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 Nutrition, 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
- 8 Nutritionist / Dieticians / Doctors
- 9 Research & Academia
- 4 Policy Maker
- 36 Middle Management

**CIRCULATION BY INDUSTRY**

- 15 Policy Makers / Academia
- 13 Functional Foods & Beverages
- 19 Nutrition
- 21 Food Ingredients
- 29 Dietary Supplements

(*) ALL FIGURES ARE IN PERCENTAGES

**READERSHIP BY REGION**

- N (34%)
- W (27%)
- INTL (62%)
- E (12%)
- S (25%)

**READERSHIP**

- 90,000+ READERS-PRINT
- 70,000+ UNIQUE VISITORS
- 12,000 Digital Readers
- 35,000 DB eDM’s Subscribers
- 25,000+ Subscribers NEWSLETTER

www.nuffoodsspectrum.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| 2021 January | New Year issue  
Plans for 2021  
Budget expectations  
challenges in food & beverage manufacturing post COVID Era and the solution proposed by the industry |
| 2021 February | Ranking of Nutra companies  
Drinking water market  
Lab water purification  
Micro Nutra to Macro  
Plant based ingredients |
| 2021 March  | Women in top positions  
Problems caused by nutritional products are sold as OTC products  
Nutricosmetics  
Food Fraud  
Less salt and sugar usage review |
| 2021 April  | Pharma big giants in nutra & nutrition space  
Pre and probiotics market in India  
Food Lab Safety  
Budgeting for Food Labs |
| 2021 May    | Tools for f & b testing  
Leading companies in warehousing space and logistics  
World nutrition day - Overlooking mal nutrition by nutrition products  
Onconutrition market |
| 2021 June   | World food safety day - Food safety in India  
Analysis of FDS in different states with interviews of successful FDA Commissioners  
Food Science & Quality Control  
Innovation in machinery and materials for food and beverage industry  
food safety in food and beverage plants |

Closing date for issue is 15th of previous month
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
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</table>
| 2021 July  | • Performance nutrition products matching natural diets  
• Industry expectations from students from R&D in food sector  
• AI for food processing and packaging machinery |
| 2021 August| • Naturals Vs synthetics colours  
• Partnership between private and public sector in new generation foods  
• Research and development pertaining to the many different regions of food and beverage manufacturing |
| 2021 September | • Anniversary issue  
• F&B packaging  
• Environmentally friendly packaging for food industry  
• New manufacturing technologies being used in food processing, packaging, & engineering  
• Nutrition week - CSR activities of nutrition companies in India |
| 2021 October | • Food testing labs  
• World food day - Role of food processing in reducing wastage  
• Powder and bulk material handling in food applications |
| 2021 November | • Food fortification  
• Egg and nutrition  
• Wine  
• Regulation of legal cannabis edibles and beverages |
| 2021 December | • Food parks - 2021 status  
• Automation in Food wrapping & filling technologies  
• Recent trends in food processing & manufacturing |

Closing date for issue is 15th of previous month
### ADVERTISING SOLUTIONS

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<tr>
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**Note**
* Amounts in INR
** 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

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<table>
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### NEWSLETTER

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<td>Exclusive Newsletter Sponsor</td>
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### EDM

**Electronic Direct Mailer (EDM)**

1. EDM database 36000

2. EDM Width should be maximum 600px.

3. HTML file size should be maximum upto 28kb.

4. HTML file should not contain any style sheet (CSS) or Javascript.

5. File format should be HTML.

6. Subject line is mandatory.

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
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</tbody>
</table>
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Email: saradha.mani@mmaactiv.com

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