

Official Media Of:



About Natural Products INSIDER:

INSIDER is the number one print and online resource for marketers, manufacturers and formulators of dietary supplements, foods, beverages and beauty products, focusing on the application of science-based ingredients that drive innovative and compliant products for the consumer market. INSIDER explores ingredients and products for the full production cycle, helping brands get from idea to best sellers by examining the R&D process, best practices in selecting ingredients and product components, exploring new delivery systems and formulation considerations, market data in key health and wellness categories, and tips on marketing to target demographics. Official media for SupplySide and Vitafoods, INSIDER provides the information executives in the global nutrition industry need to thrive in the evolving 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

11,650 circulation
6 issues per year

Website

naturalproductsinsider.com
150,340 average page views per month
(January 2017 – August 2017)

76,789 average unique visitors per month
(January 2017 – August 2017)

42,149 website members as
of August 2017.





Magazine: Geographic Distribution

	Print	Digital	Both	Unique Total
United States	8,576	673	8	9,257
Canada	20	464	0	484
Other International	61	1,799	1	1,861
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,657	3,027	9	11,693

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	81%	7,279	2,315	6	2,062	2,618	1,283	219	181
Contract/Private Label Manufacturer	564	5.1%	448	116	0	238	206	117	1	2
Ingredient Distributor/Broker	138	1.2%	89	49	0	63	43	27	2	1
Ingredient Supplier	1,003	9.1%	603	397	3	690	162	146	3	2
Consultant	132	1.2%	77	55	0	58	41	26	5	2
Packaging/Design	54	0.5%	44	10	0	12	3	32	2	5
Testing/Analytical Lab	28	0.3%	19	9	0	7	15	3	0	3
Government	177	1.6%	98	79	0	23	91	21	13	28
Unique Total Qualification	11,693	100.0%	8,657	3,027	9	3,153	3,179	1,655	245	224
Percent	100%		78.3%	27.4%	0.1%	28.5%	28.8%	15%	2.2%	2%

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.

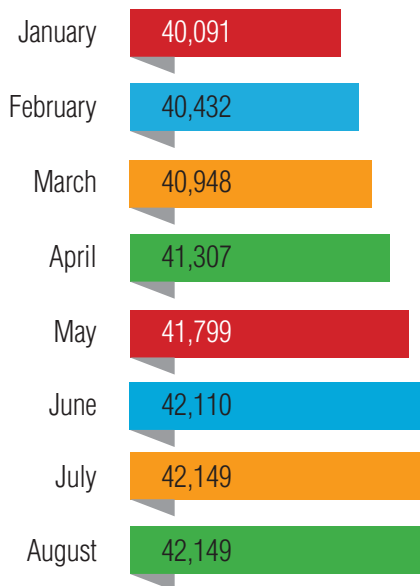
Magazine: Qualification Source

Qualification Source	1 Year	2 Year	Print	Digital	Both	Unique Total Qualified	Percent
Direct Request	10,724	854	8,542	3,027	9	11,578	99%
Other sources	112	3	115	0	0	115	1%
UNIQUE TOTAL QUALIFIED CIRCULATION	10,837	856	8,657	3,027	9	11,693	100%
PERCENT	92.6%	7.4%				100%	

Website Profile

Month	Page Views	Visits	Unique Visitors	Avg. Visits Per Visitor
January	162,313	108,964	88,876	1.23
February	143,408	93,468	75,672	1.24
March	147,343	99,934	81,551	1.23
April	134,684	91,894	74,801	1.23
May	138,930	95,659	77,552	1.23
June	127,096	87,016	70,080	1.24
July	128,076	88,738	71,677	1.24
August	142,863	92,286	74,100	1.25
Average	140,589	94,745	76,789	1.24

Website Members:



Over 300 New Website Members On Average Per Month