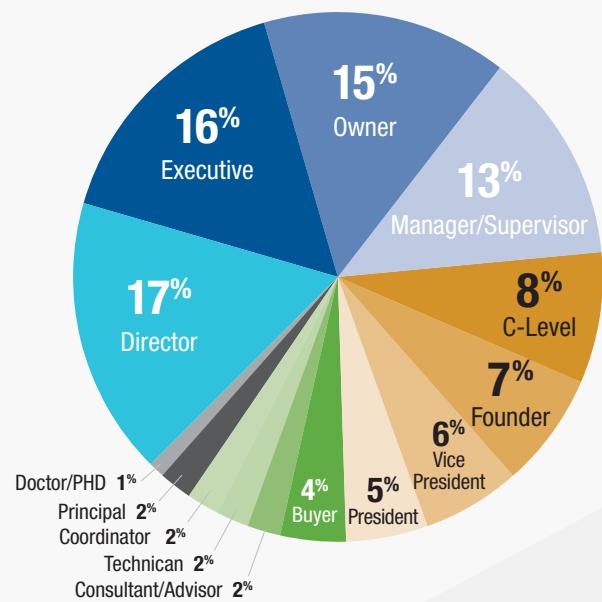


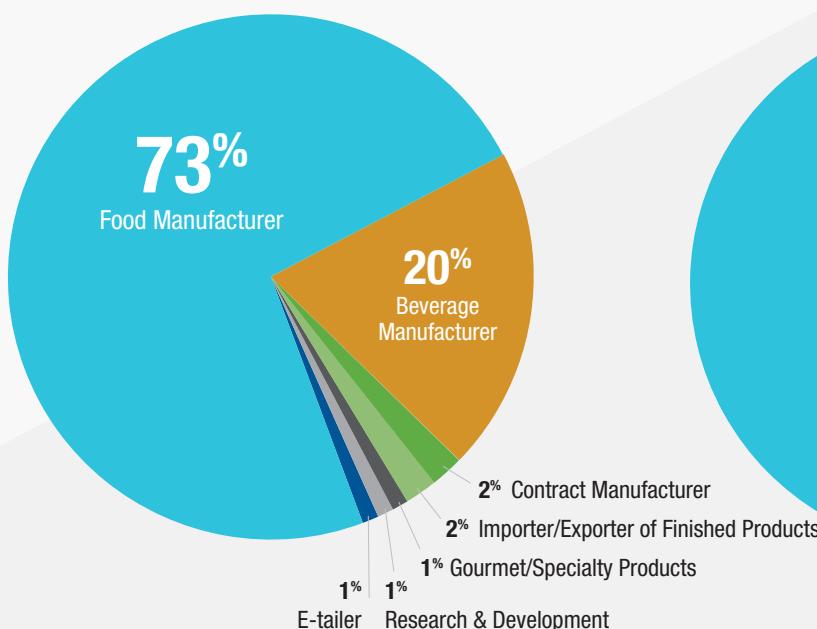
**Food & Beverage INSIDER** leads CPG brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products. FBI provides in-depth data and analysis of the markets and is the source for the latest on ingredients, formulation, supply chain and regulatory issues affecting product innovation. As an official content provider for SupplySide and Food Ingredients North America (FiNA), FBI connects ingredient buyers and suppliers with executives across the health and nutrition marketplace.

