



Nutritional[®] OUTLOOK

2022 MEDIA PLANNER

**Your #1 Source for Print, Digital,
and Content Marketing Solutions**





Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision-makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

3.5M+

Active Reach

7.6M+

Unique Visitors per month

20.9M+

Page views per month

1.9M+

Print Circulation

1000s

Active KOL's on Editorial Board

OUR BRAND

Nutritional
OUTLOOK

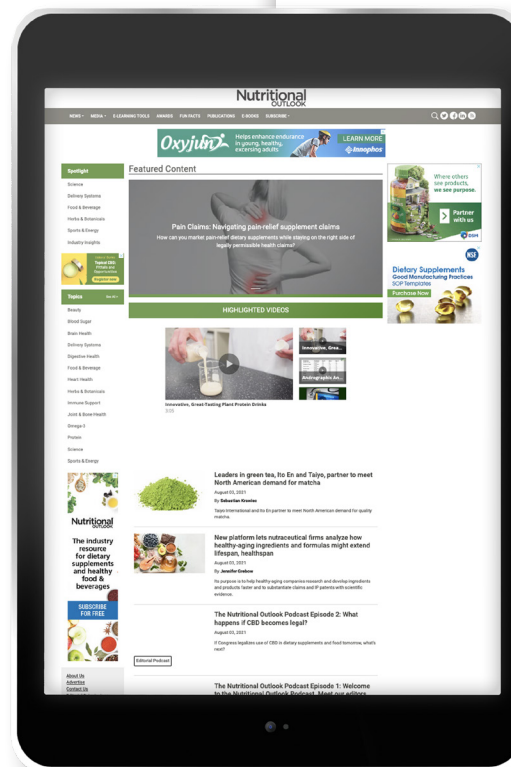
Nutritional Outlook®, an MJH Life Sciences™ brand, provides insights and industry updates critical to manufacturers of dietary supplements, healthy foods and nutritious beverages. Our original print and digital content is led by a team of full-time, in-house writers and stands out from the competition.

We keep the industry abreast of current market trends, research updates, news and regulatory developments. We also go beyond the 24-hour news cycle and provide in-depth analysis to help industry players navigate the challenges and changes in the near- and long-term markets.

Our Focus

- Ingredient research
- Ingredient launches
- Trends/forecasts (markets, products, ingredients)
- Health condition segments
- Industry news
- Regulatory developments
- Legal issues
- Product claims
- Marketing
- Delivery systems
- Edibles (food, drink, etc.)
- Packaging and labeling
- Formulating
- Bioavailability
- Manufacturing and equipment
- Product testing, safety, adulteration
- Sourcing/distribution
- Certifications

We furnish all this information in a multiplatform approach to meet your content marketing needs. This includes print/online advertising, e-newsletters, webcasts, e-books, whitepapers, videos and more.



OUR IN-HOUSE EXPERTS

Nutritional Outlook® Editorial Advisory Board

Nutritional Outlook®'s 2022 Editorial Advisory Board is a distinguished group of thought leaders with expertise in various facets of the dietary supplement and healthy foods/beverages industries. Board members provide industry insight, participate in editorial panels and advise editorial staff on content.

KEVIN M. BELL

Partner
Arnall Golden Gregory LLP

JUDY BLATMAN

Founder and President
Judy Blatman Communications LLC

MARK BLUMENTHAL

Founder and Executive Director
American Botanical Council

LISA C. BUONO

Principal, Client Insights
IRI Worldwide

SCOTT DICKER

Senior Market Insights Analyst
SPINS

JOHN R. ENDRES, ND

Chief Scientific Officer
AIBMR Life Sciences Inc.

DANIEL FABRICANT, PHD

Executive Director and CEO
Natural Products Association

DAVID FOREMAN, RPH

Founder and President
Herbal Pharmacist

KIMBERLY KAWA

Wellness Product Specialist
The Movitz Group

DOUGLAS “DUFFY” MACKAY, ND

Senior Vice President, Dietary Supplements
Consumer Healthcare Products Association

OSVALDO MARINOTTI, PHD

Senior Biochemist
CV Sciences

MICHAEL MCGUFFIN

President
American Herbal Products Association

SUSAN HAZELS MITMESSER, PHD

Vice President, Science and Technology
Pharmavite LLC

GEORGE PARASKEVAKOS, MBA

Executive Director
International Probiotics Association

IRFAN QURESHI, ND

Vice President, Product Development and Quality Assurance
Healthy Directions

HARRY B. RICE, PHD

Vice President, Regulatory and Scientific Affairs
Global Organization for EPA and DHA Omega-3s

KANTHA SHELKE, PHD, CFS

Principal
Corvus Blue LLC
Senior Lecturer
Johns Hopkins University

PAULA SIMPSON, BSC (NUTRITIONAL SCIENCES), RNCP, R. HERBALIST

Founder
Nutribloom

ASHISH TALATI

Partner
Amin Talati Wasserman LLP

BRIAN TANZER, MS

Senior Manager, Scientific & Regulatory Affairs
The Vitamin Shoppe Inc.

