



# nutraceutical

BUSINESS REVIEW

| THE LEADING PUBLICATION FOR THE FUNCTIONAL FOOD AND DRINK INDUSTRY

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# THE BRAND

## WHAT IS NUTRACEUTICAL BUSINESS REVIEW?

Nutraceutical Business Review (NBR) is the only B2B platform to report on the full spectrum of business and technology in the nutraceutical industry. An established and respected global platform, NBR provides information through nutraceuticalbusinessreview.com and five print issues a year.

### FEATURES LIST

#### ISSUE 1

Cardiovascular Health & Delivery Formats  
*Event: INTERPHEX*

#### ISSUE 2

Beauty from Within & Active Nutrition  
*Event: Vitafoods Europe*

#### ISSUE 3

Cognitive Well-Being & Sustainability  
*Event: Vitafoods Asia & Cosmetics Business Live*

We provide up-to-the-minute developments across all the areas of the functional food and drink supply chain as well as comprehensive technical articles, regulatory updates, market analysis and reviews for those working in the global nutraceutical, cosmeceutical and functional food and drink industries.

#### ISSUE 4

Bone & Joint Health, and Digestive Health  
*Event: Supply Side West & CPhI*

#### ISSUE 5

EFAs/Marine Ingredients & Clean Label/Free From  
*Event: Fi Europe*

Issues of the magazine will have a bonus distribution at the listed events.



**6.2k**  
Nutraceutical Business  
readership\*



ADVERTISERS AND READERS



# MARKETING TABLE

Initiative	Brand awareness	Lead generation	Digital events	Video	Content creation	Content marketing
Magazine advertising - display	✓					
Magazine advertising - advertorial	✓				✓	✓
Magazine inserts	✓					✓
Leaderboard and MPU banners	✓					
Content Marketing Solution (profile)	✓			✓		✓
Company profile	✓			✓		✓
Newsletter featured story (content sharing)	✓			✓		✓
Newsletter featured story (lead generation)	✓	✓		✓		✓
Newsletter PR	✓					✓
eBlast (content sharing)	✓			✓	✓	✓
eBlast (lead generation)	✓	✓		✓	✓	✓
Custom video interview	✓			✓	✓	✓
Webinars	✓	✓	✓	✓	✓	✓