## Digital Reach

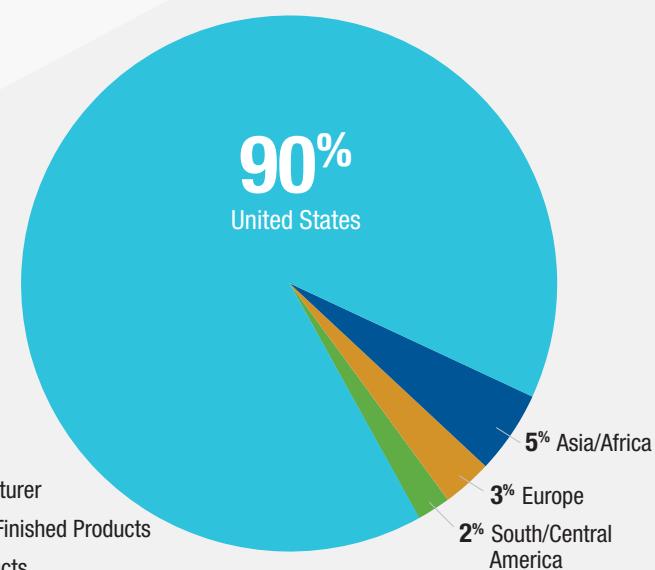
### Job Title



### Nature of Business



### Geographic Breakout



## In-person Events



**17,000+**  
attendees

**What:** The industry's gathering point where science & strategy intersect. 17,000+ health & nutrition industry professionals from the dietary supplement, food, beverage, sports nutrition and personal care industries.

**When:** October 27-30, 2020

**Where:** Mandalay Bay, Las Vegas

### Content opportunities at in-person events include a few of the following:

- Workshop underwriting
- Breakfast and Lunch Briefs
- Exhibitor Presentation Theater
- SupplySide Central Stage
- Food ingredients North America Theater

**Food & Beverage INSIDER**  
[foodbeverageinsider.com](http://foodbeverageinsider.com)

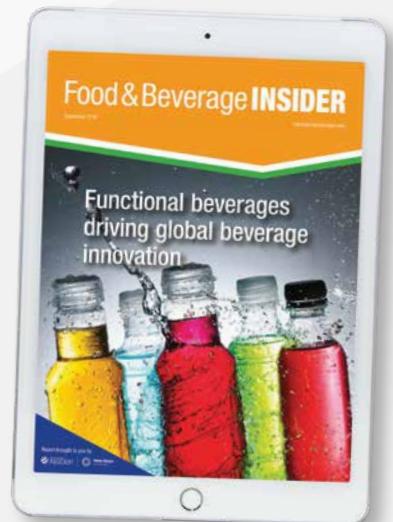
**Food & Beverage INSIDER** leads CPG brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products.

 NATURAL PRODUCTS  
**INSIDER**  
[naturalproductsinsider.com](http://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.

## 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.

[LEARN MORE](#)

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 Dive Reports allow you to exclusively align with relevant third-party content.

[LEARN MORE](#)

## Deep Dive Reports

## Product Development Guide



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.

[LEARN MORE](#)

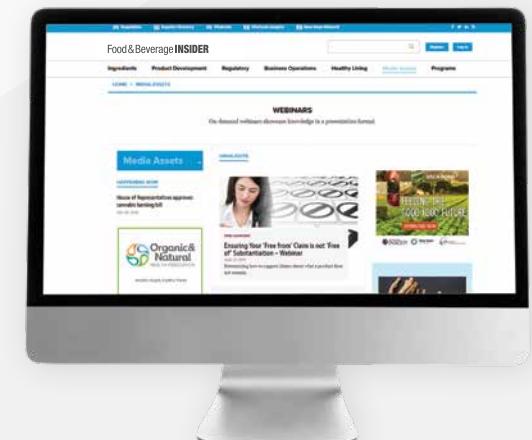
The What's Hot at SupplySide digital programs are timed to gather and share information on critical events, product announcements and exhibitor news that attendees need to know in the final weeks going into Food ingredients North America and SupplySide West.

[LEARN MORE](#)

What's Hot at SupplySide West and Food ingredients North America

## 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 our audience, apply performance marketing, and drive traffic to create engagement with your content.

[LEARN MORE](#)


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. Health & nutrition professionals often use Webinars to validate and confirm interest or action on a specific topic. **Food & Beverage INSIDER** delivers on-demand Webinars to best meet audience preference, allowing you to showcase your industry expertise to an interested, engaged audience.

[LEARN MORE](#)

## Webinars

## Infographics

Ingredient marketers are tasked with communicating complex science, technologies and other market differentiators and need to deliver the information in an easy-to-digest and easy-to-remember format. Infographics offer a visually appealing and memorable summary for your customers. You create the Infographic and we will create engagement for you with our audience.