JOHN E. VILLAFRANCO

Partner
Kelley Drye & Warren LLP

LU ANN WILLIAMS

Global Insights Director
Innova Market Insights

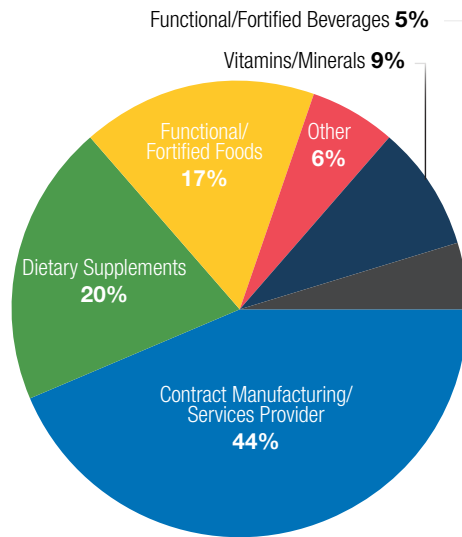
BRIAN WOMMACK

Senior Vice President, Communications
Council for Responsible Nutrition

AUDIENCE

Our readers are professionals in the dietary supplement and healthy foods/beverages industries. This includes the C-suite, as well as R&D, product development, purchasing, quality control, regulatory affairs, production, distribution, marketing and design professionals.

Business & Industries*



Circulation*

Print Subscribers **8,479**
Digital Subscribers **4,317**

Website*

nutritionaloutlook.com

Average Monthly Unique Browsers

41,048

Average Monthly Page Views

120,285

e-Newsletters Subscribers*

Company of the Week

17,395

Good Morning *Nutritional Outlook*®

19,106

Topic Resource Center

19,575

Ingredient Showcase

16,733

Ingredient of the Month

18,267

Friday Fun Fact

17,254

Social Media Followers**

Twitter

+4,600

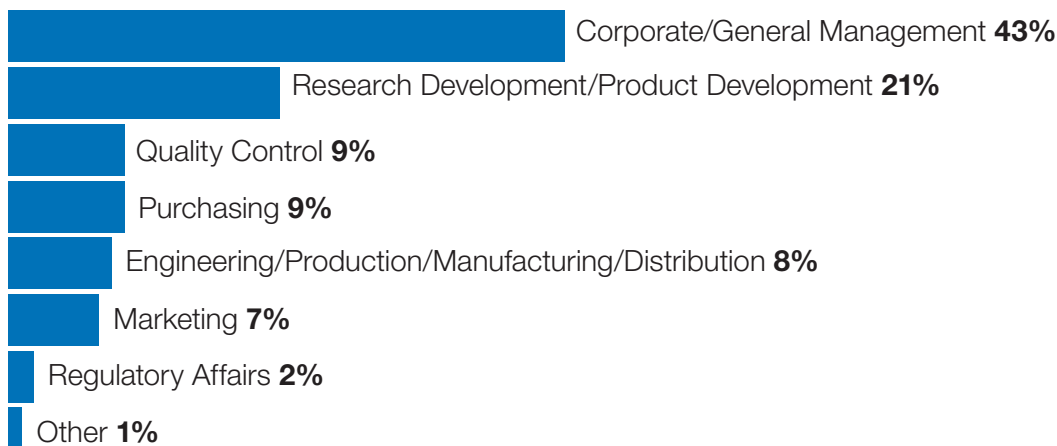
Facebook

+1,600

LinkedIn

+2,500

Job Functions*



*AAM Audit, December 2020; **Publishers own data, July 2021



YOUR MARKETING STRATEGY

Choose the right content to fuel your business objectives

Nutritional Outlook® will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

Branding/Awareness: Grow your brand or business awareness

Web Traffic: Increase SEO ranking and traffic to your website

Lead Generation: Generate leads and new business

Thought Leadership: Demonstrate expertise in your field and engage with your target audience

Content Program	Branding/Awareness	Web Traffic	Lead Generation	Thought Leadership
Ad Retargeting	✓	✓		
CAST™ Custom Targeted Email	✓			✓
Content Engagement Hub		✓	✓	
Custom Video	✓			✓
Dedicated Dialogue	✓			✓
e-Book	✓		✓	✓
e-Newsletter	✓	✓		
Enhanced Webcast			✓	✓
Exhibit Booth Interview Video	✓			✓
Industry Insights	✓			✓
Lead Nurturing			✓	
Live/Virtual Roundtables	✓			✓
Online Advertising	✓	✓		
Podcasts	✓			✓
Presentation Showcase Video	✓			✓
Print Advertising	✓			
Sponsored Content Block	✓	✓		
Thought Leadership Video	✓			✓
Webcast			✓	✓
Whitepaper			✓	✓

DIGITAL OFFERINGS



Online Website Advertising

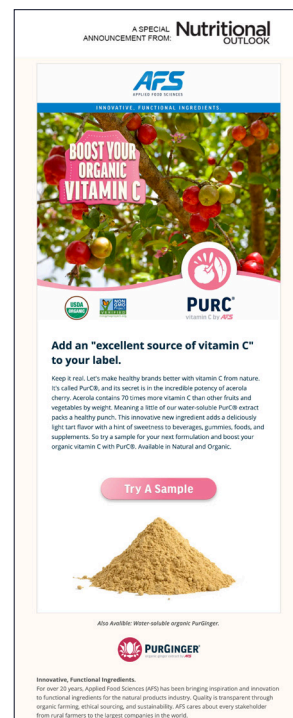
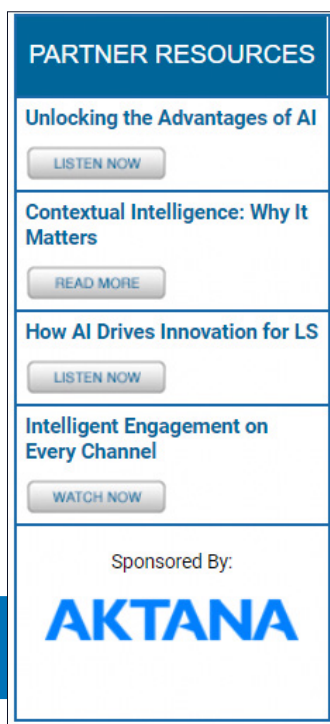
Display your ad in front of decision-makers in the field by placing your display ad on nutritionaloutlook.com

