



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, Ingredient Marketplace, Vitafoods Europe and Vitafoods Asia tradeshows.

INSIDER is directly aligned with these industry-leading events and the SupplySide & Vitafoods Global Storefronts directory—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 14,000 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.



Ingredient Marketplace is the only B2B tradeshow for the nutraceutical space that analyzes how the mind of the consumer impacts ingredient science and finished product innovation. At its home in Orlando, Florida, this event is attended by nearly 2,000 industry decision makers who drive the formulation strategies in the CPG space.



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.



SupplySide & Vitafoods Global Storefronts is the ultimate ingredient and solutions directory. Buyers across the world can discover and research the suppliers they need, accessing providers in more than 200 topics and nearly 700 downloadable supplier resources in the CPG space. The online directory also allows buyers to request quotes from hundreds of suppliers and contract manufacturers.

INSIDER Ingredient Insights Video

The **INSIDER Ingredient Insights video series** is designed to offer a market snapshot around a key category. The team will explore hot topics around an ingredient category, which may include scientific research, consumer interest, marketing considerations, regulatory issues and more, with the goal of educating viewers about market opportunities and driving product ideation.

February	Bone Health	August	Sports: Recovery
April	Food: Bakery Fats and Oils	October	Beauty: Skin Health
June	Beverage: Protein	December	Supplement: Vitamins



Print Content Marketing Opportunities

	January/February	March/April (Ingredient Marketplace Show Issue)	May/June (Vitafoods Europe Show Issue and IFT Show Issue)
Ad Reservations	Dec 28	Feb 23	Apr 4
Ad Materials	Jan 4	Mar 1	Apr 10
Features	<ul style="list-style-type: none"> Supplements: Antioxidants and Carotenoids Food & Beverage: Snacks & Bars Sports Nutrition: Product Certifications Contract Manufacturing: Best Practices Q&A Working with Law Makers Collagen Ancient Grains 	<ul style="list-style-type: none"> Supplements: Cognitive Health Food & Beverage: Colors Sports Nutrition: Plant-Based Performance Contract Manufacturing: Delivery Forms Beauty: Anti-Aging Claims Substantiation Marketing to Millennials Animal Nutrition 	<ul style="list-style-type: none"> Supplements: Joint Health Food & Beverage: Clean Label Sports Nutrition: Muscle Recovery and Building Contract Manufacturing: Partnerships Self-Regulatory Efforts Women's Health Protein Probiotics

	July/August (Vitafoods Asia Show Issue)	September/October (SupplySide West Show Issue)	November/December
Ad Reservations	Jun 12	Aug 10	Oct 17
Ad Materials	Jun 16	Aug 16	Oct 23
Features	<ul style="list-style-type: none"> Supplements: Digestive Health Food & Beverage: Sodium Reduction Sports Nutrition: Energy Contract Manufacturing: Audits MLM Business Model Omegas-3s, -6s & -9s Vitamin K 	<ul style="list-style-type: none"> Supplements: Curcumin Food & Beverage: Coffee & Tea Sports Nutrition: Protein Contract Manufacturing: Ingredient Sourcing Contract Labs: Best Practices Q&A Beauty: Innovative Ingredients Supply Chain Regulations Marketing to Boomers Vitamin D and Calcium Amino Acids 	<ul style="list-style-type: none"> Supplements: Anti-Inflammatory Ingredients Food & Beverage: Dairy Sports Nutrition: Mental Performance Contract Manufacturing: GMP Compliance White House Administration One Year In Fiber Vitamin E

	Ingredient Marketplace Show Planner	SupplySide West Show Planner
Ad Reservations	Jan 6	Jun 9



