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.
# 2019 Media Kit

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Overview</td>
<td>3</td>
</tr>
<tr>
<td>In-Person Events</td>
<td>4</td>
</tr>
<tr>
<td>About Us</td>
<td>4</td>
</tr>
<tr>
<td>Magazine Overview</td>
<td>5</td>
</tr>
<tr>
<td>Online Overview</td>
<td>6</td>
</tr>
<tr>
<td>Digital Magazines</td>
<td>7</td>
</tr>
<tr>
<td>Deep Dive Reports</td>
<td>8</td>
</tr>
<tr>
<td>Print</td>
<td>9</td>
</tr>
<tr>
<td>Formulator’s Resource</td>
<td>10</td>
</tr>
<tr>
<td>Website Advertising</td>
<td>11</td>
</tr>
<tr>
<td>What’s Hot at SupplySide</td>
<td>12</td>
</tr>
<tr>
<td>Webinars</td>
<td>13</td>
</tr>
<tr>
<td>White Papers</td>
<td>14</td>
</tr>
<tr>
<td>Infographics</td>
<td>15</td>
</tr>
<tr>
<td>Custom Content Marketing</td>
<td>16</td>
</tr>
<tr>
<td>Other Content Marketing</td>
<td>17</td>
</tr>
<tr>
<td>E-Newsletters</td>
<td>18</td>
</tr>
<tr>
<td>Contact Us</td>
<td>19</td>
</tr>
</tbody>
</table>

### Additional Resources:

- Print Rate Card
- Digital Rate Card
- Editorial Content Calendar
- Publisher’s Statement

Note: This document contains bookmarks for easy navigation.
Brand Overview

Over the past decade, millions of consumers around the world have been driving marketplace disruption. These consumer scrutinize what they put in and on their bodies, and demand transparency and conscious business practices from the mission-guided products they seek out and purchase.

Informa Health & Nutrition helps companies navigate these consumer-driven changes and lead their own positive change. Our group is made up of the top events, education, data and content brands across the global health and wellness industry. We serve a world-wide network of CPG brands, manufacturers, suppliers, retailers, distributors, investors and service providers.

For purpose-driven CPG brands and their partners, we are fueling every stage of a company’s evolution: from opportunity identification, through development and manufacturing, to sales and prosperity. Whether you engage with H&N through exhibitions, conferences, training, content, insights or connections, together we are shaping the industries of the future for optimal health and wellness of both people and the planet we inhabit.

Informa Health & Nutrition is committed to supporting the growth and advancement of the industry. We do this by advocating for industry initiatives and supporting the efforts of our industry associations and allies.

Proud Member and Supporter of:

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Proud Member and Supporter of:
In-Person Events

SupplySide® WEST 16,000+
SupplySide West
What: The industry’s gathering point where science & strategy intersect. 16,000+ health & nutrition industry professionals from the dietary supplement, food, beverage, sports nutrition and personal care industries.
When: October 15-19, 2019 Where: Mandalay Bay, Las Vegas

SupplySide® EAST 3,500+
SupplySide East
What: The East Coast’s premier event with 3,500+ nutrition, food and health & beauty professionals.
When: April 9-10, 2019 Where: Secaucus, NJ

Content opportunities at in-person events include a few of the following:
- Workshop underwriting
- Breakfast and Lunch Briefs
- Exhibitor Presentation Theater
- SupplySide Central

naturalproductsinsider.com
The official digital & print resource for executives, marketers, manufacturers and formulators in the dietary supplement, food, beverage, sports nutrition and animal nutrition industries.

NewHope.com
The digital marketplace that connects the healthy lifestyle industry. We connect you to your next customer, and provide you with the market research, standards and legislative information you need to develop a trusted consumer product.

A new strategy for INSIDER and newhope.com

Ideal for: Ingredient suppliers and service providers looking to educate the market.