✓ Content Tactic:
Branding/Awareness, Web Traffic

Sponsored Content Block

Exclusive sole-sponsored resource section on *Nutritional Outlook*®'s website, where your company can disseminate collateral, videos, whitepapers and research to drive website traffic, generate leads and more. Link up to 4 assets plus your company's logo and website link. Your content block is NOT an ad unit and does not go into rotation, which means it is visible 24/7 on virtually every page of *Nutritional Outlook*®'s website. Each asset/link is tracked individually so you will know which assets are the most popular.

✓ Content Tactic:
Branding/Awareness, Web Traffic



Nutritional
OUTLOOK

CAST™ Custom Targeted Email

CAST™ is the highly targeted, data driven, Custom Audience Segmentation Tool from MJH Life Sciences™. CAST™ contains more than 700,000 unduplicated decision-makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✓ Content Tactic:
Brand Awareness, Thought Leadership

Ad Retargeting

Once a visitor leaves nutritionaloutlook.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic:
Branding/Awareness,
Web Traffic



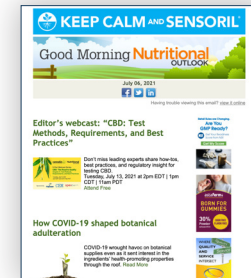
Company of the Week Spotlight

There is no better way to tell your company's story or show your products and services than with a **Company of the Week** email blast. It's your opportunity for our audience to get an in-depth look at the products and services you offer.



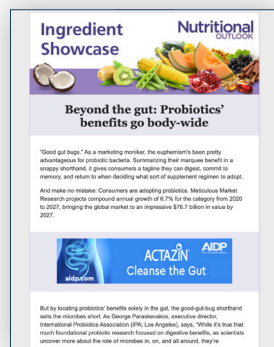
Good Morning Nutritional Outlook®

Every Tuesday morning, readers open their inboxes to find a concise burst of industry news from *Nutritional Outlook*®'s acclaimed editors. Drive readers to your ad and website as they digest up-to-the-minute news, opinions and analysis.



Ingredient Showcase

Each month, our editors will cull the very best of our editorial to find one article that readers shouldn't miss. The **Ingredient Showcase** e-newsletter will bring that article to a highly interested audience, directly. No more searching, no more looking around ... this is your opportunity to reach this audience with your targeted message.



Topic Resource Center

Show readers that your company is the expert on the industry's most critical topics! *Nutritional Outlook*®'s **Topic Resource Center** gives advertisers a chance to sponsor one of NutritionalOutlook.com's most popular topic pages. What advertisers get: Your ad will appear on the topic's online landing page, as well as serve on any online stories that appear on the landing page. In addition, each month, *Nutritional Outlook*® will send its readers an e-newsletter featuring the top recent stories on that topic page. This e-newsletter will also feature the Topic Resource Center sponsor's advertisements.

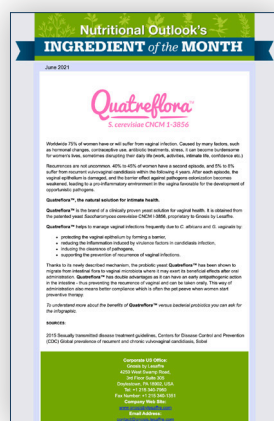


Current topics available for sponsorship:

- Beauty
- Blood Sugar
- Brain Health
- Delivery Systems
- Digestive Health
- Food & Beverage
- Heart Health
- Herbs & Botanicals
- Immune Support
- Joint/Bone Health
- Omega-3
- Protein
- Regulatory
- Science
- Sports & Energy
- Trends & Business
- Vitamins & Minerals
- Weight Management
- Women's Health

Ingredient of the Month

Each month, *Nutritional Outlook*® directs its audience's attention to one special ingredient. Through our **Ingredient of the Month** newsletter, readers can get all the details of how an ingredient works, how it is sourced, its scientific substantiation, certifications, key markets and, most importantly, how it stands out in the market. If you have a singular ingredient you want readers to learn more about, there's no better spotlight than *Nutritional Outlook*®'s **Ingredient of the Month** newsletter.



Friday Fun Fact

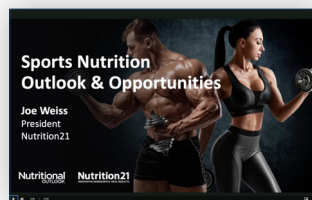
Every Friday, readers open their inboxes to find fun and unusual facts about ingredients related to your market. Send readers to your company's website with a click on your logo.



CONTENT PROGRAMS

Dedicated Dialogue

Nutritional Outlook® will conduct an interview with an expert from your company (executive, corporate manager, etc.). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *Nutritional Outlook®*.



✓ Content Tactic: Branding/Awareness, Thought Leadership, Lead Generation

Lead Nurturing

Topic-driven programs that capture prospects and nurture them by deploying high-quality content via strategically timed communications. These programs are designed to deliver marketing quality leads.

