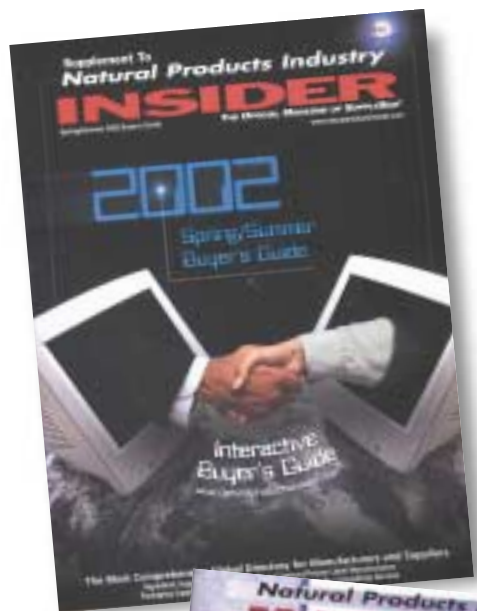


Natural Products Industry **INSIDER**[®] THE OFFICIAL MAGAZINE OF **SUPPLY**SIDE[®]



2003 Media Kit

Subscribed to
by 10,009 executives
and buyers
in the global
dietary supplement,
food and cosmetic
industries.

Natural Products Industry
INSIDER
THE OFFICIAL MAGAZINE OF SUPPLYSIDE

Online

CONNECTING MANUFACTURERS & SUPPLIERS AROUND THE WORLD



www.naturalproductsinsider.com

The INSIDER Web site offers powerful tools to help you achieve your sales and marketing objectives. From an E-mail Update with nearly 4,000 industry subscribers, to the industry's most advanced Interactive Buyer's Guide, to banners and buttons viewed by thousands of executives each day, our online services are targeted, affordable and effective. Find out why hundreds of suppliers choose the INSIDER for their online marketing.

STATISTICS

More than 1,000 executives visit the INSIDER Web site each day, generating more than 500,000 hits and 100,000 page views each month. For current statistics on site traffic, please call your advertising representative.

USERS

Thousands of executives from the global dietary supplement, food and cosmetic industry use the INSIDER Web site each day, and the number is growing fast. Typical users include the following:

- 4 CEO/President/Owner
- 4 Research & Development
- 4 Marketing/Communications
- 4 Purchasing

MARKETING OPPORTUNITIES

INSIDER E-MAIL NEWSLETTER

Deliver your message to nearly 4,000 executives who subscribe to the INSIDER E-mail Newsletter. Distributed once per week, this highly targeted vehicle is the fastest way to get your message to the trade. Your company announcement includes a headline, up to 50 words of copy, links to your Web site and E-mail, and your contact information.

- 4 **Rate.....\$400/week**

BUYER'S GUIDE BANNERS

These highly targeted banners offer exclusive ad positions tied to specific ingredient and service categories. Every time a buyer looks for suppliers in your category, your ad is there!

- 4 **Open Rate.....\$200/month**
- 4 **Client Rate.....\$100/month**

RUN-OF-SITE BANNERS

These highly visible positions are viewed by executives thousands of times each day. Call your advertising representative for available positions and rates.



“What Can We Do For You?”

OUR MISSION

is to help you achieve your sales and marketing goals. We are more than a publisher of trade magazines and producer of trade shows. We are more than a source of industry news and information. We are your trade communications partner, and we take that job seriously. Our talented publishers, editors, artists and staff are ready to put their skills and contacts to work for you. Let us show you what we can do!

Natural Products Industry **INSIDER** THE OFFICIAL MAGAZINE OF SUPPLYSIDE®

THE MAGAZINE: More than 10,000 executives at dietary supplement, functional food, cosmetic and contract manufacturing companies worldwide subscribe to the INSIDER. For advertisers that sell ingredients, equipment or services, the INSIDER delivers results. Published 13 times per year, the INSIDER will keep your marketing message in front of the buyers.

THE BUYER'S GUIDE: The INSIDER Buyer's Guide is published twice per year and provides the most complete and accurate directory of industry suppliers. With distribution to all INSIDER subscribers and at major industry shows, the INSIDER Buyer's Guide is the most important advertising buy of the year.

