

**Natural Products INSIDER** leads CPG brands from ideation through manufacturing, supporting the development of innovative, healthy and compliant products in the dietary supplement, food, beverage and sports nutrition industries. INSIDER helps companies understand the supply, formulation, science and regulatory considerations affecting the healthy and better-for-you CPG market. As an official content provider for SupplySide, INSIDER connects ingredient buyers and suppliers with executives across the health and nutrition marketplace.



**SupplySide West** is the world's leading ingredient and solutions tradeshow where science & strategy intersect. Every year, SupplySide West brings over 16,000 ingredient buyers and suppliers together from the dietary supplement, beverage, functional food, personal care and sports nutrition industries. SupplySide West is all about the exploration, discovery, innovation and marketing strategy around the development of finished products that drive the global business economy.



**SupplySide East** is where buyers and sellers connect from the supplement, food & beverage, beauty and sports nutrition industries. At its home in Secaucus, New Jersey this event is attended by more than 3,500 industry decision-makers.

**Interested in sharing your expertise on a particular topic, or contributing an expert perspective?**

While INSIDER does not accept unsolicited article submissions, we are interested in educational, non-promotional content. If you would like to propose a specific topic to address in an article submission, or have new research or formulation knowledge to share, please contact:

**Contact**

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## Digital Magazines

Natural Products INSIDER Digital Magazines deliver feature-style analysis, columns, and in-depth stories in an always on, always accessible format. Since each issue is thematic, our audience, your customers, finds exactly what they need exactly when they need it to help them along their specific decision-making process.

January	February	March
<p><b>Copacking for Foods</b> Food and beverage brands want to choose copacking partners that help them bring quality, safe and transparent products to the market. Providing selection tips, examining the supply chain and discussing ingredient premixes. <b>Sales Reservation: January 2</b></p> <p><b>CBD</b> Cannabidiol (CBD) is gaining traction in foods and supplement products that address brain, mood and skin health. Exploring CBD science, regulations and trending product types. <b>Sales Reservation: January 17</b></p>	<p><b>Botanicals</b> Botanicals have been used in foods and supplements to address health conditions for centuries, but innovation still abounds ingredients such as green tea, curcumin, ginger, fenugreek, saw palmetto, cinnamon, boswellia, ginkgo, maca and rhodiola. Helping brands address supply chain concerns, market data, and food and beverage formulation. <b>Sales Reservation: January 29</b></p>	<p><b>Digestive Health</b> To consumers, digestive health has expanded beyond reducing tummy troubles, as microbiome research connects the gut to other body systems. Discovering the latest ingredient research, formulation of these ingredients into foods and supplements, and notable digestive health products. <b>Sales Reservation: February 22</b></p> <p><b>Personalized Energy and Sports Performance</b> Athletic needs are specific and based on body type, sport and exertion, so athletes want foods and supplements that treat them like individuals. Looking at nutrient timing, sport-specific needs and mitochondrial ingredients, such as CoQ10, PQQ, ALA, carnitine and omega-3s. <b>Sales Reservation: March 18</b></p>
April	May	June
<p><b>Contract Manufacturing for Supplements</b> Most own-label supplement distributors use contract manufacturers to source ingredients, craft products and manufacture success. Exploring the contract manufacturer selection process, supplement delivery systems and supply chain considerations. <b>Sales Reservation: March 25</b></p>	<p><b>Sports Nutrition: Muscle Building</b> Athletes and active consumers look to nutrition to help support the muscle gains they make with exercise. Reviewing blood flow boosters, formulation and flavor challenges, and novel ingredient developments. <b>Sales Reservation: April 17</b></p> <p><b>Beverages</b> Bottoms up! Consumers enjoy getting nutrients from drinks that quench their thirst as long as the product is healthy for them and the environment. Covering different beverage types, ingredients and market data. <b>Sales Reservation: May 16</b></p>	<p><b>Healthy Aging</b> With Boomers getting older and younger consumers focused on longevity, the market for healthy aging products is ripe for innovation. Addressing cognitive health, ingredients that support activity and wellness, and bone health. <b>Sales Reservation: May 31</b></p>
July	August	September
<p><b>Women's Health for Every Life Stage</b> A woman's nutritional needs changes as she passes through different decades, but women always demand safe, efficacious and mindful products. Discovering the latest ingredient research for maternity, fertility and menopause health, and product formulation trends. <b>Sales Reservation: June 17</b></p> <p><b>Contract Labs</b> Health and nutrition products often don't have the equipment or expertise to test their ingredients and finished products, but the regulatory requirements of verification still stand. Looking at choosing a third-party lab, auditing that lab and the latest testing technologies. <b>Sales Reservation: July 17</b></p>	<p><b>Joint Health</b> The pain-free movements allowed by healthy joints are a cornerstone of a quality life for aging consumers, and many active people are realizing the benefits of proper joint care. Examining recent joint health ingredient research, especially for sports nutrition; notable products; and formulation considerations. <b>Sales Reservation: July 26</b></p>	<p><b>Packaging</b> Packaging must do a lot for natural products. They must attract the eye, communicate marketing messages, fit legal requirements and meet consumer desires for sustainability. Examining sustainable solutions, technological innovations and third-party certifications. <b>Sales Reservation: September 3</b></p> <p><b>Natural Colors &amp; Flavors</b> Artificial just won't do any longer in foods, beverages and supplements, so formulators must look to natural sources to color and flavor products that are attractive to consumers. Reviewing functional colors, flavors with sensory appeal and trending product categories. <b>Sales Reservation: September 17</b></p>
October	November	December
<p><b>Probiotics</b> These beneficial bacteria are increasingly becoming important in consumers' lives due to the new research, formulation advancements and expanding product categories. Exploring the latest science, formulating foods with probiotics, supply chain and safety. <b>Sales Reservation: September 25</b></p>	<p><b>Plant-Based Revolution</b> The demand to reduce animal product consumption is driven by sustainability, health and animal wellness concerns. Discover technologies in vegan supplement development, alternatives to meats in food products and the market needs for plant-based products. <b>Sales Reservation: October 22</b></p> <p><b>Sports Nutrition: Female Athlete</b> Strong and fit women are looking for nutrition products that address their needs to stay on top of the game. Looking at advancements in ingredient research for muscle building, endurance and body composition, and product formulation trends. <b>Sales Reservation: November 14</b></p>	<p><b>Prebiotics</b> Prebiotic fibers help feed beneficial probiotics, helping to ensure all health benefits are realized, but formulating with fiber and bacteria can be tricky. Examining the latest research on prebiotic health benefits, product formulation tips and synbiotic products. <b>Sales Reservation: November 27</b></p>

