

# Nutritional<sup>®</sup> OUTLOOK

2 0 2 3   M E D I A   P L A N N E R

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



[NutritionalOutlook.com](http://NutritionalOutlook.com)

# The **MJH** life sciences® Advantage

**60+**

Brands

**3.9M+**

Email Reach

**7M+**

Unique Visitors  
per Month

**16M+**

Average Page Views  
per Month

**1.9M+**

Print  
Circulation

**1000s**

KOL & SAP Relationships

**1500+**

Conferences & Events

As an MJH Life Sciences® brand you'll be partnering with the largest privately held medical media company in North America.

## **Speed to Market**

Driven by our flexibility and entrepreneurial spirit

## **Relationships**

Ability to leverage the credibility and experience of our key opinion leaders (KOLs) and strategic alliance partners (SAPs)

## **Audience**

An unmatched active audience spanning 63 brands and 17 various specialties

***Partnering with us means you'll reach your audience with the right message at the right time.***



## CERTIFICATE OF REGISTRATION

Information Security Management System  
ISO/IEC 27001:2013

This is to certify that the Information Security Management System of:  
MJH Life Sciences  
2 Clarke Drive, Suite 100  
Cranbury, New Jersey 08512  
United States

Conforms with the requirements of ISO/IEC 27001:2013 for the scope listed below:

The ISMS supporting the confidentiality, integrity, and availability of customer data, supplier information, and MJH Life Science's internal data related to all sub-LLC's under the MJH Life Sciences LLC, all sales services as provided by all MJH Life Sciences Brands, all services as provided by the Truth Serum Network (Agency), all shared services located out of headquarters, and all supporting departments: HR, IT, and Finance located at the headquarters at 2 Clarke Drive, Suite 100, Cranbury, New Jersey environment.

MJH Life Sciences takes threats to the availability, integrity, and confidentiality of our clients' information seriously. As such, MJH Life Sciences is an ISO/IEC 27001:2013 certified provider whose Information Security Management System (*ISMS*) has received third-party accreditation from the International Standards Organization.

- ISO (*International organization of Standardization*) takes a risk-based approach to information security and risk mitigation
- ISO 27001 & ISO 27701 consist of 114 controls and 10 management system clauses
- MJH and their compliance partners conduct internal and external audits annually that test the efficiency and enforcement of all ISO controls



# OUR BRAND

Nutritional  
OUTLOOK

## Reach. Reliability. Results.

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 multi-platform approach to meet your content marketing needs. This includes print/online advertising, e-newsletters, webcasts, e-books, whitepapers, videos, podcasts, symposiums, and more.





# OUR IN-HOUSE EXPERTS

## Editorial Advisory Board

*Nutritional Outlook*®'s 2023 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

### **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**

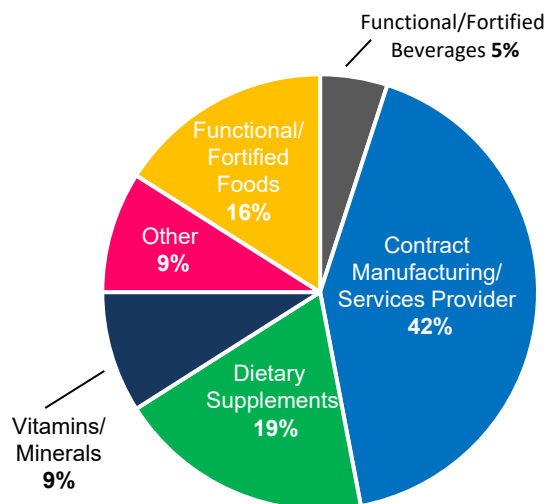
Senior Vice President, Communications  
Council for Responsible Nutrition

# AUDIENCE

**Nutritional  
OUTLOOK**

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 **8,942** Digital Subscribers **4,152**

## Website\*

[NutritionalOutlook.com](http://NutritionalOutlook.com)