THE WEB SITE: Thousands of industry executives visit www.naturalproductsinsider.com each day for daily news postings, the Interactive Buyer's Guide, searchable news archives and many other features. Generate new leads and customers by placing your banner ad where the industry looks.

THE E-MAIL NEWSLETTER: Nearly 4,000 industry executives subscribe to the INSIDER E-mail Newsletter, a free weekly E-mail with summaries of the industry's top news. Take advantage of the Company Announcement section to deliver your message to the decisionmakers.

SupplySide is the world's leading trade show and conference for manufacturers and suppliers of healthy and natural products. Thousands of buyers and executives from dietary supplement, food and cosmetic companies visit SupplySide to source ingredients and services, attend educational seminars, and network with industry peers. Achieve your sales and marketing goals by exhibiting, sponsoring and taking part in this exceptional event.



More retailers of dietary supplements subscribe to HSR than any other industry magazine. Published monthly since 1995, HSR focuses exclusively on the dietary supplement industry. Each issue includes news, feature stories, new product announcements, interviews and more. If you have a message to deliver to the retailers, HSR is the way to do it.



ARTICLE REPRINTS

Article reprints are effective promotional materials, especially as trade show handouts. From simple front-and-back designs to multi-page “mini magazines,” we offer many options to make your article reprint a successful marketing tool.

LIST RENTALS

From health food stores and pharmacies to manufacturers and suppliers, our high-quality lists cover many types of businesses. Lists can be customized by business type, job title and geographic location. Take advantage of our commitment to quality circulation by renting a mailing list for your next direct mail campaign.



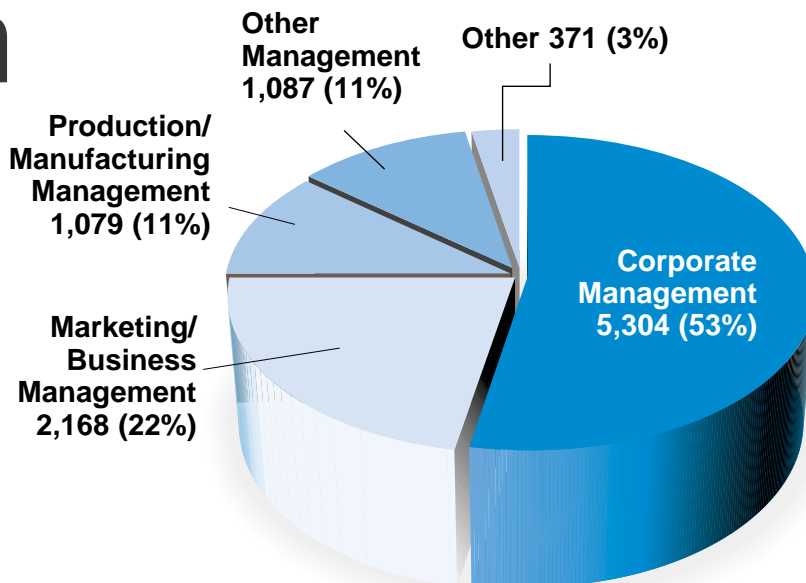
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Circulation