[LEARN MORE](#)

This infographic highlights the benefits of Setria Glutathione. It features three women at the top, followed by a large image of a woman's face. The main title is "Setria® Glutathione: Creating Beauty from Within". Key sections include:

- Background:** Glutathione is an antioxidant that protects cells from oxidative stress and also supports the immune system. It is often taken as a supplement and can be found in certain food products like Setria.
- Study Design:** A double-blind, randomized, placebo-controlled trial involving 100 participants. Participants were supplemented with either 100 mg Setria or placebo. Glutathione levels increased significantly in the Setria group.
- Outcomes:**
  - Skin Appearance Benefits:** Compared to the placebo control group, those taking Setria showed lower levels of melanin and ultraviolet radiation damage, resulting in smoother and more hydrated skin.
  - Supplementation with Setria:** Supporting the skin's ability to combat oxidized stress, 1000 mg daily significantly reduced stress, 30% increase in skin hydration, and 260% increase in skin health.
  - Two-fold increase in Natural Killer cell activity:** Which supports immune health. Recommended dosage is 250-500 mg daily.
- Results:** Consumers are increasingly looking to the supplement aisle to support "beauty from within." Supplemented by clinically tested benefits.

This infographic discusses the impact of flaxseed on coronary heart disease risk. It includes a study design section and an outcome section. The outcome section shows that higher intake of ALA was associated with a reduced risk of CHD.

**Outcome:** Higher intake of ALA was associated with a reduced risk of coronary heart disease.

**Theory:** ALA has an effect on the body's metabolism and may play a more important role than previously thought.

**Parameters:** Databases were searched for epidemiological studies conducted in the United States and Europe over a 10-year period that explored the association between dietary ALA intake and risk of CHD. A dose-response analysis was performed to determine the overall relationship between ALA intake and risk of CHD.

**Impact:** Higher intake of ALA was associated with a reduced risk of coronary heart disease.

This infographic emphasizes the sustainable sourcing of eggshell membrane. It includes a pie chart showing 33% of consumers globally now choose to buy brands that are doing social or environmental good, and 66% of global consumers say they are willing to pay more for sustainable brands.

**What is eggshell membrane...**

**How is it sustainably sourced?**

**Waste reduction and reclaiming waste material = carbon footprint reduction**

This infographic introduces the Palm Fruit Bioactive complex. It highlights its status as a new nutraceutical with potent biologic activity. It includes a section on clinical data in brain, heart, and healthy aging.

**Palm Fruit Bioactive complex™**

**What is Palm Fruit Bioactive complex (PFB-C™)?**

**Clinical Data in: Brain, Heart, and Healthy Aging\***

This infographic focuses on cognitive health, specifically the aging brain. It highlights the impact of aging on memory and the role of astaxanthin in supporting cognitive function. It includes a section on the rising problem of memory impairment in the elderly and the benefits of astaxanthin supplementation.

**Algae Sourced Astaxanthin Cognitive Health: Top of Mind**

**THE AGING BRAIN**

**Americans ages 65+ in 2018: 52 million (15% of population)**

**Americans ages 65+ in 2060: 95 million (23% of population)**

**These all depend on a healthy mind.**

## Custom Content

### 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 **Food & Beverage INSIDER**, **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.

[LEARN MORE](#)

### SupplySide Stories Podcast

This new podcast series gives exemplary companies the opportunity to share what goes on behind the scenes—from digging into exciting initiatives and launches to getting an insider's look at leading-edge science and sustainability efforts.

**Food & Beverage INSIDER**'s content marketing team will conduct interviews with key thought leaders, taking a journalistic look at what's to come at SupplySide West and Food ingredients North America—and what it means for the future of healthy supply chains.

[LEARN MORE](#)