Average Monthly Unique Browsers

**103,462**

Average Monthly Page Views

**269,804**

## e-Newsletters Subscribers\*\*

Company of the Week

**13,786**

Ingredient Showcase

**13,389**

Good Morning *Nutritional Outlook*®

**17,143**

Ingredient of the Month

**15,070**

Topic Resource Center

**16,843**

Friday Fun Fact

**14,100**

## Social Media Followers\*\*

Twitter

**+5,000**

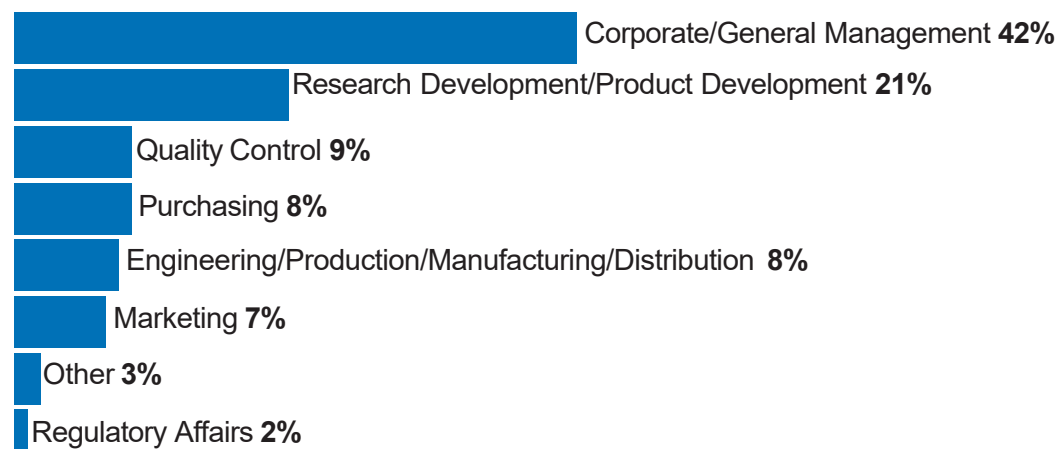
Facebook

**+1,400**

LinkedIn

**+4,200**

## Job Functions\*



\*AAM Audit, December 2021; \*\*Publishers own data, August 2022



# 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

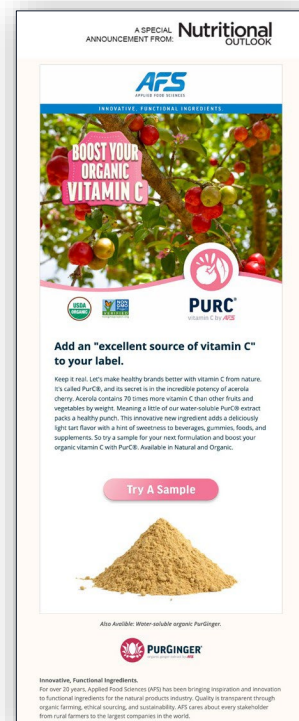
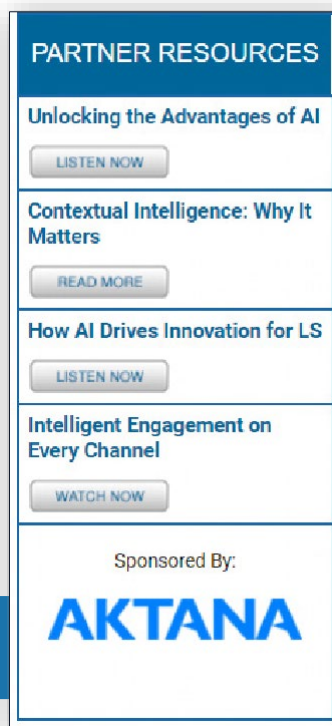
Display your ad in front of decision-makers in the field by placing your display ad on NutritionalOutlook.com

✓ 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 nutrition, 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





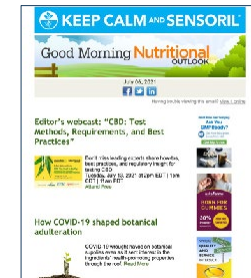
## Company of the Week Spotlight

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.



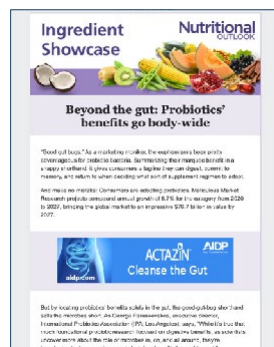
## Good Morning Nutritional Outlook®

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 two articles 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

*Nutritional Outlook®* directs its audience's attention to a special ingredient once a month. 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 e-newsletter.



