PRINT

NuFFoodS Spectrum India is an integrated B2B media platform for Wellness industry covering Nutrition, Functional Foods and Beverages, Dietary Supplements, Ingredients and allied sectors. The monthly print issue of NuFFoodS Spectrum covers in-depth stories on business and market, research and development in the Nutritional & Nutraceutical, Functional Foods, Dietary Supplements and Ingredients industry. Besides, it covers news, trends, analysis, business, investment opportunities, technology breakthroughs, product features and event listings and quick insights about the Industry on regular basis.

ONLINE

(www.nuffoodsspectrum.in)

The NuFFoodS Spectrum 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.
EVENTS:
NUTRA INDIA SUMMIT

Nutraceutical Summit established itself as India’s flagship event for the Nutrion, Functional Foods, Dietary Supplements & Health Foods Industry.

A must-attend summit held in India brings together the Global Scientific and Business Community including industry captains, Policy Makers, R&D heads, Doctors & Nutritionists and Equipment Manufacturers and Food Processing & Analytical Industry community under single umbrella.

Nutra India Summit focuses on Health & Wellness through Nutraceuticals, Nutritional & Naturals. Networking sessions, insightful keynote sessions, CEO Summit, Awards Night are some of the highlights of the event.

CUSTOM PUBLISHING & INTEGRATED PROGRAMS

The NuFFooDS Custom Publishing Division works with each client to design a advertorial, special supplement, microsite, webcast and events that is specific to customer needs. Custom programs can focus on any one of the NuFFooDS media properties or across different platforms to reach out to the target audience.
NuFFoodS Spectrum India 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 Job Profile**

- 43 Decision Makers (25%)
- 4 Policy Makers (3%)
- 36 Middle Management (22%)
- 9 Research & Academia (5%)
- 8 Nutritionists, Dieticians, Doctors (5%)

**Circulation by Industry**

- 29 Dietary Supplements (19%)
- 21 Food Ingredients (15%)
- 19 Nutrition (13%)
- 13 Functional Foods & Beverages (9%)
- 15 Policy Makers, Academia (10%)
- 3 Others (2%)

(*) All figures are in percentages.

**Readership by Region**

- North (34%)
- West (27%)
- International (2%)
- East (12%)
- South (25%)

**Distribution**

- 80,000 Readers-Print
- 50,000 Unique Visitors
- 12,000 Digital Readers
- 10,000 Database (eDM’s Subscribers)
- 14,000 Subscribers (Newsletter)

www.nuffoodsspectrum.in
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| 2020 January | • New Year issue  
                • Plans for 2020  
                • Budget expectations  
                • Plant based ingredients |
| 2020 February | • Analysis of Govt initiatives for food processing industry  
                                • APAC new generation food market  
                                • Budget story |
| 2020 March  | • Women in top positions  
                        • Problems caused by nutritional products are sold as OTC products  
                        • Drinking water market |
| 2020 April  | • Pharma big giants in nutra & nutrition space  
                        • Pre and probiotics market in India  
                        • Less salt and sugar usage review |
| 2020 May    | • Analysis of FDS in different states with interviews of successful FDA Commissioners  
                                • Energy drink market  
                                • World nutrition day - Overlooking mal nutrition by nutrition products  
                                • Sponsored content - Institute profiles |
| 2020 June   | • World food safety day - Food safety in India  
                        • Ethylene powder story  
                        • Food security of different states - Suggested by Alok to get ads from states  
                        • Milk adultration status |

Closing date for issue is 15th of previous month
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 July</td>
<td>• Performance nutrition products matching natural diets&lt;br&gt;• Performance nutrition market in India&lt;br&gt;• Industry expectations from students from R&amp;D in food sector</td>
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<tr>
<td>2020 August</td>
<td>• Natural colours, flavours&lt;br&gt;• Partnership between private and public sector in new generation foods&lt;br&gt;• Leading companies in warehousing space and logistics</td>
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<tr>
<td>2020 September</td>
<td>• Anniversary issue&lt;br&gt;• FnB packaging&lt;br&gt;• Nutrition week - CSR activities of nutrition companies in India&lt;br&gt;• Alternate nutritional medicine &amp; foods</td>
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<tr>
<td>2020 October</td>
<td>• Food testing labs&lt;br&gt;• Start up&lt;br&gt;• World food day - Role of food processing in reducing wastage</td>
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<tr>
<td>2020 November</td>
<td>• Food fortification&lt;br&gt;• Egg and nutrition&lt;br&gt;• Wine</td>
</tr>
<tr>
<td>2020 December</td>
<td>• Food parks - 2020 status&lt;br&gt;• Harsimrat Kaur Badal interview on food parks 2020&lt;br&gt;• Industry report-KPMG&lt;br&gt;• Paid case studies by Alok</td>
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Closing date for issue is 15th of previous month.
### Advertising Solutions