CPG Brands Targeted Roles/Personas:
- R&D Formulators/Scientists
- Marketers
- Legal/Regulatory
- CEO/C-suite
- Ingredient Purchasing/Procurement
- Manufacturing Operations

Supply Companies Targeted Roles/Personas:
- Sales
- Marketers
- R&D/Formulation/Science
- Legal/Regulatory
- CED/C-suite

Other Audiences Contract Manufacturers
- Ingredient Procurement
- R&D/Formulation/Science
- Sales

Ideal for: Finished product & supplement manufacturers looking to educate the market on their brand and impact.

CPG Brands Targeted Roles/Personas:
- Sales
- Marketing/Brand Manager/Category Manager
- CEO/Founder/Exec

Retailers/Distributors Targeted Roles/Personas:
- Sales
- Marketing/Brand Manager/Category Manager
- CEO/Founder/Exec

Other Audiences
- Investors
- Service Providers
- General Industry

Table of contents
Magazine Overview

Natural Products INSIDER, official media of SupplySide, provides executives in the natural products industry with news, commentary, new products, government/regulatory affairs, and in-depth research on ingredients for health conditions and functionality. Each industry focus area - Supplement, Food & Beverage, Sports Nutrition and Beauty - is featured in every 2019 print issue of INSIDER with insights on key category issues and contributions from industry experts.

The content team is led by Heather Granato, Vice President of content, who brings 25+ years of natural products experience to the brand, and Sandy Almendarez, Editor in Chief, who has a decade of experience covering natural products brands.

As of August 2018

11,982 in circulation | 99% direct request | 6 issues per year
Online Overview

The Natural Products INSIDER website offers a wide range of open and premium content, all free to website members, including Reports, Digital Magazines, Articles, Blogs, Galleries, Webinars, Videos and more.

INSIDER covers the full breadth of the nutrition industry — from supplements and functional foods to sports nutrition and manufacturing. Readers get fresh perspectives through regular posting from the INSIDER editorial team and guest contributions, and browse related slideshows and image galleries on naturalproductsinsider.com.

As of August 2018

Average of **112,347** page views per month
Average of **69,926** visits per month
Average of **53,656** Unique Visitors per month
**10,700+** Twitter followers, **6,500+** Facebook likes

Download/Links

2019 Digital Rate Card
Digital Magazines

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.

Program Details:

- Guaranteed promotional impressions: 50,000
- Leads Guaranteed: 150 minimum
- Full page digital ad with hyperlink to your preferred website
- Guarantees will be met within 90 days of the content launch

JANUARY
Copacking for Foods
CBD

FEBRUARY
Botanicals

MARCH
Digestive Health
Personalized Energy and Sports Performance

APRIL
Contract Manufacturing for Supplements

MAY
Sports Nutrition: Muscle Building Beverages

JUNE
Healthy Aging

JULY
Women’s Health for Every Life Stage
Contract Labs

AUGUST
Joint Health

SEPTEMBER
Packaging
Natural Colors & Flavors

OCTOBER
Probiotics

NOVEMBER
Plant-Based Revolution
Sports Nutrition: Female Athlete

DECEMBER
Prebiotics
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.

Program Details:

- Exclusive underwriting
- Guaranteed promotional impressions: 50,000
- Guaranteed leads: 150 minimum
- Guarantees will be met within 90 days of the content launch

**JANUARY**
Plant-Based Protein

**FEBRUARY**
Sweeteners

**MARCH**
Softgels

**APRIL**
Collagen

**MAY**  -  Topic Open
Secure Your Spot Now!

**JUNE**  -  Topic Open
Secure Your Spot Now!

**JULY**
CBD

**AUGUST**
Probiotics

**SEPTEMBER**  -  Topic Open
Secure Your Spot Now!

**OCTOBER**  -  Topic Open
Secure Your Spot Now!

**NOVEMBER**
Joint Health

**DECEMBER**  -  Topic Open
Secure Your Spot Now!
Print

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.