## Deep Dive Reports

Long-form underwritten reports that take an in-depth, editorial look at overarching themes and innovations helping to shape the ingredient and manufacturing worlds, with a focus on impact on key categories in the natural and organic products industry. Deep Dives allow you to exclusively align with relevant third-party content.

January	February	March
<p><b>Plant-Based Protein</b> Consumer demand for sustainable products along with the health benefits of protein have driven the need for protein from plants, such as pea, hemp, rice, oat and beyond. Looking at the way protein formulation and market trends have evolved, and a peek at what's to come.</p> <p><b>Sales Reservation: January 2</b></p>	<p><b>Sweeteners</b> The negative health effects of refined sugar are broadly known, and the potential damaging effects of artificial sweeteners are debated, leaving consumers to turn to naturally sweet alternatives. Reviewing sweeteners for foods and Beverages, sweetener use in supplements and the story of stevia's expansion.</p> <p><b>Sales Reservation: February 8</b></p>	<p><b>Softgels</b> Softgels are a mainstay in supplements, but innovation isn't stagnant with new formulations allowing for targeted delivery, longer shelf life and branding. Reviewing softgel types, sourcing concerns and scientific research.</p> <p><b>Sales Reservation: March 1</b></p>
April	May	June
<p><b>Collagen</b> Collagen's health benefits span joint health, skin health and muscle development, so it's no wonder that consumers are increasingly interested in products that feature it. Examining the research behind the health claims, formulation and market demand for collagen.</p> <p><b>Sales Reservation: April 1</b></p>	<p><b>Topic TBD, in collaboration with underwriter and INSIDER editorial leaders</b></p> <p><b>Sales Reservation: March 25</b></p>	<p><b>Topic TBD, in collaboration with underwriter and INSIDER editorial leaders</b></p> <p><b>Sales Reservation: April 15</b></p>
July	August	September
<p><b>CBD</b> The CBD market is growing despite regulatory questions because consumers are increasingly interested in its beneficial health effects. Exploring the draw of CBD for consumers, research on its health benefits and the legal hurdles ahead.</p> <p><b>Sales Reservation: July 5</b></p>	<p><b>Probiotics</b> Probiotics are attractive to consumers due to their myriad health benefits and the formulation mastery that has enabled them to appear in a wide breadth of product types. Revealing the progression of the probiotic market including expanded research, formulation advances and increased consumer understanding.</p> <p><b>Sales Reservation: August 6</b></p>	<p><b>Topic TBD, in collaboration with underwriter and INSIDER editorial leaders</b></p> <p><b>Sales Reservation: June 26</b></p>
October	November	December
<p><b>Topic TBD, in collaboration with underwriter and INSIDER editorial leaders</b></p> <p><b>Sales Reservation: August 19</b></p>	<p><b>Joint Health</b> The joint health market used to consist of products for the elderly made with glucosamine and chondroitin. That's no longer the case with longevity concerns entering younger minds and research revealing joint care benefits of other natural ingredients. Reviewing the history and expansion of the market, and diving into the latest market research.</p> <p><b>Sales Reservation: November 11</b></p>	<p><b>Topic TBD, in collaboration with underwriter and INSIDER editorial leaders</b></p> <p><b>Sales Reservation: October 23</b></p>

## Formulator's Resource

Co-branded monthly content geared toward a formulator audience, featuring a quick category overview, and a sponsor Q&A and advertising section. Designed to incorporate sponsor influence and participation, Formulator's Resource covers topics related to conditions, ingredients and sourcing practices.

