



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

12,000 circulation
6 issues per year

Website

naturalproductsinsider.com
172,375 average page views per month
(January 2016 – August 2016)

80,429 average unique visitors per month
(January 2016 – August 2016)

38,041 website members as
of August 2016.

Magazine: Geographic Distribution

	Print	Digital	Both	Unique Total
United States	8,799	760	9	9,568
Canada	1	484	0	485
Other International	12	1,942	1	1,955
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,812	3,186	10	12,008



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	9,954	82.9%	7,489	2,459	6	2,918	3,822	1,857	318	1,039
Contract/Private Label Manufacturer	855	7.2%	665	190	0	338	356	161	0	0
Ingredient Distributor/Broker	67	0.6%	9	58	0	50	13	1	0	3
Ingredient Supplier	996	8.3%	582	411	3	923	52	20	0	1
Consultant	53	0.4%	5	47	1	40	6	1	5	1
Packaging/Design	57	0.5%	47	10	0	15	2	32	3	5
Testing/Analytical Lab	9	0.1%	7	2	0	7	1	0	1	0
Government	17	0.1%	8	9	0	1	7	9	0	0
Unique Total Qualification	12,008	100.0%	8,812	3,186	10	4,292	4,259	2,081	327	1,049
Percent	100%		73.4%	26.5%	0.1%	35.7%	35.5%	17.3%	2.7%	8.7%

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 and duties not known.

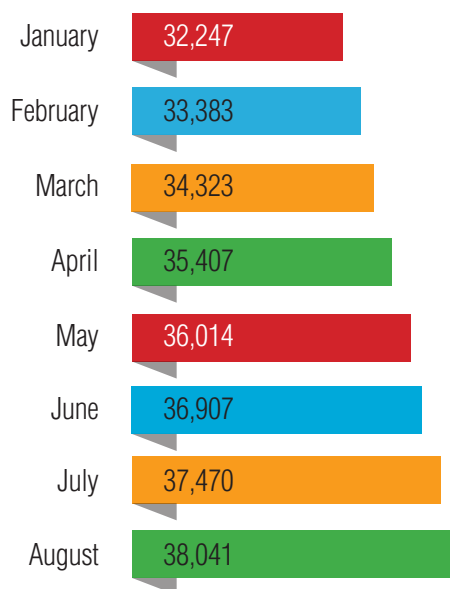
Magazine: Qualification Source

Qualification Source	1 Year	2 Year	Print	Digital	Both	Unique Total Qualified	Percent
Direct Request	10,505	1,101	8,470	3,186	10	11,606	97.1%
Other sources	399	3	342	0	0	402	2.9%
UNIQUE TOTAL QUALIFIED CIRCULATION	10,904	1,104	8,812	3,186	10	12,008	100%
PERCENT	90.8%	9.2%				100%	

Website Profile

Month	Page Views	Visits	Unique Visitors	Avg. Visits Per Visitor
January	205,176	108,770	87,272	1.25
February	182,605	108,265	87,863	1.23
March	165,800	103,450	83,185	1.24
April	155,685	97,709	78,174	1.25
May	168,271	102,329	77,846	1.31
June	164,857	96,853	69,916	1.39
July	176,602	106,860	78,959	1.35
August	159,706	102,032	80,213	1.27
Average	172,375	103,284	80,429	1.29

Website Members:



Over 825 New Website Members On Average Per Month