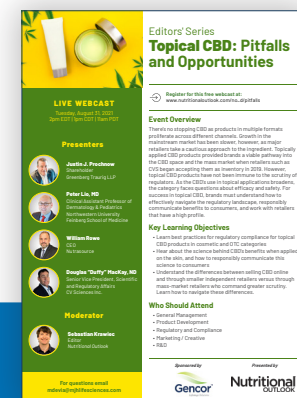
✓ Content Tactic: Lead Generation



Multisponsor Editorial Webcast

Nutritional Outlook®'s webcasts are moderated by the magazine's editors and feature speakers/experts curated by the editorial team. These deliver key insights on today's hottest industry topics.

✓ Content Tactic: Lead Generation, Thought Leadership



Sponsored e-Book

A sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with *Nutritional Outlook®*'s editorial team. This program is designed to deliver high-quality leads.

✓ Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership



Whitepapers

Your whitepaper is posted in our library and promoted using our targeted email capabilities. In order to download your whitepaper, the viewer must complete a short response form that includes contact information and demographics. After the whitepaper is sent, you will receive on-demand or weekly reports containing all of your leads.

✓ Content Tactic: Thought Leadership, Branding/Awareness

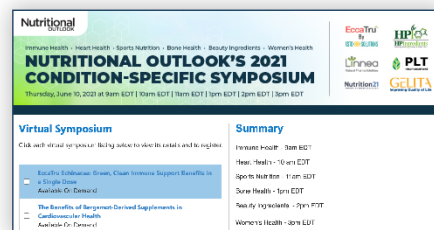


VIRTUAL EVENTS AND VIDEO PROGRAMS

As an alternative to tradeshow, conferences and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state-of-the-art in-house studios, the transition from in person to online is seamless and timely.

Virtual Conferences and Symposia

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live tradeshow or conference, including a lobby, auditorium, exhibit hall, networking lounge and resource center.



✓ **Content Tactic: Branding/Awareness, Thought Leadership , Lead Generation**

Virtual Thought Leadership Interviews/ Roundtable

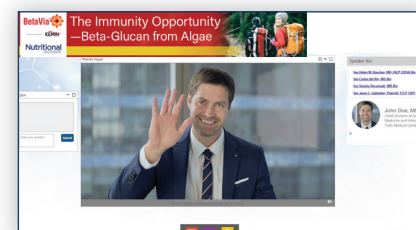
Using advanced video conference technology, our internal Studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



✓ **Content Tactic: Lead Generation, Thought Leadership**

Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program comprises a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.



✓ **Content Tactic: Branding/Awareness, Thought Leadership**

Virtual Press Conference

Nutritional Outlook® will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring or market trends. Each program includes promotion to our audience.

✓ **Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership**

Industry Event Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach after the show with editorialized videos by *Nutritional Outlook*® and audience engagement with the *Nutritional Outlook*® community.

Presentation Showcase

Our Presentation Showcase program comprises a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry tradeshows with custom video content that can strengthen your brand reach after the show. We'll conduct an interview at your booth and edit it into a three- to five-minute video with promotions to the *Nutritional Outlook*® community.



Custom Live & Hybrid Events

Partner with *Nutritional Outlook*® to create your custom live event- with or without a virtual component.

Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Nutritional Outlook*® your partner of choice?

Content Development:

The *Nutritional Outlook*® team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as after the event.

Attendee Recruitment:

Using our extensive databases and relationships with our audiences, *Nutritional Outlook*® will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non-attendees.

Turnkey Logistics:

Besides the expertise of *Nutritional Outlook*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



WEBCASTS

Nutritional Outlook® educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts are produced by MJH Life Sciences™ each year.

Credibility — *Nutritional Outlook*® has been in the industry for more than 20 years.

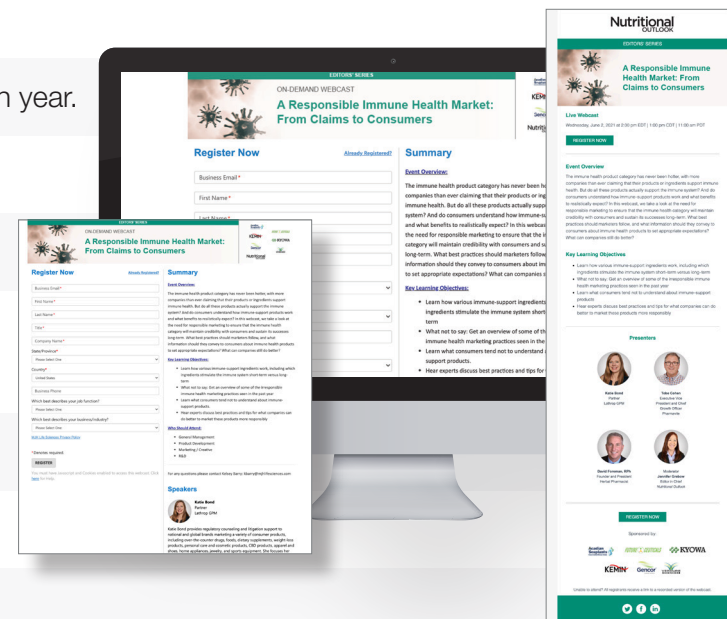
Talent — We have respected speakers, producers and moderators from our editorial team.

Audience/Reach — Select from MJH Life Science's database of 700,000 qualified industry science professionals.

Marketing & Promotion — Targeted audience development includes digital and social media

Analytics — Comprehensive lead capture and data reporting are included for every event.

Turnkey — You'll receive full service management, marketing, training, production and hosting.