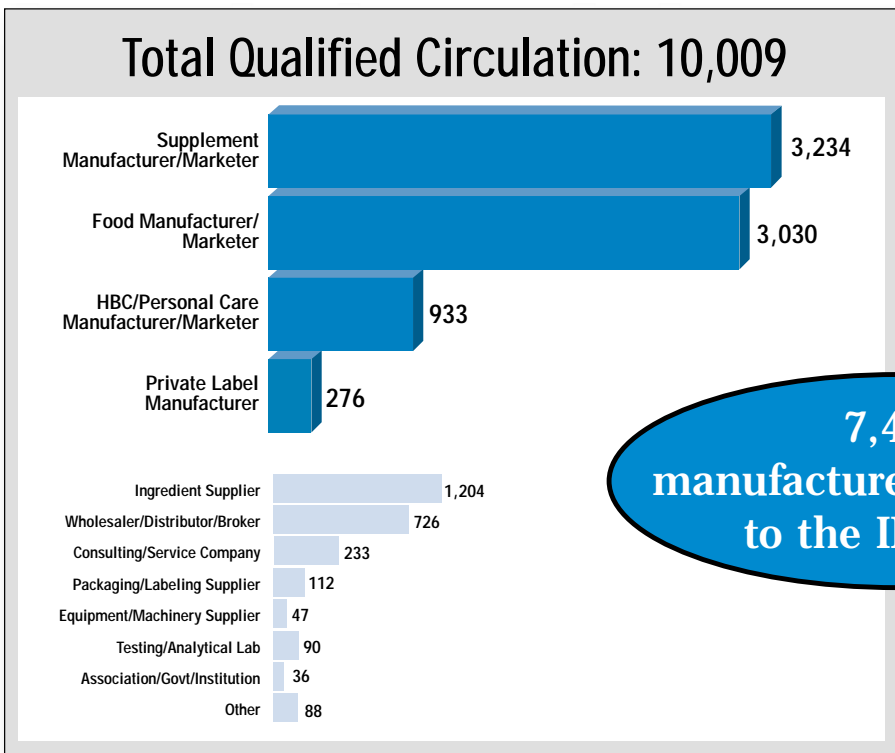
**Quality Circulation
 You Can Count On**



Virgo Publishing maintains the most up-to-date and accurate subscriber database possible. Ongoing efforts to keep subscriber information current include direct mail, broadcast fax, e-mail and telemarketing. Our circulation is independently audited by BPA International. For a copy of our most recent audit report, call (480) 990-1101, ext. 1157.



Subscribed to by 10,009 executives and buyers in the global dietary supplement, food and cosmetic industries.



**7,473
 manufacturers subscribe
 to the INSIDER¹**

1. Publisher calculated figures by combining business classes: Supplement Manufacturer/Marketer; Food Manufacturer/Marketer; HBC/Personal Care Manufacturer/Marketer; Private Label Manufacturer.



Natural Products Industry
INSIDER
 THE OFFICIAL MAGAZINE OF SUPPLYSIDE

2003 Editorial Calendar

Issue	JAN 6	FEB 3	BUYER'S GUIDE	MAR 3	MAR 31	APR 28
Press Releases Due	Nov 29	Dec 27		Jan 24	Feb 21	Mar 21
Ad Reservations Due	Dec 6	Jan 3	Jan 16	Jan 31	Feb 28	Mar 28
Ad Materials Due	Dec 13	Jan 10	Jan 23	Feb 7	Mar 7	Apr 4
Manufacturing Focus	Contract Manufacturing	Laboratory Insights		Capsules/Softgels	Quality Control	Packaging/Labeling
Health Condition Focus	Cardiovascular Health	Cognitive Function	Spring/Summer 2003 Buyer's Guide	Performance Nutrition	Immune Function	Respiratory Health
Functional Food/Beverage Focus	Fiber	Enzymes		Sweeteners	Plant Sterol/Stanol Esters	Protein
Bonus Distribution			Natural Products Expo West, Mar. 7-9, Anaheim, CA SupplySide East, May 5-7, Secaucus, NJ	Natural Products Expo West, Mar. 7-9, Anaheim, CA		SupplySide East, May 5-7, Secaucus, NJ Vitafoods May 13-15, Geneva

We Deliver the News First...

Natural Products Industry INSIDER provides the information that executives in the global dietary supplement, functional food and cosmetic industry need. In addition to being the industry's most timely source of news, the INSIDER also features in-depth articles that focus on ingredients, manufacturing, science, marketing and trends.