**JANUARY/FEBRUARY**
*(BONUS DISTRIBUTION: EXPO WEST, WEST PACK)*

- Supplement: Personalized Nutrition
- Food & Beverage: Flavors and Colors
- Sports Nutrition: Banned Substance Testing
- Legal: Claims Substantiation
- Contract Manufacturing: Best Practices Q&A
- Muscle Support/Sarcopenia
- Regenerative Agriculture
- Adaptogens
- GMOs

**MARCH/APRIL**
*(BONUS DISTRIBUTION: SUPPLYSIDE EAST, VITAFOODS EUROPE)*

- Supplement: Curcumin
- Food & Beverage: Healthy Fats & Oils
- Sports Nutrition: Energy
- Legal: Lawsuits
- Contract Manufacturing: Supply Chain Transparency
- CoQ10
- Magnesium
- Biotechnology

**MAY/JUNE**
*(BONUS DISTRIBUTION: IFT, CPHI CHINA/HI & FI ASIA-CHINA, EAST PACK)*

- Supplement: Immune Health
- Food & Beverage: Better for You Ingredients
- Sports Nutrition: Nutrients for Weekend Warriors/Active Consumers
- Legal: International Trade
- Contract Manufacturing: Premixes
- Bars
- Children’s Health
- Brand/Supplier Relationship

**JULY/AUGUST**
*(BONUS DISTRIBUTION: EXPO EAST, VITAFOODS ASIA, FOOD INGREDIENTS SOUTH AMERICA)*

- Supplement: Healthy Aging
- Food & Beverage: Dairy Alternatives
- Sports Nutrition: Protein Powders
- Legal: Federal Trade
- Contract Manufacturing: Efficacious Doses
- Natural Preservatives
- Eye Health
- M&As

**SEPTEMBER/OCTOBER**
*(BONUS DISTRIBUTION: SUPPLYSIDE WEST)*

- Supplement: Glucose Support
- Food & Beverage: Reduced Sodium, Fats & Sugar
- Sports Nutrition: Anti-Inflammatories
- Legal: GMPs
- Contract Manufacturing: Equipment
- Personal Care
- Omega-3s
- Political Leaders & Foes
- Attracting the Right Job Candidates

**NOVEMBER/DECEMBER**
*(BONUS DISTRIBUTION: FOOD INGREDIENTS EUROPE)*

- Supplement: Probiotics
- Food & Beverage: RTD & RTE
- Sports Nutrition: Sleep for Better Performance/Recovery
- Legal: FDA Criminal Actions
- Contract Manufacturing: Product Specifications
- Confectionery & Bakery
- Certifications
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. These cover topics related to relevant conditions, ingredients and sourcing practices.

Program Details:

• Guaranteed promotional impressions: 50,000
• Guaranteed leads: 150 minimum

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>JULY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texture &amp; Stabilizers for Food</td>
<td>Clean Energy</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>AUGUST</td>
</tr>
<tr>
<td>Probiotics</td>
<td>Sports Performance</td>
</tr>
<tr>
<td>MARCH</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>Clean Preservatives</td>
<td>Sweeteners</td>
</tr>
<tr>
<td>APRIL</td>
<td>OCTOBER</td>
</tr>
<tr>
<td>Healthy Aging</td>
<td>Contract Manufacturing</td>
</tr>
<tr>
<td>MAY</td>
<td>NOVEMBER</td>
</tr>
<tr>
<td>Natural Colors &amp; Flavors</td>
<td>Weight Management</td>
</tr>
<tr>
<td>JUNE</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>Antioxidants</td>
<td>Cognitive Health &amp; Stress</td>
</tr>
</tbody>
</table>
Website Advertising

Naturalproductsinsider.com provides an ideal display platform to communicate with product manufacturers about the most innovative ingredients and formulation solutions.

