

Current.
Connected.
Comprehensive.

2009 Digital Media Kit



The Leading Online **Community** of the
Natural & Nutritional Products Industry

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Community

NPIcenter represents and services the entire natural and nutritional products community – from ingredient suppliers, manufacturers, marketers, retailers, researchers, service providers, trade associations, and government agencies to information-seeking, health-conscious consumers.

Our interactive environment features breaking news, quality articles, career opportunities, event details, lively discussion and debate, education and insight, as well as, an extensive range of information on companies, products, and services.

With an unmatched array of searchable content and features, NPIcenter engages its audience at every query and click making it an essential resource for those who desire to be informed and brands that want to be associated with a premier information source.

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Audience Profile

Monthly Reach	
Page Views	2,126,525
Total Visits	434,068
Unique Visitors	73,944
By Region	
North America	64%
Europe	15%
Asia	10%
Other	11%
By Business Type	
Functional Food & Beverages	25%
Dietary Supplements	56%
Natural & Organic Foods	13%
Cosmeceuticals	3%
Pet / Other	3%

By Job Function	
Company Exec / Business Dev	35%
Brand Mgr, Sls & Mktg	22%
R&D / Purch / Supply Chain Mgmt	26%
Others allied to the industry	17%
By Value Chain Role	
Manufacturers	32%
Suppliers	24%
Retail / Mass / Direct / Pharmacy	18%
Services	11%
Media	2%
Research & Science	1%
Government	1%
Consumers	11%

Information provided is Publisher and Alexa data

- Overview
- Directory
- Site Advertising
- eNewsletters
- Special Opportunities

Compare

Monthly Activity	NPIcenter*	NutraIngredients-USA.com**	FoodNavigator-USA.com**	NaturalProducts Insider.com*
Page Views	2,126,525	234,289	209,778	90,000
Visits	434,068	144,798	122,260	38,000
Unique Visitors	73,944	92,010	73,303	33,000

*Publisher access logs using 3rd party website analytics and traffic measurement tools – 12 Mth Average

**October 2007 BPA Statement – Total Month Activity

Site Features	NPIcenter*	NutraIngredients-USA.com**	FoodNavigator-USA.com**	NaturalProducts Insider.com*
Company Profiles	200	61 ⁽¹³⁾	26 ⁽¹³⁾	Multiple
Published Contacts	Yes – Up to 6	No – Gated	No – Gated	Yes – 1
Key Product Pages	600			
Condition-Specific Focus	14	14		8
Product Categories	3,700	11	15	1,000
White Paper Posting	Free	\$	\$	\$
Career Center	✓			
Blogs	✓			✓
Integrative Media Program	✓			✓

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Foundation Program

- **Resource Profile** ~1000 imps/mth
 - Displays company contact information and description, key contacts, events, news, products/services and key product representations



Bonus: NPIcenter now powers the online Supplier Directory of *Functional Ingredients* automatically directing another 25,000 views to our client's listings!

Total Companies	14,000
Active Profiles	200
Directory Categories	3,500

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– Catalogs

Target Motivated Buyers

- **Directory Advertising**
 - Reach those who are gathering info to make a choice (purchase)
 - 40% of our viewers actively use the directory
- **Category Sponsorship** ~ 400 imps/mth



Main Directory: Ingredients, Services

- 728 x 90 Leaderboard
- 120 x 60 Skyscraper
- 120 x 240 Vertical Banner

Category: Botanicals, Probiotics, Specialty

- 728 x 90 Leaderboard
- 120 x 60 Skyscraper
- 120 x 240 Vertical Banner

Sub-Category: Coenzyme Q10

- 120 x 240 Vertical Banner

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Main Site – All New ERA (Editorial Related Advertising)

- Related Resources**

- An intuitive and automatic way to leverage your online content to increase market awareness and promote your products/services
- SmartLinks aligns your information with relevant editorial on both our websites and integrates it into our article pages as related resource links
- Sponsorship of this program allows you to connect with visitors when they're actively viewing information of interest. Your related content is available to the right user at the right time



Overview | **Directory** | Site Advertising | eNewsletters | Special Opportunities

Main Site – Hi-Traffic Display Options

- Home Page** ~50,000 imps/week

- Use this continually updated with compelling content face page to prominently increase awareness and leverage brand image to a broad audience

- News Item Page** ~95,000 imps/week

- Reach professionals while they're conducting business with positioning alongside every news story accessed from eNewsletters, the Home Page and site wide

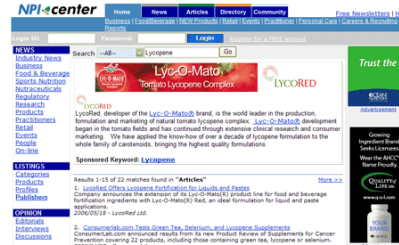


Creative Options:
 - 728 x 90 Leaderboard
 - 120 x 60 Skyscraper
 - 120 x 240 Vertical Banner

Overview | Directory | **Site Advertising** | eNewsletters | Special Opportunities

Main Site – Targeted Display Option

- **Keyword Capture** ~300imps/month
 - A proven lead generator
 - Exclusively reach viewers who use “search” to quickly find results
 - Purchase a single keyword to target traffic every time the search is performed.
 - Perfect for building strong brands, communicating key product messages and positioning industry leaders



Top 5 Key Words 2/08 – 7/08	
1	Resveratrol
2	Enzyme
3	Organic
4	Research
5	Cinnamon