<table>
<thead>
<tr>
<th>Regular Option’s</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
<th>Specification (wxh mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>1200</td>
<td>1100</td>
<td>990</td>
<td>860</td>
<td>180 x 250</td>
</tr>
<tr>
<td>Half Page</td>
<td>700</td>
<td>600</td>
<td>500</td>
<td>460</td>
<td>180 x 120</td>
</tr>
<tr>
<td>Double Spread</td>
<td>2200</td>
<td>1900</td>
<td>1800</td>
<td>1600</td>
<td>360 x 250</td>
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</table>

<table>
<thead>
<tr>
<th>High Impact Options</th>
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<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
<th>Non-Bleed (mm)</th>
<th>Bleed Size (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd Page/ Opp Edit</td>
<td>2100</td>
<td>1800</td>
<td>1650</td>
<td>1400</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Full Page with TAB</td>
<td>2500</td>
<td>2100</td>
<td>1980</td>
<td>1700</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>2500</td>
<td>2100</td>
<td>1980</td>
<td>1700</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>2100</td>
<td>1800</td>
<td>1650</td>
<td>1400</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Back Cover</td>
<td>3300</td>
<td>2800</td>
<td>2600</td>
<td>2300</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<tr>
<td>Reverse Gate Fold</td>
<td>4100</td>
<td>3500</td>
<td>3300</td>
<td>2900</td>
<td>350 x 250</td>
<td>350 x 250</td>
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</tbody>
</table>

**Note**

* Amounts in USD
** Special/Innovative advertisements are also available on request

**Advertisement Instructions:**
- Trim size of the magazine = 196 mm x 267 mm for a single page and 392 mm x 267 mm for double spread.
- For bleed advertisements, allow 5 mm extra one each side.
- Live matter should be well within 5 mm from the cutmarks
- 10 mm gutter margin is required for double spread ads

**Creative Requirement:**
- High Resolution PDF (300dpi) file in process color (CMYK)
- Black color text should be in single color black and not in four color black
- Ad material deadline - 15th of every previous month for forth coming issues
### Ad Options

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
<th>Specification (wxh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>700</td>
<td>560</td>
<td>530</td>
<td>460</td>
<td>520 X 100</td>
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<tr>
<td>Middle Leaderboard</td>
<td>580</td>
<td>490</td>
<td>460</td>
<td>400</td>
<td>520 X 100</td>
</tr>
<tr>
<td>Bottom Leaderboard</td>
<td>400</td>
<td>350</td>
<td>330</td>
<td>290</td>
<td>770 X 90</td>
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<tr>
<td>Box Ads</td>
<td>500</td>
<td>420</td>
<td>400</td>
<td>340</td>
<td>300 X 250</td>
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<tr>
<td>Panel Ads</td>
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<td>350</td>
<td>330</td>
<td>290</td>
<td>316 X 105</td>
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### DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Regular Advertisement</th>
<th>Code</th>
<th>Size (H X W) Bleed</th>
<th>Size (H X W) Non Bleed</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>275 X 204</td>
<td>267 X 196</td>
<td>1200</td>
<td>1020</td>
<td>900</td>
<td>710</td>
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<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>115 X 204</td>
<td>115 X 172</td>
<td>750</td>
<td>630</td>
<td>560</td>
<td>450</td>
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</tbody>
</table>

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

### NEWSLETTER

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Size</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
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</thead>
<tbody>
<tr>
<td>Standard Banner</td>
<td>468x60</td>
<td>900</td>
<td>770</td>
<td>670</td>
<td>540</td>
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</table>

### Electronic Direct Mailer (EDM)

1. EDM database 10000
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.
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