

Drive engagement with your brand by sharing your expertise.

Type of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast 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

Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4 week editorial push

The Program

4-week Lead Generation and branding ride along. Podcast will be:

- Posted in the daily newsletter a total of 3x, once a week and listed as the sponsor
- Shared in our social media as the sponsor

- Published on the website
 - Logo will be placed on the podcast website page
 - Company name will be listed as “Sponsored by Company Name”
 - Listed on the home page (4-5 days)
 - Listed under description of podcast on the list pages
 - Listed under author name on detail page
 - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

Material Needed:

Logo, (300 dpi) & company name.

Rate: \$3,995

*Must book at least 6 weeks before the run date.
Material is due 4 weeks before the run date.*

TWO SENSE:
How Culinary Pepper Extracts Can Satisfy
Consumers' Need For Heat With Kalsec

kalsec

Ken Burns
Chef and Lead Scientist

Shane McDonald
Principal Flavor Chemist

Perfumer & Flavorist' Managing Editor Jenna Troyli,
connects with Ken Burns and Shane McDonald.

perfumer
& flavorist
The Resource for Sensory & Wellness Innovation

Listeners will gain insight into the company's extensive research on consumer curiosity in hot and spicy flavors.