

Media Kit 2019

Shaping the global health and nutrition industry



Delivering inspiring content

Vitafoods Insights includes cutting edge research and the latest trends within the health and nutrition space.

As the official media for Vitafoods Europe and Asia, this digital platform explores emerging areas and key issues across the global health and nutrition industry, helping business executives make informed, strategic decisions. We reach a broad audience of professionals, and we share the passion of enriching industry knowledge and growing the health and nutrition market.

The go-to platform for industry leaders

Business Type

(based on multiple responses)

Manufacturer	46%
Distributor	37%
Consultancy service	24%
Export	20%
Research & development	17%
Import	17%
Contract manufacturer	14%
Wholesaler	13%
Private label provider	13%
Retailer	10%

Job Function

Business development	21%
Product development / innovation	14%
Marketing	13%
Corporate management	12%
Research / scientific / analytic	9%
Sales	8%
Consulting / advisory	8%
Brand management	4%
Purchasing / procurement / buying	4%
Operations	2%
Education	2%
Testing /quality assurance / regulatory / compliance	2%
Finance	1%
Government	1%

Our readership:

Abbott Laboratories, Aker Biomarine, Ashland, AstaReal Inc, Atlantia Food Clinical Trials Ltd, Avon Cosmetics, **Barry Callebaut**, **BASF SE**, **Bayer**, **Blackmores**, Brand's Suntory, Brunel Healthcare, **Carbery**, **Cargill**, **CHR HANSEN**, Connell Bros. Co. (Taiwan), Ltd., Daeasang, **Dairy Crest**, **Danone**, Disfarma, Doehler, DSM Nutritional Products, DuPont Nutrition & Health, EA Pharma, euromed, **Flora**, Frutarom, GCI Nutrients (USA), Giblot Food and Health GmbH, Glanbia, Health XL, **Herbalife**, Hero Brasil, Higher Nature, **Holland & Barrett**, HTC Health, Indena S.p.A., Kaneka Pharma Europe, Kappa Bioscience, Kemin Food Technologies, **Kraft Ltd.**, Lake Foods, Life Plus, Lonza, Merck, **Mintel**, Mitsubishi Corporation, Naturex, **Nestlé**, **Nestlé Health Science**, Nova Health SA, Ocean Health Pte Ltd, **P&G**, **Pepsi Co.**, **Pfizer**, Private Label Brands, **Reckitt Benckiser**, Rousselot, **Unilever**, **Walmart**, **Walmart**, Weider Germany GmbH, plus many more

Global Reach

Readers are located in the following regions:

Europe: 41%	Middle East: 5%
Asia: 24%	South America: 3%
North America: 23%	Africa: 2%
	Oceania: 2%

Website Usage

yearly data up to October 2018

90,000
page views



Digital magazines

Monthly thematic digital magazines will feature columns, articles and in-depth cover stories that examine the science, strategy and outcomes of ingredients, solutions and services for the nutraceutical space.

Digital magazine themes for 2019:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Personalised Nutrition • Manufacturing & Service Providers • Bone & Joint Health • Sports Nutrition • Women's Health • Digestive Health | <ul style="list-style-type: none"> • Supplements • Food Fragmentation • Cognitive Health • Food Innovation & Tech • Healthy Ageing • Heart Health |
|--|---|

Total cost per digital magazine:

€4,000 / US\$4,500

Limited availability to only 5 underwriters per issue

Deep dive reports

The Vitafoods Insights editorial team explores the finer details of specific topics throughout the year. Deep dive reports focus on a single specialist topic, allowing a detailed understanding of the science behind a product.

Deep dive report themes for 2019:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Beauty • Packaging & Labeling • Adaptogens • Clinical Trials | <ul style="list-style-type: none"> • CBD • Sustainability & Transparency • Polyphenols • Proteins |
|---|---|

Total cost per report:

€7,000 / US\$7,500

Exclusive opportunity for one underwriter per issue

Sponsorship Programme Benefits

- Your brand associated with independent thought-leading content targeted at a specific audience
- Your logo featured on dedicated download page
- Full page advert within the editorial linking to your preferred URL
- 90-day lead generation campaign per issue
- 10,000+ promotional marketing impressions



What's Hot? Digital magazines

Special Event Editions

The What's Hot? Digital Magazines are amongst the most popular attendee planning tools in our pre-event marketing opportunities, offering information and must-sees at the event.

What's Hot? Digital Magazines will go live three weeks before the event and will be promoted via email to all registered and prospective attendees on the hottest topics during the peak planning period for them.

V What's Hot? at Vitafoods Europe 2019 – April

V What's Hot? at Vitafoods Asia 2019 – August

Total cost per What's Hot? Digital magazine:

€4,000 / US\$4,500

Sponsorship Programme Benefits

- A full page Q&A - uniform questions for all participants
 - A full page advert following your Q&A page
- Logo featured on dedicated download page
 - 80,000+ promotional marketing impressions

Your tailored approach

We aim to help you improve your brand visibility by accessing a large audience and your lead generation by optimising your lead hunting through a targeted and relevant audience. Vitafoods Insights offer the ideal springboard between you and your audience.

**Use this opportunity to win more customers
and raise your profile.**

For further details,
contact **Maria Sidiropoulou**, Client Success Manager

E: Maria.Sidiropoulou@informa.com

T: +44 2070175803

Vitafoods Insights brought to
you by the organisers of Vitafoods events
all content is developed to shape the future of
the food industry through science and innovation.