## Friday Fun Fact

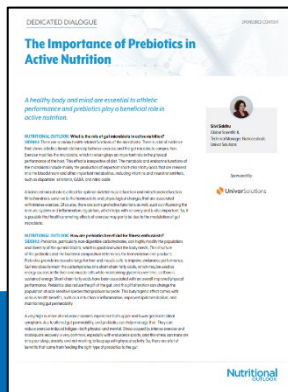
Every Friday, readers open their inboxes to find fun and unusual facts about ingredients related to your market. Send readers to your company's website with a click on your logo.



# 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.

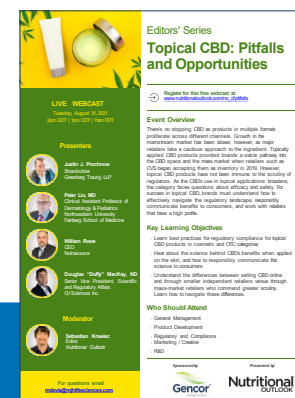


✓ Content Tactic: Lead Generation

## 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.

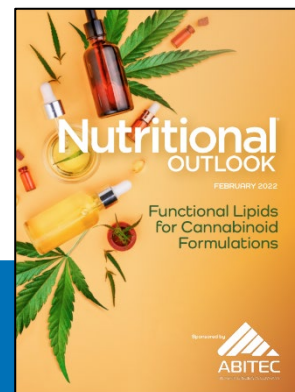
✓ Content Tactic: Lead Generation, Thought Leadership



## 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



## VIDEO PROGRAMS

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

### Presentation Showcase

Our Presentation Showcase program is comprised of 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 trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3-5 minute video with promotions to the *Nutritional Outlook*® community.

## Virtual Symposiums

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 trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.



## LIVE EVENTS

Partner with *Nutritional Outlook*® to create your custom live events. 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 post event.

### Attendee Recruitment

*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

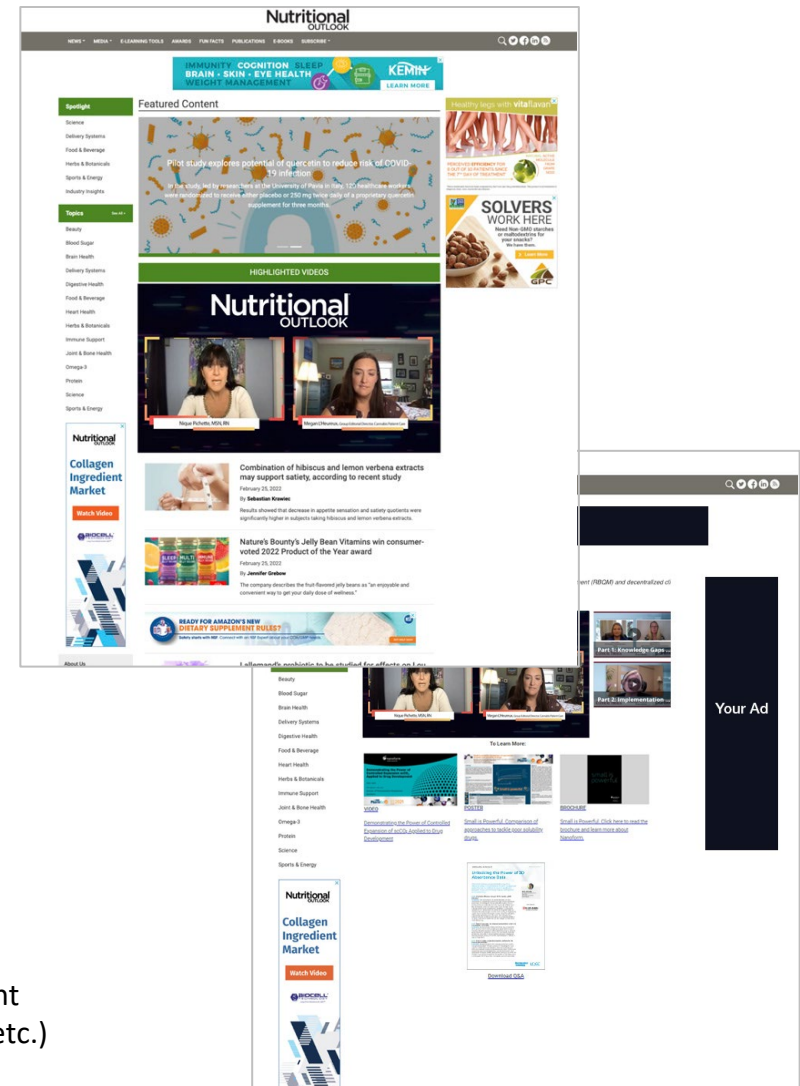
Besides the expertise of *Nutritional Outlook*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.