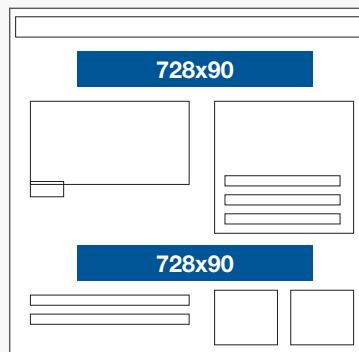
## Digital Advertising

### Website Advertising

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

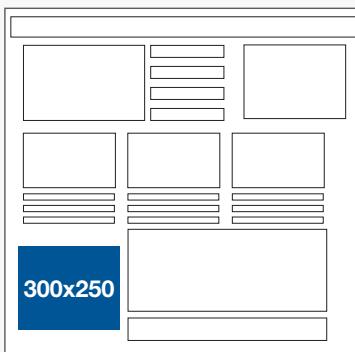
#### Leaderboard

Highly visible units at top and middle of page



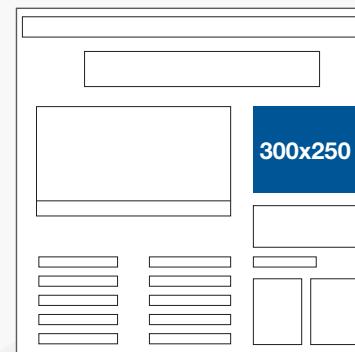
#### Left Rectangle

Placed on the left-hand side of **Food & Beverage INSIDER** page



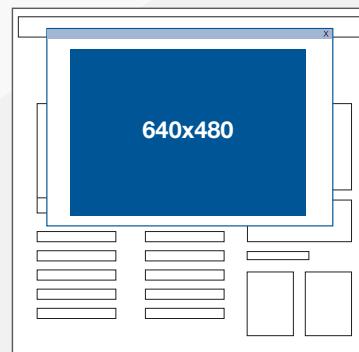
#### Right Rectangle

Placed on the right-hand side of **Food & Beverage INSIDER** page



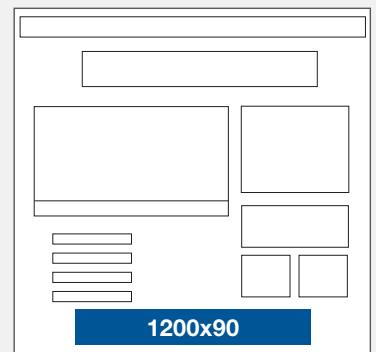
#### Welcome Ad/Prestitial

Loads on first visit, “Sponsored Introduction” is displayed with a countdown



#### Floor Ad

In a stationary position at the bottom of the **Food & Beverage INSIDER** page



- Positioned at the top and middle of **Food & Beverage INSIDER** website.
- Ad hyperlinks to preferred URL.
- Monthly Program

- Ad hyperlinks to preferred URL.
- Monthly Program.

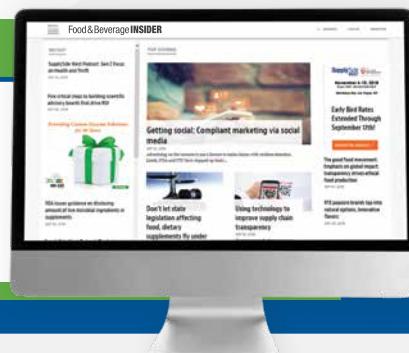
- Ad hyperlinks to preferred URL.
- Monthly Program.

- 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 **Food & Beverage INSIDER** site, will redirect after 15 seconds.
- Ad hyperlinks to preferred URL.

- 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.



## Food & Beverage Weekly

The **Food & Beverage Weekly** is a great way to reach an engaged audience hungry for the latest **Food & Beverage INSIDER** information supporting the development of clean label, natural and healthy food and beverage products. Whether your goal is to educate readers about your brand or position your ingredients as being pivotal within the industry, this weekly email provides the perfect platform to reach your marketing goals.

**25,000+**  
digital audience

**Delivered**  
every Wednesday

### Food & Beverage Weekly Leaderboard (670x90)

- One position available each Wednesday.
- Sent weekly on Wednesday to an engaged audience of 25,000.
- Ad runs immediately below the first article headline and hyperlinks to preferred URL.

### Food & Beverage Weekly Rectangles (180x150)

- Two positions available each Wednesday.
- Sent weekly on Wednesday to an engaged audience of 25,000.
- Ad runs in the middle of content scroll and hyperlinks to preferred URL.

## Deep Dives

### APRIL

#### Transitional organic & regenerative agriculture

Transitional organic and regenerative agriculture are farming principles and practices that increase biodiversity, enriches soils, improve watersheds and enhance ecosystem services. These practices address climate change and are critical to the future of food. This deep dive will examine how ingredient suppliers and brands are on a mission to change the world by implementing these agricultural methods.

### AUGUST

#### Plant-based nutrition

Plant-based eating is a red-hot category driven by consumer demand for foods that are minimally processed and made from sustainable ingredients. This deep dive will look at what's on the horizon for plant-based foods and the potential for continued growth and innovation in the category. Key insights will include trending ingredients, areas for growth, supply chain, formulation considerations and current policy issues related to labeling.