- 4 Ingredient news
- 4 Supplement news
- 4 Functional Food & Beverage news
- 4 Contract Manufacturing news
- 4 Studies
- 4 Products
- 4 Financial Reports
- 4 Events
- 4 Sports Nutrition news
- 4 GMO news
- 4 People
- 4 Legal/Regulatory news
- 4 International news



2003 Editorial Calendar

JUN 23	JUL 21	AUG 18	BUYER'S GUIDE	SEP 15	OCT 13	NOV 10	DEC 8
May 16	Jun 13	Jul 11		Aug 8	Sep 5	Oct 3	Oct 31
May 23	Jun 20	Jul 18	Aug. 1	Aug 15	Sep 12	Oct 10	Nov 7
May 30	Jun 27	Jul 25	Aug. 1	Aug 22	Sep 19	Oct 17	Nov 14
Certifications	Private Labeling	Delivery Systems	Fall/ Winter 2003 Buyer's Guide	Brand Identity	Safety/ Security	Equipment	Blending/ Processing
Digestion	Eye Health	Emotional Wellness		Cancer	Bone/Joint	Weight Management	Diabetes
Functional Flavors	Essential Fatty Acids	Spices		Isoflavones	Probiotics/ Prebiotics	Carotenoids	Green Foods
IFT Food Expo, July 12-16, Chicago NNFA Marketplace June 27-29, Las Vegas		Natural Products Expo East, Sept. 5-7, Washington, DC	Natural Products Expo East, Sept. 5-7, Washington, DC SupplySide West, Oct. 1-3, Las Vegas	SupplySide West, Oct. 1-3, Las Vegas		Food Ingredients Europe Nov. 18-20 Frankfurt	

Subject to change. Press releases are run on a space available basis and at editor's discretion.

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Natural Products Industry INSIDER®

THE OFFICIAL MAGAZINE OF SUPPLYSIDE™

RATE CARD

Rate Card No. 8
Effective September 1, 2002

ADVERTISING RATES

Black and White

	1X	3X	6X	13X	24X
Full Page	\$3,760	\$3,455	\$3,180	\$2,830	\$2,545
2/3 Page	\$3,120	\$2,870	\$2,650	\$2,300	\$2,070
1/2 Page	\$2,720	\$2,510	\$2,280	\$1,995	\$1,795
1/3 page	\$1,905	\$1,710	\$1,565	\$1,345	\$1,210
1/4 page	\$1,530	\$1,365	\$1,240	\$1,130	\$1,020
1/6 page	\$1,110	\$1,040	\$945	\$825	\$745

Color

Process red (magenta), blue (cyan) or yellow	Add \$555 per color
PMS or Matched colors	Add \$715 per color
Four-color	Add \$1185

Bleed: No additional charge.

Inserts: Contact publisher for rates and specifications.

Covers/Premium Positions: Contact publisher for rates and specifications.

MECHANICAL REQUIREMENTS

Printing: Offset
Binding: Saddle Stitch

Trim Size: 8 1/8 x 10 7/8
Columns: 3 to a page

DIMENSIONS (HxV) in inches

Bleed Page (Trim Size: 8 1/8 x 10 7/8)	8 3/8 x 11 1/8
Full Page (Trim Size: 8 1/8 x 10 7/8 All copy must be 1/4" from trim)	7 x 10
2/3 Page (Two columns)	4 5/8 x 10
1/2 Page (Two columns)	4 5/8 x 7 3/8
1/2 Page (Horizontal)	7 x 4 7/8
1/3 Page (Vertical)	2 1/4 x 10
1/3 Page (Square)	4 5/8 x 4 7/8
1/3 Page (Horizontal)	7 x 3 1/4
1/4 Page (Vertical)	3 5/8 x 4 7/8
1/6 Page (Vertical)	2 1/4 x 4 7/8
1/6 Page (Horizontal)	4 5/8 x 2 3/8

INSERTION ORDERS/MATERIALS

Orders, instructions and materials to:
Natural Products Industry INSIDER
Attention: Danielle Lueders
3300 N. Central Ave., Ste. 2500
Phoenix, AZ 85012
(480) 990-1101 • Fax: (480) 990-0819

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MATERIALS:

DIGITAL FILE/AD SPECIFICATIONS: Digital files are preferred. Must be designed in Quark, Photoshop or Illustrator. Must be CMYK for color. No Pantones unless specifically requested. Include all fonts, images and any other attachments needed for output. Please contact your traffic coordinator if other programs being used are not compatible with programs mentioned here. Instructions, additional specifications and support files are available on our website or by fax. Please call for more information. Color proof required.

