

**Natural Products INSIDER** is the premier print and digital magazine for marketers, manufacturers and formulators in the dietary supplement, functional food, beverage, personal care, animal nutrition and sports nutrition industries. With 28,000 online subscribers, **INSIDER** is the trusted resource for the natural products industry and the official media for the SupplySide West, SupplySide East, Vitafoods Europe and Vitafoods Asia tradeshows.

**INSIDER** is directly aligned with these industry-leading events—keeping our audience engaged yearlong. Key topics are addressed before and after our events through in-depth articles, slideshows, podcasts, news and blog posts on the **INSIDER** website, and in print and digital magazines.



**SupplySide West** is the world's leading ingredient and solutions tradeshow where science & strategy intersect. Every year, SupplySide West brings over 15,000 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 2,500 industry decision-makers.



**Vitafoods Europe** is the leading European sourcing event for ingredients, raw materials, finished products, contract manufacturing and services & equipment for the global nutraceutical market attracting over 16,500 buyers within the European and other territories. Vitafoods Europe explores the most important market trends, regulatory complexities, business challenges and market drivers helping companies meet consumer demand and exceed their business goals.



**Vitafoods Asia** is the only dedicated nutraceutical event for the functional food, drink and dietary supplement industries in Asia Pacific attracting an international audience of exhibitors and visitors from across the entire region.

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**Print Content Marketing Opportunities**

	January/February (Expo West Issue)	March/April (SupplySide East Issue)	May/June (Vitafoods Europe Issue, SupplySide China Issue)
<b>Ad Reservations</b>	Jan 2	Feb 20	Apr 6
<b>Ad Materials</b>	Jan 8	Feb 26	Apr 12
<b>Features</b>	<ul style="list-style-type: none"> <li>Supplements: Weight Management</li> <li>Sports: Energy</li> <li>Food &amp; Beverage: Protein</li> <li>Legal: CBD</li> <li>Contract Manufacturing: Best Practices Q&amp;A</li> <li>Tradeshov Marketing</li> <li>Health Practitioner Channel</li> </ul>	<ul style="list-style-type: none"> <li>Supplements: Probiotics</li> <li>Sports: Recovery</li> <li>Food &amp; Beverage: Organic Supply Chain</li> <li>Legal: Industry Collaboration</li> <li>Contract Manufacturing: Copacking</li> <li>Labs &amp; Testing Standards</li> <li>Mergers &amp; Acquisitions</li> <li>Vitamin E</li> </ul>	<ul style="list-style-type: none"> <li>Supplements: Immune Health</li> <li>Sports: Joint Health</li> <li>Food &amp; Beverage: Functional Beverage Innovation</li> <li>Legal: FTC Enforcement</li> <li>Contract Manufacturing: Creating a Contract</li> <li>Beauty: Antioxidants for Skin Health</li> <li>Eye Health</li> <li>China Sourcing</li> </ul>

	July/August (NBJ Summit Issue, IFT Issue)	September/October (Expo East Issue, Vitafoods Asia Issue)	November/December (SupplySide West Issue)
<b>Ad Reservations</b>	Jun 5	Jul 24	Sep 11
<b>Ad Materials</b>	Jun 11	Jul 30	Sep 17
<b>Features</b>	<ul style="list-style-type: none"> <li>Supplements: Healthy Aging</li> <li>Sports: Muscle Building</li> <li>Food &amp; Beverage: Functional Bars/ Nutrition</li> <li>Legal: Adverse Event Reporting Update</li> <li>Contract Manufacturing: Delivery Forms</li> <li>Omega-3s</li> <li>Astaxanthin</li> <li>Plant-based Protein</li> </ul>	<ul style="list-style-type: none"> <li>Supplements: Carotenoids</li> <li>Sports: Powders</li> <li>Food &amp; Beverage: Good Food Movement</li> <li>Legal: Class Action Lawsuits</li> <li>Contract Manufacturing: Audits</li> <li>Inflammation</li> <li>Stress/Sleep/Adaptogens</li> <li>Aloe</li> <li>Influencers</li> </ul>	<ul style="list-style-type: none"> <li>Supplements: Heart Health</li> <li>Sports: Aiding Athletes with Specialized Diets</li> <li>Food &amp; Beverage: Clean Label vs. Clean Washing</li> <li>Legal: Endorsements</li> <li>Contract Manufacturing: Supply Chain Transparency</li> <li>Contract Lab: Best Practices Q&amp;A</li> <li>Millennial Beauty</li> <li>Cognitive Health</li> <li>Animal Nutrition</li> <li>U.S. Federal Government Update</li> <li>Technology</li> </ul>