January	February	March
<u>Texture &amp; Stabilizers for Food</u> Sales Reservation: January 2	<u>Probiotics</u> Sales Reservation: February 5	<u>Clean Preservatives</u> Sales Reservation: February 25
April	May	June
<u>Healthy Aging</u> Sales Reservation: April 2	<u>Natural Colors &amp; Flavors</u> Sales Reservation: April 29	<u>Antioxidants</u> Sales Reservation: May 24
July	August	September
<u>Clean Energy</u> Sales Reservation: June 26	<u>Sports Performance</u> Sales Reservation: July 24	<u>Sweeteners</u> Sales Reservation: August 30
October	November	December
<u>Contract Manufacturing</u> Sales Reservation: September 23	<u>Weight Management</u> Sales Reservation: October 24	<u>Cognitive Health &amp; Stress</u> Sales Reservation: November 25

## What's Hot at SupplySide

The What's Hot at SupplySide Digital Programs are timed to gather and share information on critical events, product announcements and exhibitor news that attendees need to know in the final weeks going into the SupplySide East and SupplySide West live events.

	March	September
	What's Hot – SupplySide East - Digital Magazine	What's Hot – SupplySide West - Website
Sales Reservations:	Feb 27	Aug 28





## Print Magazines

For more than 20 years, executives across the natural products industry have turned to Natural Products INSIDER in print to address the ingredient science, formulation strategies, legal considerations and much more that impact go-to-market strategies.

	<b>January/February</b> (Bonus distribution: Expo West, WestPack)	<b>March/April</b> (Bonus distribution: SupplySide East, Vitafoods Europe)	<b>May/June</b> (Bonus distribution: IFT, CPhI China/Hi & Fi Asia-China, EastPack)
<b>Ad Reservations</b>	Jan 7	Mar 11	Apr 11
<b>Ad Materials</b>	Jan 8	Mar 12	Apr 12
<b>Features</b>	<ul style="list-style-type: none"> <li>▪ Supplement: Personalized Nutrition</li> <li>▪ Food &amp; Beverage: Flavors and Colors</li> <li>▪ Sports Nutrition: Banned Substance Testing</li> <li>▪ Legal: Claims Substantiation</li> <li>▪ Contract Manufacturing: Best Practices Q&amp;A</li> <li>▪ Muscle Support/Sarcopenia</li> <li>▪ Regenerative Agriculture</li> <li>▪ Adaptogens</li> <li>▪ GMOs</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supplement: Curcumin</li> <li>▪ Food &amp; Beverage: Healthy Fats &amp; Oils</li> <li>▪ Sports Nutrition: Energy</li> <li>▪ Legal: Lawsuits</li> <li>▪ Contract Manufacturing: Supply Chain Transparency</li> <li>▪ CoQ10</li> <li>▪ Magnesium</li> <li>▪ Biotechnology</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supplement: Immune Health</li> <li>▪ Food &amp; Beverage: Better for you Fiber</li> <li>▪ Sports Nutrition: Nutrients for Weekend Warriors/Active Consumers</li> <li>▪ Legal: International Trade</li> <li>▪ Contract Manufacturing: Premixes</li> <li>▪ Bars</li> <li>▪ Children's Health</li> <li>▪ Brand/Supplier Relationship</li> </ul>

	<b>July/August</b> (Bonus distribution: Expo East, Vitafoods Asia, Food Ingredients South America)	<b>September/October</b> (Bonus distribution: SupplySide West, Food Ingredients North America)	<b>November/December</b> (Bonus distribution: Food Ingredients Europe)
<b>Ad Reservations</b>	Jun 21	Aug 15	Oct 28
<b>Ad Materials</b>	Jun 24	Aug 16	Oct 29
<b>Features</b>	<ul style="list-style-type: none"> <li>▪ Supplements: Healthy Aging</li> <li>▪ Food &amp; Beverage: Dairy Alternatives</li> <li>▪ Sports Nutrition: Protein Powders</li> <li>▪ Legal: Federal Trade Commission</li> <li>▪ Contract Manufacturing: Efficacious Doses</li> <li>▪ Natural Preservatives</li> <li>▪ Eye Health</li> <li>▪ M&amp;As</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supplement: Glucose Support</li> <li>▪ Food &amp; Beverage: Reduced Sodium, Fats &amp; Sugar</li> <li>▪ Sports Nutrition: Anti-Inflammatories</li> <li>▪ Legal: GMPs</li> <li>▪ Contract Manufacturing: Equipment</li> <li>▪ Personal Care</li> <li>▪ Omega-3s</li> <li>▪ Political Leaders &amp; Foes</li> <li>▪ Attracting the Right Job Candidates</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supplement: Probiotics</li> <li>▪ Food &amp; Beverage: RTD &amp; RTE</li> <li>▪ Sports Nutrition: Sleep for Better Performance/Recovery</li> <li>▪ Legal: FDA Criminal Actions</li> <li>▪ Contract Manufacturing: Product Specifications</li> <li>▪ Confectionery &amp; Bakery</li> <li>▪ Certifications</li> </ul>