# Nutritional OUTLOOK

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.



- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads



# 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.

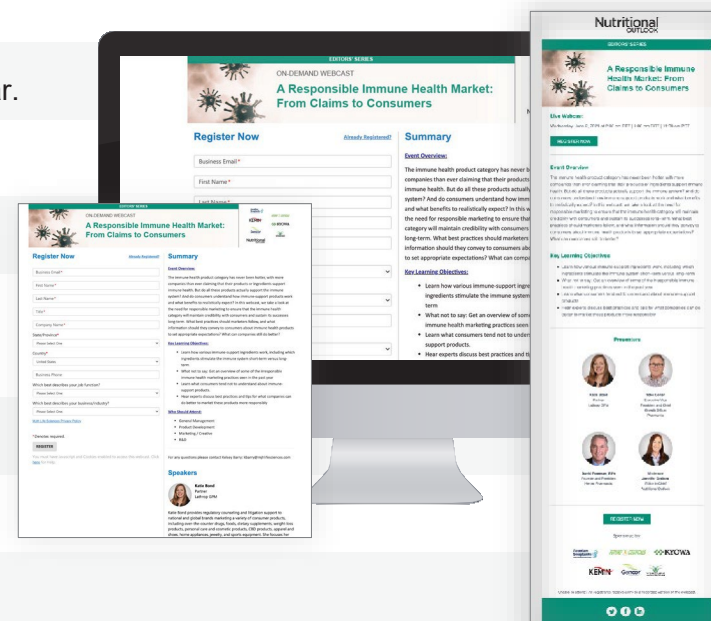
**Talent** — We have respected speakers, producers and moderators from our editorial team.

**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.



## 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

## 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

## 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

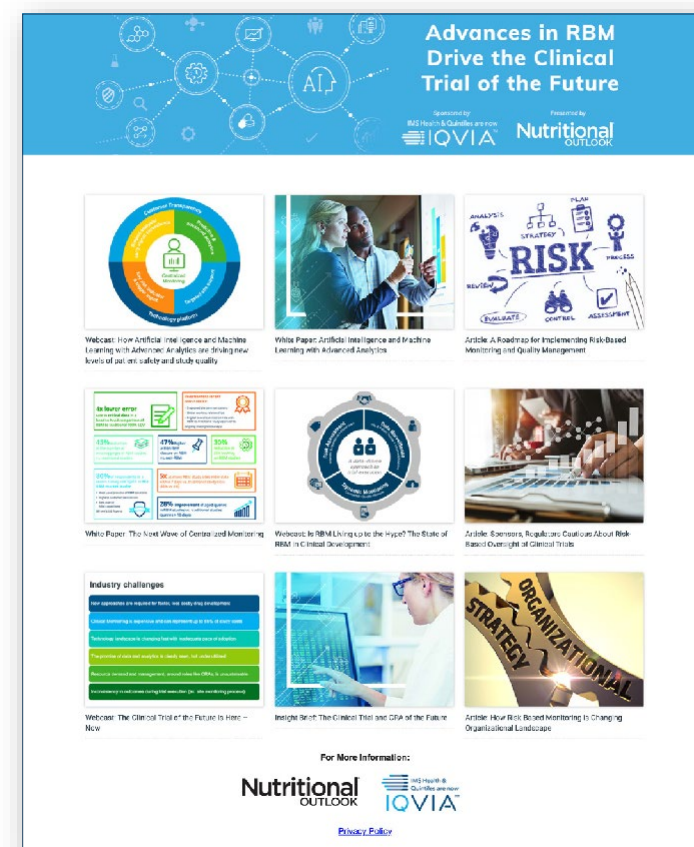
- One-time site registration to allow users full access to content
- Lead report sent 2x/month with registrant contact info and activity
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

### 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





# SPECIAL ISSUES

Nutritional  
OUTLOOK

## 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.

## 2023 Healthy Products + 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.



## 2023 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.



## 2023 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

### Active/Sports Nutrition E-Book - February

Everyone wants to get into the active-nutrition game. In this issue, we highlight the latest developments in this competitive market. Plus: Profiles on leading suppliers/providers in the active/sports nutrition market.

