



**MEDIA KIT
2019**



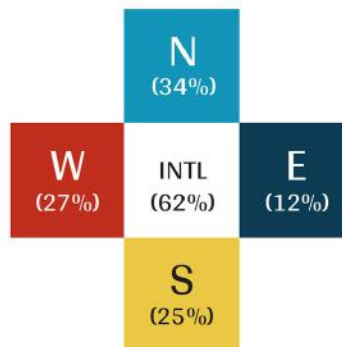
ONLINE

(WWW.NUFFOODSSPECTRUM.ASIA)

The NuFFooDS Spectrum Asia 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.

NuFFooDS Spectrum Asia reaches the decision makers of the Nutrition, Functional Foods and Beverages, Dietary Supplements, Ingredients, food logistics, supply chain and allied sectors. It is the only neutral platform to bring all stakeholders of the Nutraceutical industry under one umbrella. The comprehensive, stimulating and well packaged content makes information easy to access and absorb.

READERSHIP BY REGION



80,000

READERS-PRINT

75,000

UNIQUE VISITORS

18,000 DB

eDM's Subscribers

24,000Subscribers

NEWSLETTER



- Cover Story** : An in-depth story (6-8 pages) with inputs from all relevant people from the industry, analysts, consultants, policy makers etc. on a particular topic
- Interviews** : Coverage of an interaction with the CEO, head of an institution/organization, policy maker, academia etc. in the form of Q&A
- Analysis** : Coverage of latest news with inputs from industry captains and analysts
- Columns** : Views of an individual /organization/association on a particular topic
- News** : News on Nutrition, Functional Food and Beverages, Dietary Supplements, Ingredients and allied sectors
- People** : News about people who joined organisations, got promotions, changed jobs, got awards, fellowship etc.
- Research** : Latest R&D developments, which are of interest to the industry
- Policy** : Updates about the regulatory issues
- Event** : Coverage of conference, summits, meetings, workshops organized by government agencies, associations, event managers, etc. And events diary from both local and international



Ad Options	1x	3x	6x	12x	Specification (w x h px)
Top Leader board	2000	1700	1500	1250	728 × 90
Standard Banner	800	690	610	500	468 × 60
Footer Leader board	1000	850	750	620	728 × 90
Mid Page Unit (MPU)	1500	1275	1130	930	300 × 250
Panel Ad	500	425	375	310	300 × 100
Microsite	5000	4250	3750	3100	1024 × 728
Videos (30 sec)	4000	3400	3000	2480	300 × 250
Sponsored Content (600 words)	3000	2550	2250	1850	300 × 250
Animated Ads (page peeler)	3500	2980	2640	480	300 × 250

EDM

Electronic Direct Mailer (EDM)

1. EDM database 18000
2. EDM Width should be maximum 600px.
3. HTML file size should be maximum upto 28 kb.
4. HTML file should not contain any style sheet (CSS) or Javascript.
5. File format should be HTML.
6. Subject line is mandatory.

Regular Advertisements	Size	1x	3x	6x	12x
EDM	NA	750	630	560	450

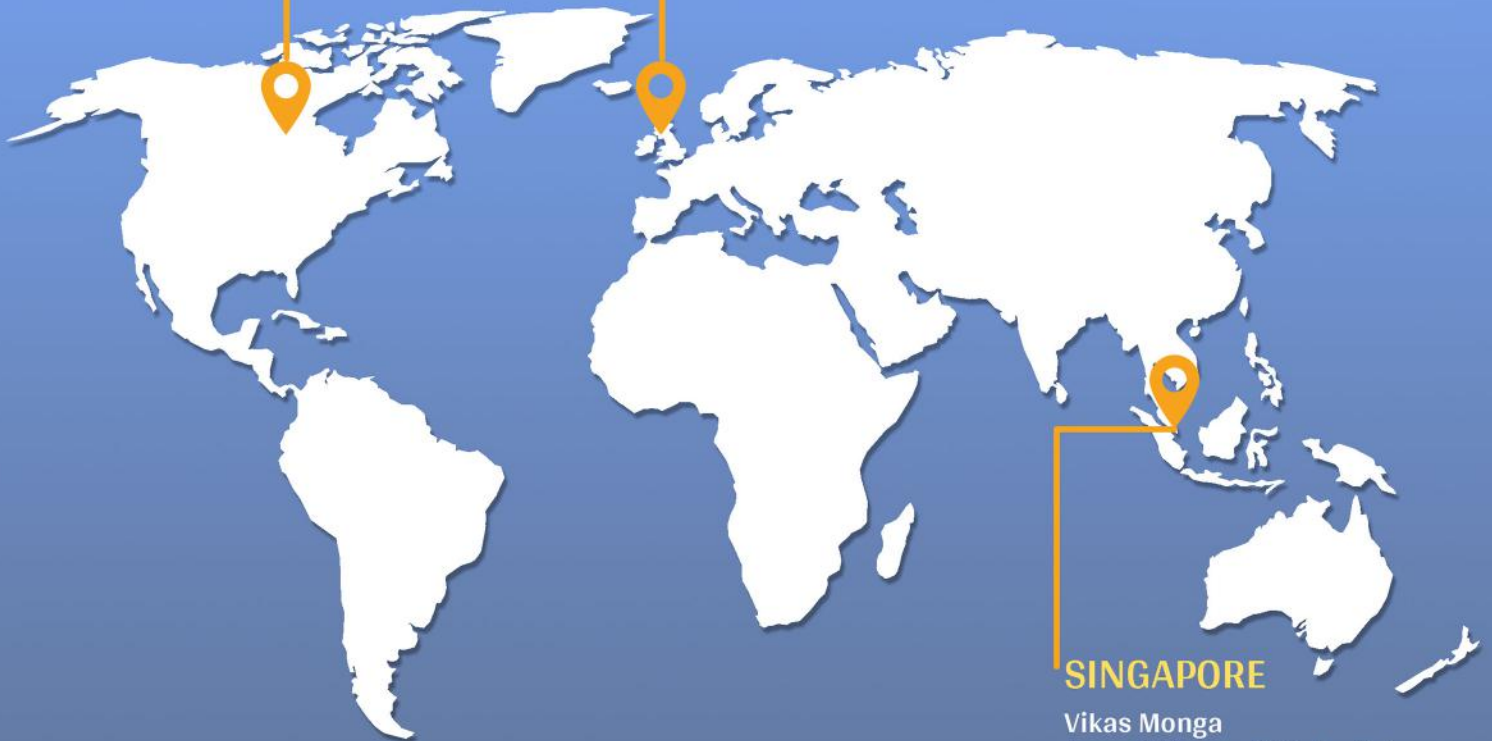
Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement

USA

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