Breakout Sessions

Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the *Nutritional Outlook*® community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration and brand visibility
- Increases access and engagement

Your opportunity to share a point of view

Nutritional Outlook® Industry Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best with articles by your subject experts, integrated alongside valued content in *Nutritional Outlook®*.

A native, branded content opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *Nutritional Outlook®*
- You'll find an expandable offering from one article to a complete content center with your branding
- Content is featured on the nutritionaloutlook.com home page as well as in appropriate topic areas
- An integrated promotional program provides significant exposure to our audience

Program Features

- Scalable to your budget
- Promotion package built into the pricing for quality exposure
- Social sharing tools with each article
- Variable time frames for long-term effectiveness

Pricing

- Flat rate per article or subscription packages are available, all customized to your needs.
- All content is reviewed by our editorial staff prior to posting.

Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience



✓ Content Marketing Tactic: Branding/Awareness, Thought Leadership

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can educate themselves. Driven by a multitouch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- Six to 12 related assets, including whitepapers, app notes, videos, webcasts, research and web links
- Hosted and promoted for three months
- Promotion to a relevant audience through a turnkey solution for content syndication and lead nurturing

Promotion & Lead Capture

Multichannel promotional campaign:

- Dedicated e-blasts: CEH and individual assets (min. 10K emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeting custom ads
- Social media promotions - Twitter and LinkedIn brand accounts

Lead Capture & Reporting

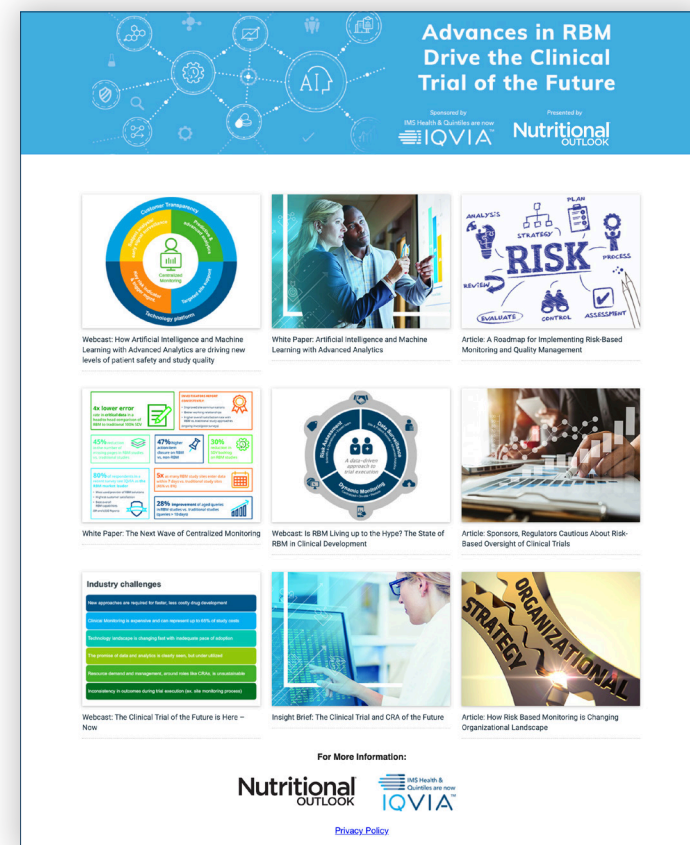
- One-time site registration to allow users full access to content
- Lead report sent 2x/month with registrant contact info and activity
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include:

- Next button moves users from asset to asset
- “Before you go” exit action that recommends an asset
- “More resources” button for driving users to the URL of your choice
- Inactivity notification – user’s browser tab to “blinks” and bring them back
- Social and email sharing

✓ Content Marketing Tactics: Web Traffic, Lead Generation



Ingredients to Watch

January/February

Which ingredients should dietary supplement and healthy food/beverage manufacturers watch closely in the near term? *Nutritional Outlook*®'s editors dive deep into which ingredients are trending or notable and provide analysis to help manufacturers and product developers strategize.

4th Annual Healthy Product + Services Directory

April

Our writers explore what's driving an array of health-condition markets, including consumer, retail and product trends. We also cover changes driving the manufacturing, equipment and services sectors.

Full-page advertisers receive FREE half-page profile highlighting the company's ingredients, services and more.



2022 Supplier Profile Directory

July/August

In our largest issue of the year, industry-leading companies provide a detailed look at what products and services they offer. Full- and half-page advertisers receive FREE matching profile space to describe products, services, innovations and much more. Show readers what sets your company apart from the competition.

Advertisers receive FREE Supplier Profile that matches your ad space.



2022 Best of the Industry Awards Issue

December

Nutritional Outlook®'s editors hand-pick companies and individuals to award for their achievements in the past year in our annual Best of the Industry issue.



Supplements and E-Books

Immune Health E-Book - February

Find out more about what issues to watch and what's trending in this red-hot category.

Active/Sports Nutrition Special Section - March

Everyone wants to get into the active-nutrition game. In this issue, we highlight the latest developments in this competitive market.

Healthy Aging E-Book - July

A topline update on the healthy-aging market. In this e-book, we explore how marketers can best reach this evolving audience.

Botanicals Special Section - September

Special insight on the growing herbs and botanicals market.