### Immune Health Supplement - March

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

### 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. Plus: Profiles on leading suppliers/providers in the healthy-aging market.

### Botanicals Supplement- September

Special insight on the growing herbs and botanicals market.



# 2023 INDUSTRY EXPERTS SYMPOSIUMS

Nutritional  
OUTLOOK

## March, June, September, and December 2023

*Nutritional Outlook*®'s 2023 Industry Experts Symposia spotlight leading natural product health markets 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 Symposia 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.

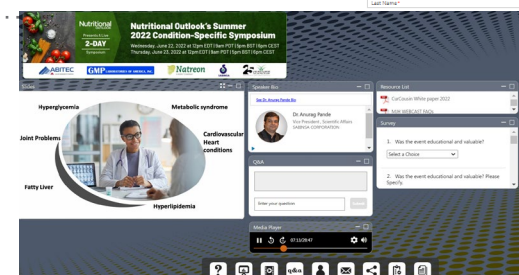
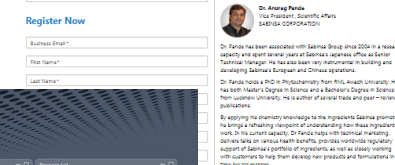
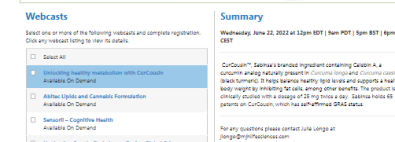
### Marketing & Promotion

**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	Supplements/ 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	<b>ACTIVE/SPORTS NUTRITION EBOOK &amp; PROFILES (FEB)</b>  <b>NATURAL PRODUCTS EXPO WEST PRE-SHOW NEWSLETTER (FEB)</b>	Color	2023 Flavor Trends		Natural Products Expo West March 7-11, 2023 Anaheim, CA	Outsourcing or Contract Mfg (Jan) Plant-Based (Jan) Stress/Mood (Feb) Delivery Systems (Feb)		
March	Brain Health Vitamins Marine Ingredients Botanicals/Herbs	<b>IMMUNE HEALTH SUPPLEMENT</b>	Snacks	Plant- Based		SupplySide East April 18-19, 2023 Secaucus, NJ	Heart  Blood Sugar		Industry Experts Symposium
April	Healthy Products + Services Directory	<b>NATURAL PRODUCTS EXPO WEST POST-SHOW NEWSLETTER</b>	Flavor	Personalized Nutrition	Advertisers receive 1/2- page profile (for full-page advertisers)	Year-Long Distribution  <small>Vitafoods Europe May 1-12, 2023 Geneva, Switzerland</small>	Brain  Vitamins	Food/Drink Trends	
May	Sustainability Prebiotics Weight Management Men's Health Immune Support		Drinks	Hemp/ Cannabinoids	FREE Ad- Performance Study		Marine Ingredients  Botanicals	Brain Health	
June	Food and/or Drink Energy Beauty Pet Health Sleep	<b>HEALTHY AGING EBOOK &amp; PROFILES</b>	Sweeteners	Botanicals		IFT Annual Meeting & Food Expo July 16-19, 2023 Chicago	Weight  Immune	Immune Support	Industry Experts Symposium

# 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	Supplements/ 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	2023 Supplier Profile Directory		Dairy Alternatives	Eye Health	FREE Supplier Profile (Exclusive for ½- and full-page advertisers)	Year-Long Distribution	Sustainability (July) Energy (July) Beauty (Aug) Sleep (Aug)	Personalized Nutrition (August)	
September	Active/Sports Nutrition Digestive Health Joint Health Minerals	<b>BOTANICALS SUPPLEMENT</b>	Specialty Diets	Delivery Systems			Food / Drink  Botanicals	Beauty	Industry Experts Symposium
October	Probiotics Hemp/Cannabinoids Women's Health Plant-Based Bone Health Omega Fatty Acids and/or Oils Outsourcing	<b>SUPPLYSIDE WEST PRE-SHOW NEWSLETTER</b>	Bars	Topical Beauty		SupplySide West October 23-27, 2023 Las Vegas, NV	Digestive  Joint		
November	Protein Heart Health Children and/or Infant Health Delivery Systems Stress/Mood		Fiber	Sports Nutrition	FREE Ad-Performance Study		Bone Health  Active/Sports Nutrition	Relaxation / Sleep	
December	Best of the Industry 2023 Packaging and/or Labeling Food and/or Drink Sustainability Sex Health and/or Fertility	<b>SUPPLYSIDE WEST REVIEW EBOOK</b>	Sweets	Immune Support		Year-Long Distribution	Probiotics  Women		Industry Experts Symposium