**Leaderboard**
Highly visible units at top and middle of page
- Positioned at the top and middle of Natural Products INSIDER website.
- Ad hyperlinks to preferred URL.
- Monthly Program.

**Left Rectangle**
Placed on the left-hand side of Natural Products INSIDER page
- Ad hyperlinks to preferred URL.
- Monthly Program.

**Right Rectangle**
Placed on the right-hand side of Natural Products INSIDER page
- Ad hyperlinks to preferred URL.
- Monthly Program.

**Welcome Ad/Prestitial**
Loads on first visit, “Sponsored Introduction” is displayed with a countdown
- One position available per week.
- Runs 7 consecutive days (Monday through Sunday).
- Ad appears when viewer arrives for their first visit each day on the Natural Products INSIDER site, will redirect after 15 seconds.
- Ad hyperlinks to preferred URL.

**Floor Ad**
In a stationary position at the bottom of the Natural Products INSIDER page
- One position available per week.
- Runs for seven (7) consecutive days (Monday through Sunday).
- Ad hyperlinks to preferred URL.

**Sponsored Content**
- Two positions available per month.
- Native infeed headline placement with link to native advertorial article or advertiser’s site.
- Monthly program.
What’s Hot at SupplySide

The What’s Hot at SupplySide Digital Magazines 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.

Program Details:

What’s Hot at SupplySide East

- Full page Q&A – we provide uniform questions to all participating companies
- Full page digital ad linking to your desired landing page (client to provide url)
- Guaranteed promotional impressions: 100,000

What’s Hot at SupplySide West

- Full page Q&A – we provide uniform questions to all participating companies
- Full page digital ad linking to your desired landing page (client to provide url)
- Guaranteed promotional impressions: 100,000
Webinars

An industry standard, Webinars allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. Attendees often use Webinars to validate and confirm interest or action on a specific topic. Natural Products INSIDER delivers on-demand Webinars to best meet audience preference, allowing you to showcase your industry expertise to an interested, engaged audience.
White Papers

Many organizations have created valuable White Papers, but lack a marketing strategy to distribute and support them. What good is a White Paper if all the right people don’t see it? Allow us to position your White Paper in front of the Natural Products INSIDER and New Hope Network audiences, apply performance marketing, and drive the traffic to create the qualified leads you demand.

Program Details:

• Guaranteed promotional impressions: 50,000 within 90 days

• Guaranteed Leads: 200 within 90 days
Impact of Flaxseed on Risk of Coronary Heart Disease

**Theory:**
- Flaxseed and Metabolic Response

**Parameters:**
- Parameters were derived from epidemiological studies published in peer-reviewed journals over a 50-year period that explored the associations between dietary ALA intake and CVD. To approximate daily intakes of ALA, intake was calculated as ALA content of foods.

**Outcome:**
- The pooled analysis showed that higher intakes of ALA were associated with a 15% lower risk of CHD in males.1
- Though a higher ALA intake was associated with reduced risk of fatal CHD, no significant association was observed between ALA intake and CVD death.2

**Impact:**
- No significant linear or non-linear relationships between ALA intake and CHD risk were observed. A higher ALA intake was associated with a lower risk of CHD events.

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**Infographics**

Company logo and maximum 75-word description in sidebar of landing page.

Performance marketing: includes promotional ads placed on various landing pages within the INSIDER website and email to relevant website members to promote the content.