2022 CONDITION SPECIFIC SYMPOSIUMS

Nutritional
OUTLOOK

March, June, September, and December 2022

Nutritional Outlook®'s 2022 Condition-Specific Symposium spotlights some of the natural product market's biggest health targets—immune support, beauty—from-within, bone health, heart health and the ingredients designed to meet consumer and formulator needs. This at-home alternative to in-person events allows listeners to learn from experts and company representatives as they discuss their leading condition-specific ingredients, and discover what makes these ingredients promising, effective solutions for their next product.

Why sponsor a Virtual Symposium?

Intuitive Interface: Places your branding and resources directly on the screens of your audience

Safe, Convenient Access: Fully accessible from desktops, phones, or tablets, our Virtual Symposiums allow industry professionals to stay up-to-date on news and developments from the safety of their home or office

Increased Engagement: One-day or two-day programs that provide highly relevant, credible content in an interactive platform lead to high levels of attendee engagement during the Virtual Symposium

Comprehensive Reporting: Detailed information on participants' engagement and activity, in addition to contact information for all attendees

Sponsorship Opportunities

As a sponsor, you will receive an exclusive 45-minute speaking opportunity on the topic of your choice: 30 minutes presentation followed by 15 minutes of live Q&A

Branding: Recognition as a sponsor on all outbound marketing, registration site, and social media. Branding as the sponsor of the event including logos on welcome screens, and verbal recognition during the introduction of your session.

Collateral: You can provide up to four (4) assets for participants to download from the resources area of your session.

Lead Generation: You will receive full contact information for all session registrants. You will also receive detailed analytics for each registrant, questions asked and assets downloaded.

Marketing & Promotion

Email: Dedicated email invitations to the Nutritional Outlook® community

eNewsletters: Promotions in Nutritional Outlook® eNewsletters

Website Advertising: Web ads on the Nutritional Outlook® website

Social Media: Promotions across Nutritional Outlook® social media platforms





The Nutritional Outlook Podcast, regularly recorded by our editorial team, digs deeper into key discussions and ideas happening among stakeholders in the dietary supplement, functional food, and natural products industries.

Our editors, together with industry leaders, discuss topics such as:

- Controversial and emerging industry developments
- Regulatory dilemmas
- Leading market, consumer, and retail trends
- Key business strategies to grow your business
- The hottest ingredients and evolving science

These high-engagement podcasts are produced by the editorial teams that are known and respected in the industry. Your 15 to 30 second message is delivered directly to the listeners in this high-impact program that is growing the audience each month.

Custom Podcast Series

Our staff will work with you on creating episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise within your chosen topic.

- Segmented by category
- Highlights your company's thought leadership and branding
- Flexible scheduling
- Your SME or ours

These high engagement programs include consultation, assistance with content development, all production, hosting on our podcast channels and promotional campaigns to your target audience.

EDITORIAL CALENDAR

Ad artwork deadlines are the 10th of the month PRIOR to the publication date.

Columns: News, Research Update, Global Regulations, Marketing

Issue	Features	Special Section/eBook/ Newsletter <small>*Subject to Change</small>	Last Bite	Online Special Focus	Value-Added & Special Sections	Show Distribution	Ingredient Showcase	Editorial Webcast	eSymposium
January/ February	Ingredients to Watch Equipment and/or Processing Blood Sugar Support Contract Manufacturing	IMMUNE HEALTH EBOOK & PROFILES (FEB) NATURAL PRODUCTS EXPO WEST PRE-SHOW NEWSLETTER (FEB)	Color	2022 Flavor Trends		Natural Products Expo West March 8-12, 2022 Anaheim, CA	January: Heart Health February: Contract Manufacturing/ Outsourcing		
March	Brain Health Vitamins Marine Ingredients Botanicals/Herbs	ACTIVE/SPORTS NUTRITION (SPECIAL SECTION)	Snacks	Functional Drinks		SupplySide East April 12-13, 2022 Secaucus, NJ	Blood Sugar Support	E-Commerce	Condition-Specific eSymposium
April	Healthy Products + Services Directory	NATURAL PRODUCTS EXPO WEST POST-SHOW NEWSLETTER	Flavor	Personalized Nutrition	Advertisers receive 1/2-page profile (for full-page advertisers)	Year-Long Distribution	Brain Health		
May	Sweeteners Probiotics and/or Prebiotics Weight Management Men's Health Immune Support		Drinks	Hemp/CBD	FREE Ad-Performance Study		Botanicals/ Herbs	Stress/Mood	
June	Food and/or Drink Energy Beauty Pet Health Sleep		Sustainability	Botanicals		IFT Annual Meeting & Food Expo July 11-13, 2022 Chicago	Immune Support	Immune Support	Condition-Specific eSymposium

EDITORIAL CALENDAR

Ad artwork deadlines are the 10th of the month PRIOR to the publication date.

