 1 week after the 4-week editorial push

## Material Needed

Logo (300 dpi) & company name to be listed.

**Rate: \$5,125**

*Must book at least 8 weeks before the run date.*

*Material is due 4 weeks before the run date.*