**Program Details:**
- Guaranteed promotional impressions: 50,000 within 90 days
- Guaranteed Leads: 50 within 90 days

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**Table of contents**

- Objective
- Separation into subtopics
- Enrichment with facts and figures
- Providing specific solutions
- Integrating relevant data and statistics
- Incorporating images and illustrations
- Summarizing key points

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**Text:**

- Flaxseed and Metabolic Response
- Impact of Flaxseed on Risk of Coronary Heart Disease
- Theory:
  - Flaxseed and Metabolic Response
- Parameters:
  - Parameters were derived from epidemiological studies published in peer-reviewed journals over a 50-year period that explored the associations between dietary ALA intake and CVD. To approximate daily intakes of ALA, intake was calculated as ALA content of foods.
- Outcome:
  - The pooled analysis showed that higher intakes of ALA were associated with a 15% lower risk of CHD in males.1
- Impact:
  - No significant linear or non-linear relationships between ALA intake and CHD risk were observed. A higher ALA intake was associated with a lower risk of CHD events.

---

**Additional Information:**

- **Source** meta analysis Wei J, et al.
- **1.** Vedtofte MS, Jakobsen MU, Lauritzen L, et al. (2014) Association between the intake of alpha-linolenic acid and the risk of CHD.
- **3.** Source meta analysis Wei J, et al.
- **4.** Sources: WEF/Harvard School of Public Health - The Global Economic Burden of Non-communicable Diseases
- **5.** The pooled analysis showed that higher intakes of ALA were associated with a 15% lower risk of CHD in males.1
- **6.** Though a higher ALA intake was associated with reduced risk of fatal CHD, no significant association was observed between ALA intake and CVD death.2
- **7.** No significant linear or non-linear relationships between ALA intake and CHD risk were observed. A higher ALA intake was associated with a lower risk of CHD events.
Custom Content Marketing

Based on your company’s unique education, marketing and communication needs, we’ll develop an integrated program that features expert information and beautiful design. Custom programs can include infographics, videos, eGuides, short downloads and print inserts/advertorial pages. Content may be co-branded with Natural Products INSIDER or New Hope Network (when the content is solely focused on education and thought leadership) or client-only branded (when used for ingredient or brand promotion). Programs often contain a mix of assets and programs include email marketing and lead generation.

Contact your account manager for more information on a custom content marketing opportunity that’s right for you.
Other Content Marketing

Multi-client content marketing programs unite various companies to lead the dialogue around relevant macro themes shaping key industries and categories. Programs include various digital and in-person inclusions informed by industry insights, expertise and analysis.

Feeding the Good Food Future

This educational content program unites food ingredient renegades who are supplying the good food future with ingredients, values and information that is reshaping the supply chain—in the best possible ways. Don’t just be a part of the conversation. Lead it. Join Esca Bona’s Feeding the Good Food Future and tell your story via Natural Products INSIDER and SupplySide West.

Inside the Bottle: Understanding Supplements Today

Now in its fourth year, Inside the Bottle unites ingredient suppliers and finished-product manufacturers to explore the most pressing issues facing the supplement industry today. Through this initiative, Informa Health & Nutrition and its partners develop a comprehensive communication strategy to disseminate info on the latest science, quality measures and innovations. Our 2019 programming will support a transparent, high-quality industry, while also telling the unique stories of our partners to highlight the industry’s best practices and most relevant players.
E-newsletters

E-newsletters are a great way to reach an engaged audience hungry for new information on supplements, raw ingredients and cutting edge products. Whether your goal is to educate subscribers about your brand or position your ingredients as being pivotal within the industry, e-newsletters provide the perfect platform to reach your marketing goals.

22,200+ subscribers | Delivered every Tuesday and Friday | 14.62% average unique open rate | 4.86% average unique click through rate

E-Newsletter Leaderboard (670×90 or 468×60)
• One position available each Tuesday and Friday.
• Sent weekly on Tuesdays and Fridays to subscriber base of approximately 22K.
• Ad runs immediately below the first article headline and hyperlinks to preferred URL.

E-Newsletter Rectangles (180x150)
• Two positions available each Tuesday and Friday.
• Sent weekly on Tuesdays and Fridays to subscriber base of approximately 22K.
• Ad runs in the middle of content scroll and hyperlinks to preferred URL.
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 Sandy Almendarez, editor-in-chief, sandy.almendarez@informa.com.