Columns: News, Research Update, Global Regulations, Marketing

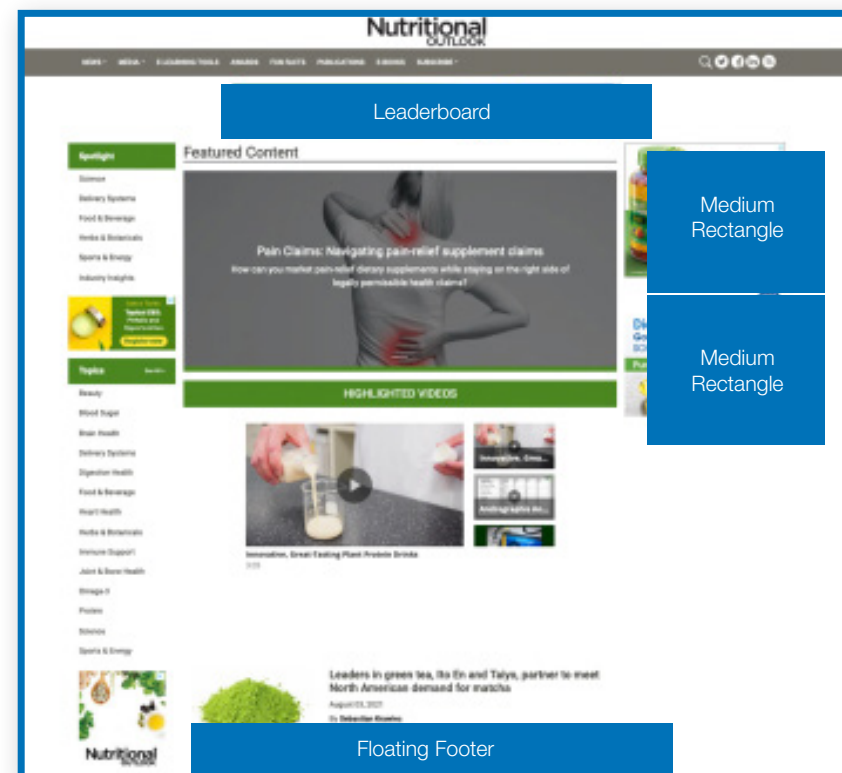
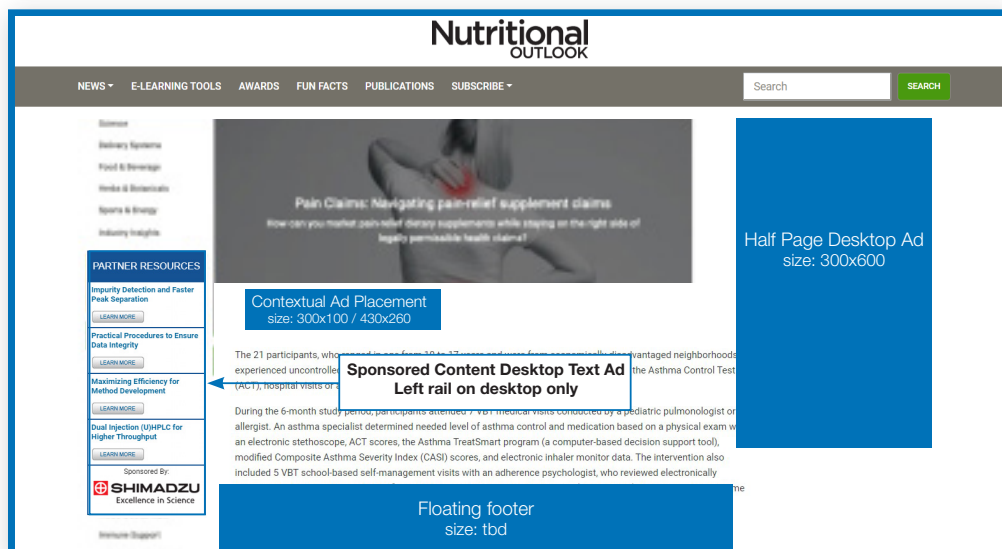
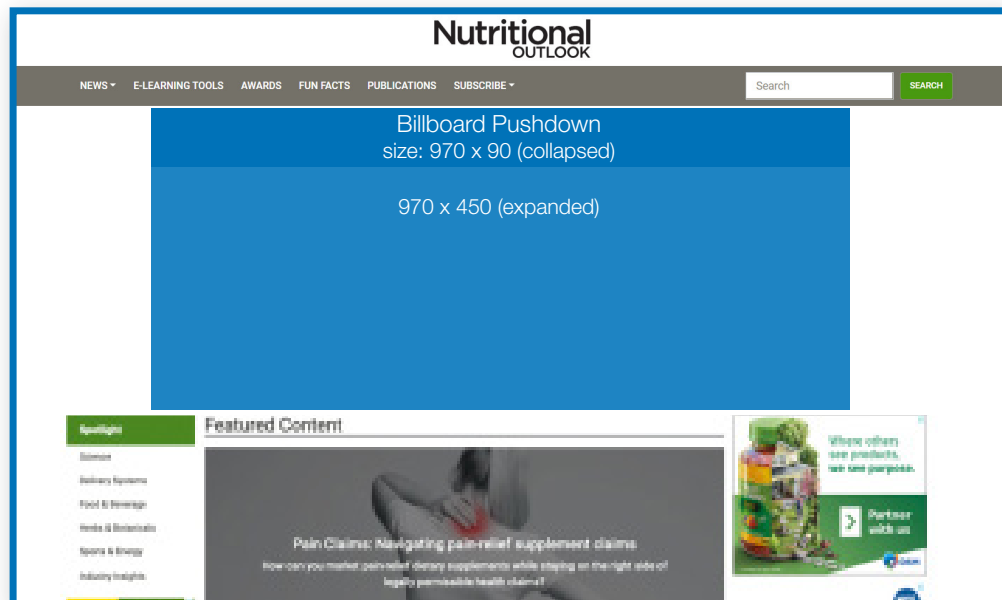
Issue	Features	Special Section/eBook/ Newsletter <small>*Subject to Change</small>	Last Bite	Online Special Focus	Value-Added & Special Sections	Show Distribution	Ingredient Showcase	Editorial Webcast	eSymposium
July/August	2022 Supplier Profile Directory	HEALTHY AGING EBOOK & PROFILES (JULY)	Meat Alternatives	Prebiotics	FREE Supplier Profile (Exclusive for ½- and full-page advertisers)	Year-Long Distribution	July: Energy August: Beauty	Hemp/CBD (August)	
September	Active/Sports Nutrition Digestive Health Joint Health Minerals	BOTANICALS (SPECIAL SECTION)	Powders	Delivery Systems			Active/Sports Nutrition	Beauty	Condition-Specific eSymposium
October	Probiotics and/or Prebiotics Hemp/CBD Women's Health Plant-Based Bone Health Omega Fatty Acids and/or Oils Outsourcing	SUPPLYSIDE WEST PRE-SHOW NEWSLETTER	Bars	Immune Support		SupplySide West	Digestive Health		
November	Protein Heart Health Children and/or Infant Health Delivery Systems Stress/Mood		Fiber	Topical Beauty	FREE Ad-Performance Study		Bone Health or Joint Health	Sleep	
December	Best of the Industry 2022 Packaging and/or Labeling Food and/or Drink Sustainability Sex Health and/or Fertility	SUPPLYSIDE WEST REVIEW EBOOK	Sweets	Eye Health		Year-Long Distribution	Stress/Mood		Condition-Specific eSymposium

DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

eNewsletter ad specifications	
Ingredient Showcase:	<ul style="list-style-type: none"> » Ad Size: 468x120 » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » Gif Animation: 15 second max » 1 Live Click URL <p>Note: Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries all the details and is not too ambiguous.</p>
Good Morning Nutritional Outlook (Banner):	<ul style="list-style-type: none"> » Ad Size: 728x90 » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » Gif Animation: 15 second max » 1 Live Click URL <p>Note: Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries all the details and is not too ambiguous.</p>
Good Morning Nutritional Outlook (Tower):	<ul style="list-style-type: none"> » Ad Size: 110x180 » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » Gif Animation: 15 second max » 1 Live Click URL <p>Note: Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries all the details and is not too ambiguous.</p>
Ingredient of the Month:	<ul style="list-style-type: none"> » A logo and ingredient description (no word limit) » Preferably two logos, one for the actual ingredient and the other being your company logo. » 1 Live Click URL
Friday Fun Fact:	<ul style="list-style-type: none"> » Logo » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » 1 Live Click URL
Topic Resource Center:	<ul style="list-style-type: none"> » Ad Size: 728x90 » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » Gif Animation: 15 second max » 1 Live Click URL <p>Note: Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries all the details and is not too ambiguous.</p>
Issue Alert:	<ul style="list-style-type: none"> » Logo » Max File Size: 50kb » Formats Accepted: Gif, Jpg, Png » 1 Live Click URL

DIGITAL SPECIFICATIONS



Preroll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and preheader » Test and final seed list"		
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent » MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

GENERAL NOTES

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

Host-initiated subload: Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

Audio - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

Hotspot - Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio

Defining ad space - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU - Ad not to exceed 30% CPU usage during host-initiated execution

Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

Max number of host-initiated file requests - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction

PRINT SPECIFICATIONS

PRINT AD SPECIFICATIONS

AD-SIZE	Wide	Depth
2 Page Spread Bleed	16"	11"
2 Page Spread, Gutter Bleed Only	15"	10"
Full Page Bleed	8.125"	11"
Full Page Non-Bleed	7.125"	10
2/3 Page Vertical	4.5"	10
1/2 pg Vertical	3.3125"	10"
1/2 pg Horizontal	6.875"	4.875"
1/2 pg Island	4.5"	7.5"
1/3 pg Vertical	2.1875"	10"
1/3 pg Square	4.5"	4.875"
1/4 pg Page	3.375"	4.875"

Trim, Bleed & Center Marks: Must be offset at least 0.25" (9 points) from the trim.

DIGITAL AD REQUIREMENTS

- 1. Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer advertiser makegoods or any other form of compensation) if an ad is supplied to publisher by advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
- 2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to publisher. If publisher detects an error before going to press, publisher will make a reasonable effort to contact advertiser to give advertiser an opportunity to correct and resubmit advertiser's file before publication.
- 3. Ad Proofs:** To ensure that advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that advertiser supplies to publisher must be provided. Publisher cannot provide advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to advertiser of any kind (including, without limitation, the obligation to offer advertiser make goods or any other form of compensation) for any ad supplied to publisher by advertiser without a SWOP proof.

CONTACT US

Nutritional
OUTLOOK

Todd Baker

Group Publisher
732-346-3002
TBaker@MJHLifeSciences.com

Tim Baudler

Publisher/Brand Director
310-289-1969
TBaudler@MJHLifeSciences.com

Jonathan Gonzalez

Account Executive
732-208-8589
JGonzalez@MJHLifeSciences.com

Jennifer Grebow

Editor-In-Chief
609-917-4196
JGrebow@MJHLifeSciences.com

Sebastian Krawiec

Editor
732-346-3036
SKrawiec@MJHLifeSciences.com

MJH Life Sciences™

485 F US Highway 1 South,
Suite 210
Iselin, NJ 08830
732-596-0276

Follow Us



NutritionalOutlook.com



MJH life sciences™
knowledge that matters™

MJH Life Sciences™ is the largest privately held medical media company in the United States. We deliver direct access and engagement of professional audiences, by providing multichannel sources of trusted health care and scientific information that drive informed decisions in the following markets: Oncology | Allied Health | Dental Specialty Care | Industry Sciences | Managed Care | Primary Care | Animal Health. Visit www.mjhlifesciences.com to learn more.