Website: www.vpico.com/specs

CLOSING DATE: Digital files must be received by Virgo materials deadline date. Copy to be typeset or designed by Virgo must be received by Virgo 70 days prior to cover date. If copy or artwork has not been received by Virgo prior to press time, Virgo may elect to substitute available materials and previously run advertisements in their place. Cancellations not accepted unless received at least 60 days prior to cover date in writing. Cover date is the date stated on the issue and in the advertising agreement unless otherwise specified.

FREQUENCY: Natural Products Industry INSIDER® is published 13 times a year.

TERMS: All payment terms must be in writing and are subject to management approval. All invoices are net 10 days, unless otherwise specified. After 10 days, the gross rate stated in the advertising agreement will be due. Account balances with invoices past terms are subject to a 1 1/2 % monthly finance charge and all invoices past terms may be subject to a 20% late fee.

COMMISSIONS: A 15% percent agency commission will be given to recognized agencies, provided invoices are paid within terms.

COLLECTION: Should advertiser and/or agency default on any of its payments of advertising bills, advertiser and/or agency become responsible for all costs of collection, including but not limited to, collection fees, attorney fees, travel expenses and court costs.

SUBSCRIPTIONS: \$299 for one year, \$399 per year in Canada, Mexico and foreign; payable in U.S. funds only, non-refundable.

MISCELLANEOUS:

- Virgo reserves the right, using its sole discretion, to accept, reject or edit any advertisement not within Virgo's publishing standards.
- Advertiser and/or agency assumes sole responsibility for the content of all advertising printed by Virgo and will indemnify and hold Virgo harmless from any claims arising against Virgo, including but not limited to, claims for defamation, invasion of privacy, and trademark and copyright infringement.
- Virgo will charge the advertiser the prevailing market rates for the typesetting, layout or designing of advertisements.
- Advertiser and/or agency will be billed or have deducted from prepaid amount(s) any frequency discounts given by Virgo which become inapplicable due to schedule cancellation over the term of the agreement. Advertiser and/or agency will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with Virgo. Advertiser and/or agency has the option to revise a contract to increase or decrease the frequency rate. Decreases in frequency must meet Virgo's written cancellation policy. In the event of a contract revision, advertiser and/or agency will either be short-rated or credited, depending on the actual earned space used or to be used.
- Notice will be given before rate changes. Any contract made before rate changes will be billed at the new rate.
- Advertising rates are based on an average paid and non-paid circulation of 10,000. Exact circulation of publication may vary from issue to issue.
- Any advertiser/agency based in a foreign country must prepay for each advertising insertion prior to advertisement being published.

VIRGO
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natural products division

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SUPPLYSIDE®

International Trade Show & Conference



CONNECTING MANUFACTURERS & SUPPLIERS AROUND THE WORLD

PRE-SHOW PLANNER:

This publication is mailed to more than 10,000 executives 6 to 8 weeks before SupplySide. It provides all of the details about schedules, exhibitors, seminars and special events. Deliver your message to the SupplySide attendees while they are making their plans for the show!

Advertising Deadlines

- 4 SupplySide East.....Jan. 24, 2003
- 4 SupplySide West.....July 18, 2003

SHOW GUIDE:

This publication is available to all attendees at SupplySide. It is distributed throughout the show and contains the complete exhibitor list, schedule, seminar program and other important show details. Deliver your message to the SupplySide attendees while they are at the show!

Advertising Deadlines

- 4 SupplySide East.....April 4, 2003
- 4 SupplySide West.....Sept. 1, 2003

Advertising rates from current Natural Products Industry INSIDER rate card apply.

SupplySide is the world's leading trade show and conference for manufacturers and suppliers of healthy and natural products. Thousands of buyers and executives from dietary supplement, food and cosmetic companies visit SupplySide to source ingredients and services, attend educational seminars, and network with industry peers. Deliver your message to the SupplySide audience by advertising in the official **Pre-Show Planner** and official **Show Guide**.

SUPPLYSIDE® EAST

International Trade Show & Conference

MAY 5-7, 2003

Meadowlands Exposition Center
Secaucus, NJ

SUPPLYSIDE® WEST

International Trade Show & Conference

OCT. 1-3, 2003

Venetian Hotel and Sands Exposition Center
Las Vegas, NV

www.supplysideshow.com