Digital Content Marketing Opportunities

January	February	March
<p>Joint Health Consumers of all ages are looking to joint health products to ensure flexibility and quality of life well into the senior years. Explore the research behind joint health ingredients, key drivers in the market and the legal landscape of joint health claims.</p> <p>Materials Due: Jan 13</p>	<p>Sports Ingredient Science Active consumers desire improved recovery, energy and performance, but they require safe products that are proven to work. Check out the latest in innovative sports nutrition ingredient science as well as updates on the research that supports established recovery and energy ingredients.</p> <p>Materials Due: Jan 26</p> <p>Probiotic Ingredient Science The role a healthy bacteria balance in the gut plays on overall health is becoming well known among consumers. Take a look at the science that supports probiotics' effects on immune, digestive and women's health, as well as the research on the beneficial bacteria's entrance into new health areas, such as sports nutrition and brain health.</p> <p>Materials Due: Feb 1</p>	<p>Heart Health A strong heart is a lifeline for consumers, and natural ingredients have shown to be effective at addressing body systems that keep the heart healthy for a lifetime. Review ingredients that help keep blood pressure, blood glucose and cholesterol levels in healthy ranges as well as the market for products that address heart health.</p> <p>Materials Due: Feb 22</p> <p>Beverages Beverages have become a choice way for consumers to get their nutrition, but brands can run into formulation, taste and potency issues. Gain tips on creating tasty, healthy and marketable beverages, and a look at demographics and health conditions that are most likely to drive beverage purchases.</p> <p>Materials Due: Mar 9</p>
April	May	June
<p>Digestive Health Being able to digest foods without stomach distress is a top priority to many consumers, but brands must offer effective, appealing products. Dive into the research behind gut health ingredients, formulation techniques that ensure ingredients are bioavailable and market statistics of the digestive health market.</p> <p>Materials Due: Mar 27</p>	<p>Sweeteners Taste is king for consumers, but they also want healthy products created with sweeteners that enhance their health rather than adding empty calories. Review popular sweetener ingredients that offer health and formulation benefits as well as market data on options consumers most desire in their products.</p> <p>Materials Due: Apr 24</p>	<p>Weight Management On-the-go eating is the norm, but consumers don't want fast eating to lead to expanded waistlines, creating opportunity for health and nutrition brands to offer weight management products. Look at ingredients that help consumers feel full, burn more calories and block calorie absorption, as well as a review of best-selling weight management products and legal marketing claims.</p> <p>Materials Due: May 22</p> <p>Sports Nutrition: Before and After Performance The gains made before and the recovery that occurs after a workout can make or break how well an athlete performs. We discuss the nutrients that help active consumers prepare for and recovery from their athletic pursuits, and a breakdown of the market for pre- and post-workout products.</p> <p>Materials Due: Jun 27</p>
July	August	September
<p>Contract Manufacturing Partnering with a contract manufacturer requires a brand to consider many business aspects such as supply chain, transparency, R&D and liability. Find tips to choosing a contract manufacturer and maintaining the best partnership with current providers to help ensure safe, legal and successful supplements enter the market.</p> <p>Materials Due: Jun 28</p> <p>Probiotics Market Trends Consumers are becoming used to probiotics being in everyday products they keep in their routine from yogurt to supplements, beverages, personal care products and beyond. Discover the market for probiotic products across the globe and insights into the current best-selling product types and those that are poised for future growth.</p> <p>Materials Due: Jul 10</p>	<p>Clean Label Choosing products that are free from chemically sounding and unnatural ingredients is top of mind for consumers, and food, beverage, supplement and personal care brands have been addressing this desire by reformulating, removing and replacing ingredients of concern. Check out market trends on clean label products, trending ingredients, and research and formulation solutions.</p> <p>Materials Due: Jul 26</p>	<p>What's Hot at SupplySide West This special edition digital magazine for SupplySide West attendees includes select product launch press releases, innovative solutions announcements, a highlight of educational sessions, networking opportunities and a sponsored section of must-see exhibitors.</p> <p>Materials Due: Aug 14</p> <p>Omega-3s Omega-3s are both versatile and complicated from health conditions addressed, ingredient sources and product delivery issues. Discuss the latest ingredient research, sustainability and sourcing concerns, and market data trends for omega-3 supplements, foods and animal nutrition products.</p> <p>Materials Due: Sep 5</p>
October	November	December
<p>Snacks & Bars Consumers love snacking and consuming bars on the go, but they want nutritious, tasty products that can withstand travelling from store shelf to the car, the office, the gym and beyond. Explore the market data, trending ingredients and research, and formulation solutions for brands that offer snacks and bars.</p> <p>Materials Due: Oct 3</p>	<p>Sports Performance Keeping on top of the game is a priority for athletes who look to health and nutrition products to help boost sports performance, but not at the risk of taking illegal, unsafe or unproven products. Gain insight into innovative ingredients, new product launches and marketing tactics that are sure to capture the attention of sports enthusiasts.</p> <p>Materials Due: Nov 1</p>	<p>Age-Related Nutrition Nutritional needs change as consumers go through different life stages, so products that address health for separate age groups can better target demographics and help improve quality of life. Discover ingredients that help children, menopausal women and seniors, as well as marketing tactics to target each group.</p> <p>Materials Due: Nov 27</p>