**364k**

The online audience  
Nutraceutical Business  
Review engages with

# NUTRACEUTICAL BUSINESS REVIEW IN FIGURES

## MAGAZINE

6,289

Readership

## NUTRACEUTICALBUSINESS.COM

4,051

Newsletter subscribers

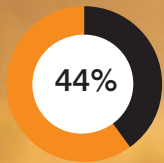
364,469

Website visitors

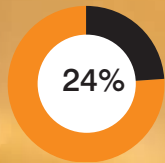
2,102

LinkedIn followers

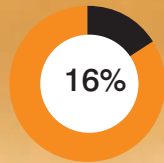
## REGION



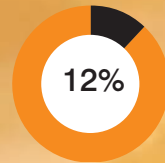
North America



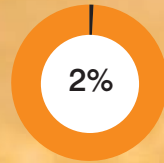
Asia



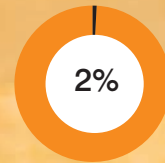
Europe



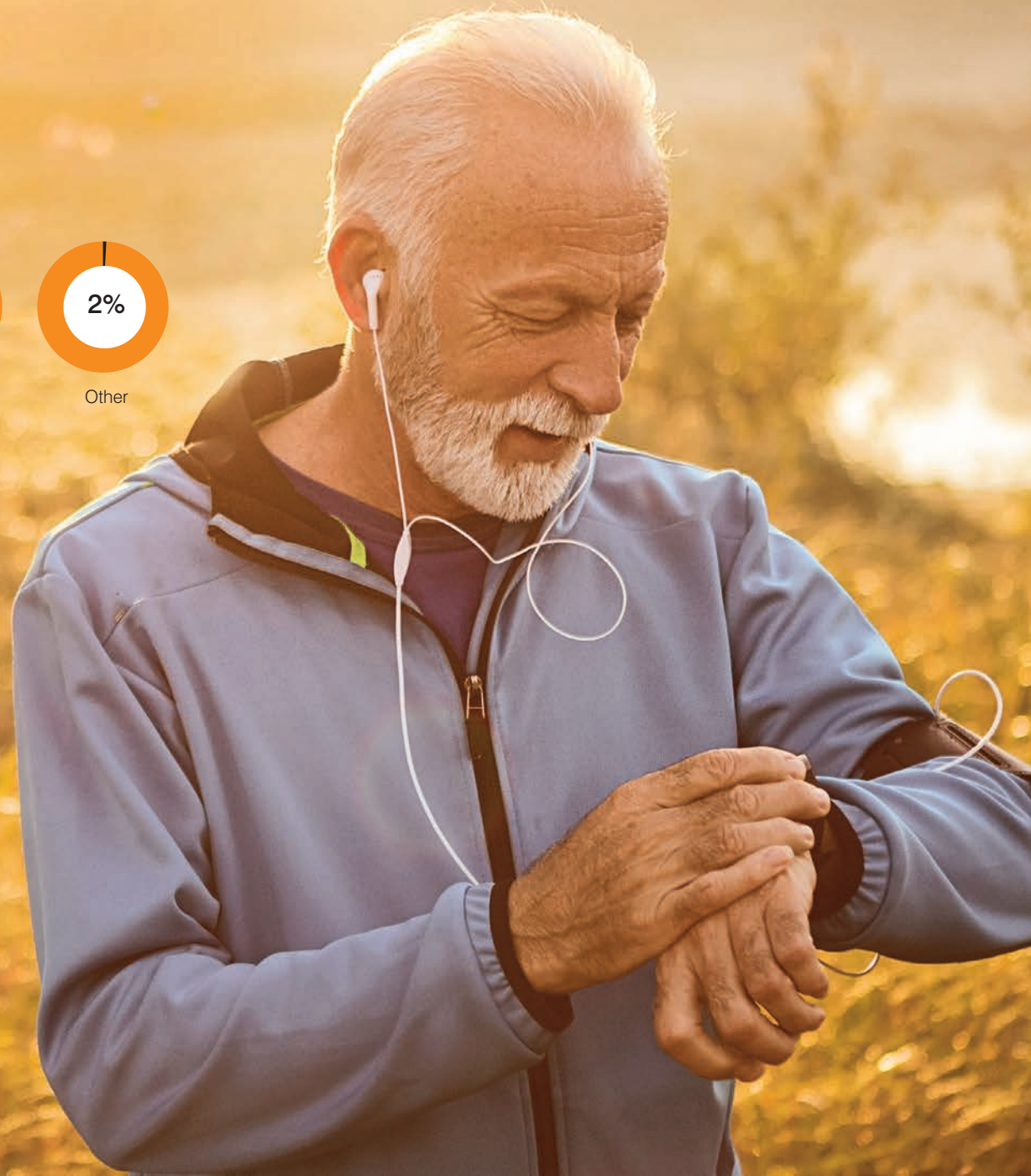
UK & Ireland



Africa



Other



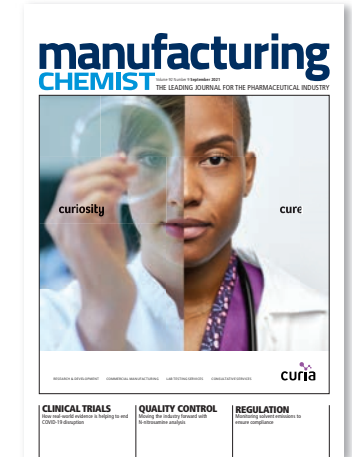
# HPCI MEDIA MAGAZINE TITLES



Nutraceutical Business Review is the authoritative source of B2B information for the functional food and drink industries



Cosmetics Business magazine and Trend Report provides a monthly update on need-to-know information



Manufacturing Chemist is the leading journal for the pharmaceutical industry



Cleanroom Technology provides industry insight for controlled environments



Pure Beauty magazine has been 'making you the beauty expert' for over 20 years



Building Better Healthcare provides information on construction, medical devices and procurement around health care