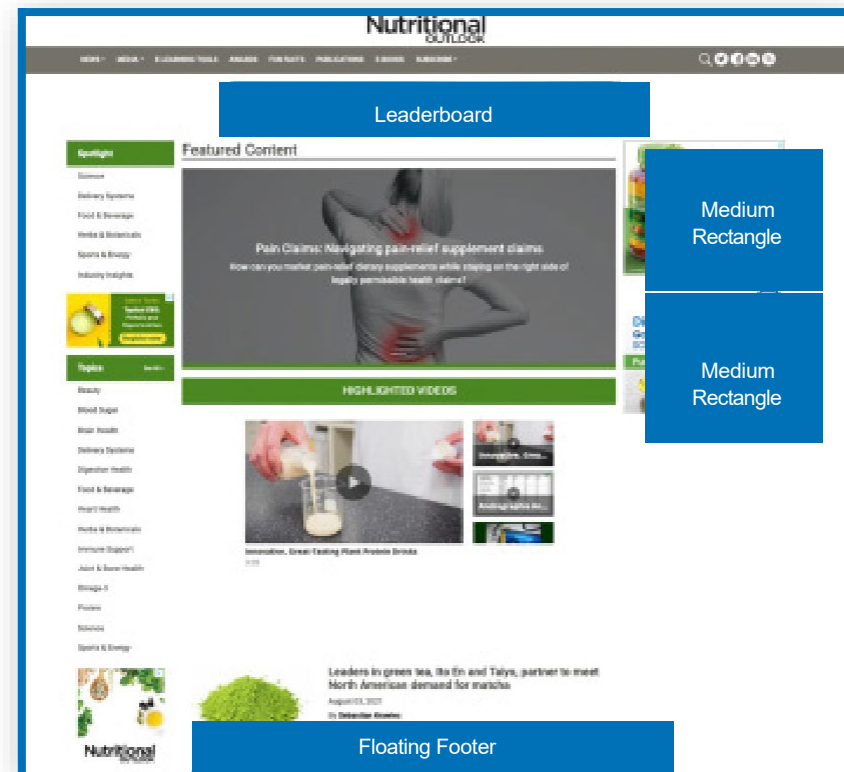
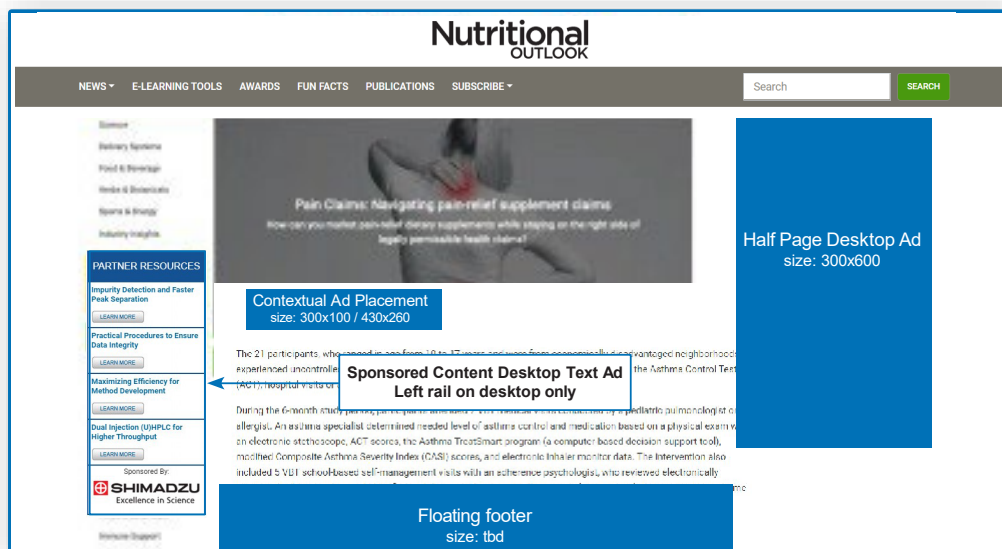
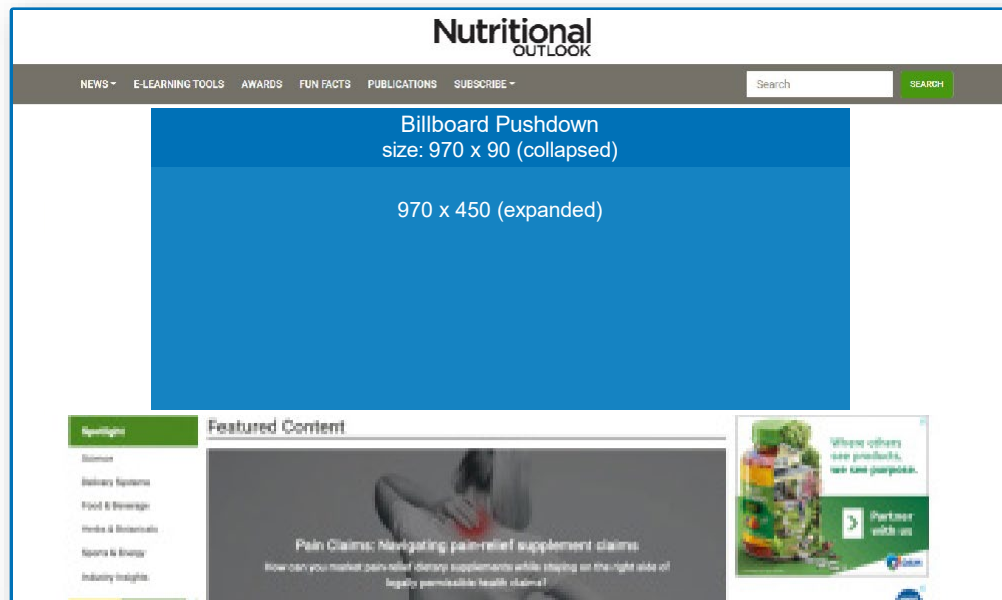