### NOVEMBER

#### Open Topic\*

*Collaborate with our team to identify a topic to cover in a deep dive format.*



### FEBRUARY

#### Natural color & flavor innovations

### APRIL

#### Plant-based nutrition

### JUNE

#### Sweeteners

### JULY

#### Fats for health

### AUGUST

#### Natural preservatives

### DECEMBER

#### Organic and sustainable

## Digital Magazines

### JANUARY

#### Sweeteners and sodium reduction

Rising obesity and cardiovascular disease (CVD) rates continue to draw attention to sugar and sodium levels in the food supply. This magazine will discuss factors driving sugar and sodium reduction; natural ingredients that don't compromise taste; and categories poised for sugar and sodium reform.

### FEBRUARY

#### Dairy alternatives

Changing dietary habits of consumers toward lactose-free, dairy-free and plant-based/vegan options have led to growing demand for dairy alternative foods and beverages. This magazine will examine market shift and size; trending dairy alternative ingredients; formulation considerations; and key categories poised for robust growth.

### MARCH

#### Snacks

According to Grand View Research, the global market for snacks will reach US\$33 billion by 2025, driven mainly by consumers who want a healthy grab-and-go option for a snack or meal replacement. This magazine will examine healthy snack categories; cutting-edge ingredients that provide a healthy halo such as protein sources, natural sweeteners, nuts, seeds, fruits, healthy fats; and more.

### APRIL

#### Beverages

Research and Markets predicts the global beverage market is expected to ring up \$1.9 trillion in sales by 2021, as consumers look for drinks that promote health and wellness. This magazine will examine trends influencing new beverage innovation, health-forward ingredients, go-to-market opportunities, formulation and processing considerations, packaging and more.

### JUNE

#### Clean label bakery

Indulgent categories like bakery are experiencing transformation as demand for clean label options inspires formulation, ingredients and market growth. This magazine will examine market trends including the rise of gluten-free, whole grain, ancient grain and additive-free products; clean label ingredients for bakery applications; and formulation considerations.

### JULY

#### Fats and oils

Not all fats and oils are created equal, and today's consumers are looking for products with healthy halos. Further, recent regulatory changes geared to address health and sustainability have created opportunity for innovation in the area of better-for-you fats and oils. We'll examine trending clean label fat and oil options; formulation considerations; product development trends; and cost and supply chain considerations.

### AUGUST

#### Grains

Grains such as wheat, corn and rice are staple foods worldwide, but whole grains and ancient grains are in the spotlight thanks to their nutritional profiles. We'll look at trending grains product launches; how suppliers are identifying, sourcing, growing and pioneering leading-edge organic, transitional and conventional grains; and key food and beverage categories that will benefit from the inclusion of grains.

### SEPTEMBER

#### Colors and flavors

Clean label is the new norm, and consumers want products free from artificial flavors and synthetic colors, and brands across the globe are responding by reformulating to meet demand. This magazine will look at the global colors and flavors markets to identify market drivers and opportunities; considerations for ingredient selection including formulation and processing; costs; and supply chain.

### OCTOBER

#### Coffee and tea

Coffee and tea drinks are all the rage, and brands are delivering innovative and flavorful products fortified with functional ingredients such as probiotics or adaptogenic botanicals. We will examine the global market for coffee and tea products, trending functional ingredients, new product innovation and supply chain considerations.

### DECEMBER

#### Toddler and children's nutrition

Everyone needs the same types of nutrients such as vitamins, minerals, carbohydrates, protein and fat; however, toddlers and children need different amounts of specific nutrients at different ages. This magazine will examine nutritional needs for toddlers and children; ingredients that address specific needs or deficiencies, trending products types, and insight into how brands can succeed in the kids' space.

## Print

### WINTER

Bonus Distribution: Natural Products Expo West, Fi Europe

- Sustainability, certifications and claims
- Preserving the nutritional quality of packaged foods
- Kombucha
- Whole food and inclusions



### SUMMER

Bonus distribution: IFT Expo, Natural Products Expo East, Food ingredients North America, SupplySide West

- Plant-based nutrition
- Snacks
- Co-packing
- Alcohol/mocktails
- Organic vs. non-GMO