

Official content provider of:

SupplySide[®]
WEST

SupplySide[®]
EAST



About Natural Products INSIDER:

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.

Fields Served:

Dietary supplement manufacturers/marketers, private label manufacturers, food manufacturers/marketers, personal care manufacturers/marketers, ingredient suppliers, testing/analytical labs, wholesalers/distributors/brokers, consulting/service companies, equipment/machinery suppliers, association/government/institutions and others related to the natural products industry.

Definition of Recipient Qualification:

Corporate management, research/development, sales/marketing/business management, production/manufacturing management, other management and others in the natural products industry.

Magazine

11,982 circulation
6 issues per year

Website

naturalproductsinsider.com
112,347 average page views per month
(January 2017 – August 2018)

53,656 average unique visitors per month
(January 2017 – August 2018)



Magazine: Geographic Distribution

	Print	Digital	Both	Unique Total
United States	8,731	822	31	9,553
Canada	32	460	2	492
Other International	61	1,876	1	1,937
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,824	3,158	34	11,982



Magazine: Business & Title Distribution

Business And Industry	Unique Total Qualified	Percent of Total	Print	Digital	Both	Corp. Mgmt	Classification by Title			
							Production/R&D/Mfg	Sales/Mktg/Business Mgmt	Other Mgmt	Other
Finished Product Manufacturer/Marketer	8,954	75.6%	4,251	1,733	7	2,151	2,638	1,137	1,896	1,132
Contract/Private Label Manufacturer	646	5.5%	518	127	1	277	107	135	110	17
Ingredient Distributor/Broker	268	2.3%	218	50	0	114	21	62	65	6
Ingredient Supplier	1,362	11.5%	1001	356	5	637	142	344	204	35
Consultant	273	2.3%	216	57	0	102	15	26	94	36
Packaging/Design	88	0.7%	76	12	3	30	5	43	3	7
Testing/Analytical Lab	72	0.6%	57	12	3	32	18	6	11	5
Government	187	1.6%	104	83	0	20	91	17	17	42
Unique Total Qualification	11,850		8,824	3,027	34	3,363	3,037	1,770	2,400	1,280
Percent	99%		74.46%	26.65%	0.29%	28.38%	25.63%	14.94%	20.25%	10.80%

Note 1: Corporate Management includes CEOs, CFOs, COOs, Owners/Partners, Presidents, Vice Presidents, Directors, Chairman/Founders and Other Corporate Management.

Note 2: Production/Manufacturing Mgmt includes Vice Presidents, Directors, Managers, Supervisors and Others in the field of Production/Manufacturing, Product Development, Purchasing, Research & Development, Quality Control/Assurance, Engineering, Distribution/Material Handling and Food Technology.

Note 3: Sales/Marketing/Business Mgmt includes Vice Presidents, Directors, Managers, Supervisors and Others in the field of Marketing, Sales, Financial, Public Relations, Communications Advertising and Customer Service

Note 4: Other Management includes Vice Presidents, Directors, Managers, Supervisors and Others in the field of Regulatory Affairs, Legal, Consulting, Nutrition, Administration.

Note 5: Other functions not known.





Magazine: Qualification Source

Qualification Source	1 Year	2 Year	Print	Digital	Both	Unique Total Qualified	Percent
Direct Request	398	4,046	8,730	2,280	6	11,010	91.9%
Other sources	2	6	98	874	3	972	8.11%
UNIQUE TOTAL QUALIFIED CIRCULATION	400	4,052	8,824	3,154	34	11,982	100%
PERCENT	3.34%	33.8%	73.64%	26.32%	0.28%	100%	

Website Profile

Month	Page Views	Visits	Unique Visitors
January	125,992	85,979	69,749
February	118,666	70,290	57,150
March	99,800	58,433	45,109
April	100,562	60,526	44,791
May	100,129	61,895	45,172
June	106,102	66,029	48,959
July	135,176	86,332	64,665
August	166,444	109,160	86,673
Average	112,347	69,926	53,656