# DIGITAL SPECIFICATIONS

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"> <li>» Ad Size: 468x120</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» Gif Animation: 15 second max</li> <li>» 1 Live Click URL</li> </ul> <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"> <li>» Ad Size: 728x90</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» Gif Animation: 15 second max</li> <li>» 1 Live Click URL</li> </ul> <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"> <li>» Ad Size: 110x180</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» Gif Animation: 15 second max</li> <li>» 1 Live Click URL</li> </ul> <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"> <li>» A logo and ingredient description (no word limit)</li> <li>» Preferably two logos, one for the actual ingredient and the other being your company logo.</li> <li>» 1 Live Click URL</li> </ul>
Friday Fun Fact:	<ul style="list-style-type: none"> <li>» Logo</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» 1 Live Click URL</li> </ul>
Topic Resource Center:	<ul style="list-style-type: none"> <li>» Ad Size: 728x90</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» Gif Animation: 15 second max</li> <li>» 1 Live Click URL</li> </ul> <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"> <li>» Logo</li> <li>» Max File Size: 50kb</li> <li>» Formats Accepted: Gif, Jpg, Png</li> <li>» 1 Live Click URL</li> </ul>

# DIGITAL SPECIFICATIONS



# 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 off 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 atleast 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

- 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.
- 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.
- 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](mailto:TBaker@MJHLifeSciences.com)

## Tim Baudler

Publisher/Brand Director  
310-289-1969  
[TBaudler@MJHLifeSciences.com](mailto:TBaudler@MJHLifeSciences.com)

## Jonathan Gonzalez

Account Executive  
732-208-8589  
[JGonzalez@MJHLifeSciences.com](mailto:JGonzalez@MJHLifeSciences.com)

## Jennifer Grebow

Editor-In-Chief  
609-917-4196  
[JGrebow@MJHLifeSciences.com](mailto:JGrebow@MJHLifeSciences.com)

## Sebastian Krawiec

Editor  
732-346-3036  
[SKrawiec@MJHLifeSciences.com](mailto:SKrawiec@MJHLifeSciences.com)

**MJH Life Sciences™**  
485 F US Highway 1 South,  
Suite 210  
Iselin, NJ 08830  
732-596-0276

## Follow Us



[NutritionalOutlook.com](http://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](http://www.mjhlifesciences.com) to learn more.