Creative Requirements:
- 468 x 60 Full Banner plus Promo Text

Overview	Directory	Site Advertising	eNewsletters	Special Opportunities
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Main Site – Topic-Specific Content

- **Editorial Center** ~10,000imps/focus month
 - Special topic portals with aggregated content including product, IP, and science news as well as ingredient info for R&D, product development, marketing, promotion planning projects and more
 - Attention-grabbing placement ops



Creative Requirements:
- 468 x 60 Full Banner & 100 Words of Promo Text

2009	Health Centers	Business Centers
Jan	Pet	'08 In Review
Feb	Heart	Product Quality
Mar	Joint	Branded Ingredients
Apr	Bone	Industry Infrastructure
May	Brain	Prod Dev & Mfg
Jun	Weight	
	Women's Health	

	Health Centers	Business Centers
Jul	Personal Care	Organics
Aug	Vision	Compliance
Sept	Performance	Food Ingredients
Oct	Immune	
	Sleep & Stress	
Nov	Diabetes	Science & IP
Dec	Digestion	Sustainability

Overview	Directory	Site Advertising	eNewsletters	Special Opportunities
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Main Site – Unique Programs

- **On-Demand Seminar** ~100 imps/mth
 - Client-PPT enhanced with dynamic Flash technology and audio.
 - Displays in our high-profile community (New Education Zone) attracting a vast audience
- **Education Interview** ~50,000 imps/mth
 - 60-90 minute one-on-one interview to share vision, communicate recent advances, and uniquely differentiate from the competition



Overview Directory **Site Advertising** eNewsletters Special Opportunities

Daily & Weekly eNewsletters

- **NPI Daily** ~50,000 imps/mth
 - Delivers the latest need-to-know industry news and information direct to the desktops and mobile devices of over **2,500** senior executives and managers daily
- **NPI Watch** ~3,000 imps/week
 - Distributed to over **3,000** industry decision-makers weekly, this publication reviews news and happenings and presents specially-written content



- NPI Daily:**
- Title Sponsorship (1) - 728 x 90 Leaderboard
 - Section Ads (8) - 234 x 60 Half Banner
 - Side Column Ad (1) – 125 x 90 Button
- NPI Watch:**
- Title Sponsorship (1) - 468 x 60 Full Banner Ad
 - Feature Spot (1) – 300 x 250 Med Rectangle

Overview Directory Site Advertising **eNewsletters** Special Opportunities

Custom and Monthly eNewsletters

- **NPI eNotice** ~3,000 imps/ea
 - Exclusively connect and provide important messaging direct to the in-boxes of receptive, industry members
 - Ideal for pre-show events and new product launches
- **NPI Buzz** ~4,800 imps/month
 - Monthly publication to help business managers keep on top of product development and innovation trends and tendencies



- NPI eNotice:**
- Custom HTML
- NPI Buzz:**
- Title Sponsorship (1) - 728 x 90 Full Banner Ad
 - Feature Spot (1) - Photo or logo and text

Overview	Directory	Site Advertising	eNewsletters	Special Opportunities
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Thought-Provoking Communication

- **Webinar** ~300 Leads / 150 Viewers
 - A unique opportunity to connect directly with qualified sales leads and maximize branding activities. From production, promotion and registration through broadcast and archival, all the logistics are managed and your guided through the process step-by-step
 - Engage your experts with the NPIcenter / Functional Ingredients magazine (*Fi*) editorial team to present an exclusive or co-sponsored interactive webinar or elect to sponsor your own exclusive advertorial event



- Webinars Allow You To:**
- Introduce new ingredient science
 - Update the trade on new applications
 - Develop new sales leads
 - Market pre- or post tradeshow
 - Enhance your brand image
 - Appear w/ over 500,000 promotional impressions
 - Get over \$21,400 in promotion value

Overview	Directory	Site Advertising	eNewsletters	Special Opportunities
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Current. Connected. Comprehensive.

- Subscribe and receive daily or weekly newsletters of breaking news
- Use our search tool to locate news, brands, products, services, suppliers, company information and more
- Post your company's press releases
- Position your company as an industry leader with a Resource Profile listing
- Recruit the industry's top professionals by posting career opportunities
- Discuss and/or debate issues with industry leaders
- Respond to reader surveys
- Plan your schedule with our Events Calendar
- Drive traffic to your website with high exposure advertising products on our popular properties or targeted reach programs on our site such as keywords, category or health center sponsorships

Overview

Directory

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Digital Media Specifications – Website and eNewsletter

Ad Unit	Dimensions	Max File Size	Max Loops	Max Timing
Leaderboard	728 x 90	25k / 40k	Unl	15 sec.
Full Banner	468 x 60	15k / 30k	Unl	15 sec
Half Banner	234 x 60	15k	Unl	15 sec
Skyscraper	120 x 600	25k / 40k	Unl	15 sec
Vertical Banner	120 x 240	25k / 40k	Unl	15 sec
Tile Ad	125 x 125	15k / 30k	Unl	15 sec
Medium Rectangle	300 x 250	25k / 40k	Unl	15 sec
Button Ad	125 x 90	15k / 30k	Unl	15 sec
Micro Button	120 x 60	8k	Unl	15 sec

Acceptable File Formats

- JPG
- Static Gif
- Animated Gif
- Flash (.fla) (except newsletters)

Other

Keywords – Include up to 100 words of product/service-related descriptive text

Remember to include click-thru URL

Send files to:

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Overview

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