	SupplySide East Expo Preview	SupplySide West Expo Preview
<b>Ad Reservations</b>	Dec 27	Jul 17



**Digital Content Marketing Opportunities**

January	February	March
<p><b>Ayurvedic Botanicals</b> Ayurveda—the science of life—has known for thousands of years of the healing properties of herbs, such as turmeric, ashwagandha, shilajit and others. Explore the history, current innovations, ingredient science and market data of herbs used in Ayurveda. <b>Materials Due: Jan 16</b></p>	<p><b>Protein Innovation</b> The protein industry continues to innovate as formulators use different protein types to make well-rounded products for athletes and active consumers. Focus on the different protein types and how they affect consumers, the market and formulation concerns. <b>Materials Due: Jan 31</b></p> <p><b>Personalized Nutrition</b> Nutrition has always been personal, but now it's tailored to specific consumer needs as knowledge of epigenetics is expanding. Explain the rise in self-monitoring kits and formulas based on surveys, consumer trends, new product launches and legal claims. <b>Materials Due: Feb 12</b></p>	<p><b>Sports Nutrition: Energy</b> Athletes need energy to compete at the top level, or to simply hit the gym after work. Review the latest ingredient research and market trends, including sales data, consumer demands and delivery format innovation. <b>Materials Due: Mar 8</b></p>
April	May	June
<p><b>Healthy Aging</b> Consumers want to feel great at every age and understand that nutrition plays a key role in health and wellness throughout a lifetime. Describe the latest research substantiating popular ingredients that support anti-aging and consumer trends that drive market growth. <b>Materials Due: Mar 27</b></p>	<p><b>On-the-Go Nutrition</b> Bars, snacks and shots help consumers get their nutrition while they are out and about. While convenience is a major factor, taste and efficacy will also make or break a product. Explore formulation, market data and innovation in the portable nutrition market. <b>Materials Due: Apr 25</b></p>	<p><b>Sports Nutrition: The Female Athlete</b> The female athlete is a diverse cohort from elite competitors to weekend warriors, with different nutrition needs depending on the sport. Unveil sports nutrition research conducted in women, effective delivery forms, and formulating and marketing to female athletes. <b>Materials Due: May 29</b></p>
July	August	September
<p><b>Digestive Health</b> With recent microbiome research, consumers know that gut health goes beyond how one feels after a meal; it affects brain health, heart health, skin health, sports performance, healthy aging and more. Discuss ingredients that benefit digestion, delivery forms and marketing practices. <b>Materials Due: Jun 25</b></p> <p><b>Heart Health</b> A healthy heart is paramount to a quality life and in some cases, life itself. Explore research on ingredients that help the heart, the blood vessels, cholesterol levels and blood pressure, as well as the market, and formulation and marketing tips. <b>Materials Due: Jul 9</b></p>	<p><b>Joint Health/Inflammation</b> Consumers of all types are looking to reduce inflammation and ensure joints stay flexible throughout a lifetime. Focus on ingredients that help increase joint health and reduce inflammation, market data and regulatory considerations. <b>Materials Due: Jul 19</b></p>	<p><b>Probiotics</b> Probiotics have moved well beyond digestion and immune health, with new research showing their benefits to skin health, heart health, sports nutrition, cognitive health and more. Discuss probiotic types, research, delivery formats and formulation to ensure efficacy. <b>Materials Due: Aug 27</b></p> <p><b>Sports Nutrition: Performance</b> Exercise is more than losing weight and improving health; for many, it's about performing at the top of the field. Unveil the latest research on ingredients that help athletes go stronger, harder and faster, and discuss formulation and regulatory considerations. <b>Materials Due: Sep 6</b></p>
October	November	December
<p><b>Maternal Nutrition</b> If children are our Future, maternal nutrition is the soothsayer. Moms need good nutrition to help ensure fertility, and a healthy pregnancy and lactation, while raising their children. Discover nutrients for maternal nutrition, consumer trends and innovative products. <b>Materials Due: Oct 4</b></p>	<p><b>Curcumin</b> Curcumin/turmeric appears in products addressing inflammation, joint health, immune health, heart health, cognitive health and more. Its wide-ranging benefits underscores the variety of research on this botanical. Explore studies, formulation and market data. <b>Materials Due: Oct 22</b></p>	<p><b>Packaging</b> A great product will go nowhere without captivating packaging that effectively communicates a product's attributes. Plus, today's consumers require sustainability. Explain market demands, innovations and legal considerations, such as label claims and slack fill requirements. <b>Materials Due: Nov 27</b></p>

	<b>What's Hot at SupplySide West</b>
<b>Ad Reservations</b>	Sep 26