

natural
products
GLOBAL



Media Pack 2017





Your gateway to a global audience

Natural Products Global is the new one-stop global resource for natural and organic industry professionals.

Following its launch in April 2017, weekly news briefings and extensive social media activity are rapidly establishing the site as the go-to place for the industry's key decision makers to keep up-to-date.

Supported by our global brands including Natural & Organic Products Europe, Natural Products News, Natural Products Scandinavia, Natural & Organic Products Asia and Naturally Good Australia, **Natural Products Global** offers a myriad of promotional opportunities for your brand.



Bringing the natural world together...

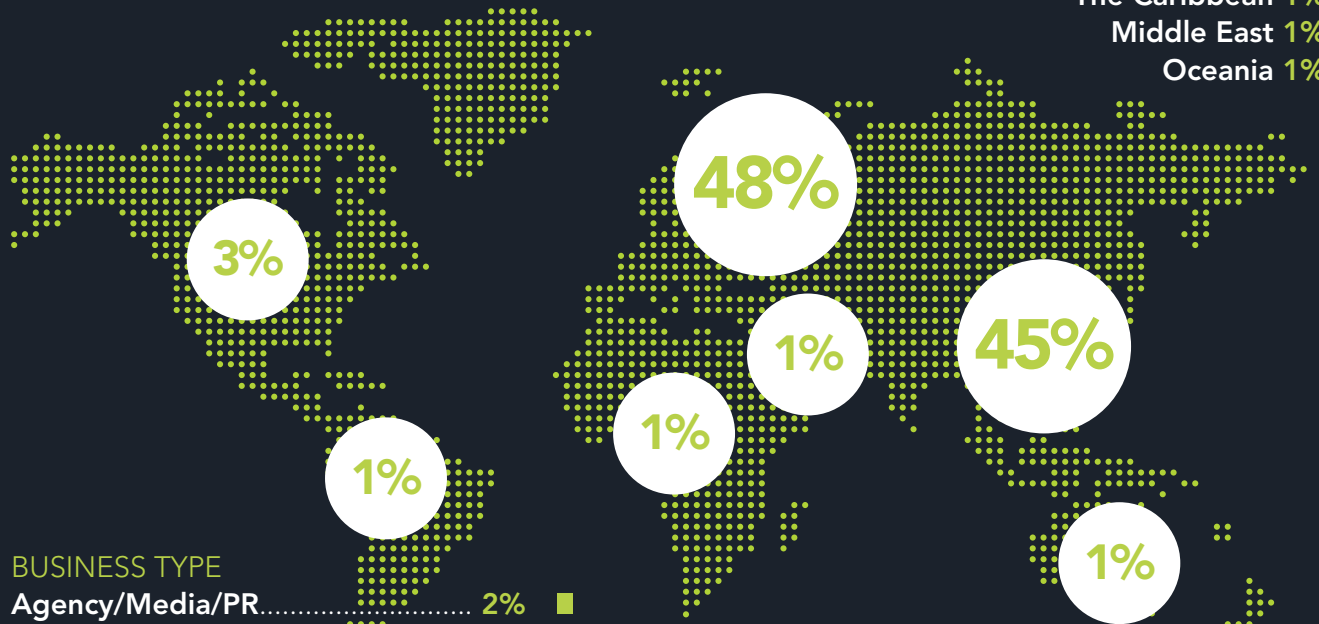


ABOUT OUR AUDIENCE

84,980 e-newsletter subscribers

GEOGRAPHIC REGION

- Europe 48%
- Asia 45%
- USA & Canada 3%
- Africa 1%
- Latin America & The Caribbean 1%
- Middle East 1%
- Oceania 1%



BUSINESS TYPE

Agency/Media/PR	2%
Association	1%
Beauty Salon/Spa	2%
Business Services	13%
Distributor/Wholesaler	17%
Farmer/Grower	1%
Food Service	11%
Health Practitioner	6%
Importer/Exporter	4%
Ingredients	1%
Manufacturer/Supplier	19%
Government/Public Sector	1%
Retail	21%
Other	1%



PURCHASING AUTHORITY

A Influence	26%
B Authorise	30%
C Both	30%
D Neither	12%

Costs

Special introductory rates available until 1st January 2018

'NPG SPONSORED'

'NPG sponsored' allows companies to talk about their brand, product, service or latest piece of research to our audience through their own content.

Packages are available from £2,500

EVENTS CALENDAR

Natural Products Global allows associations and event organisers to list their events. Whether it is a trade exhibition, conference, association meeting or round table you can list it on our global event calendar.

Options

- Standard listing – Free of charge
- Enhanced listing – £250
- Premium listing – £500

For further information about advertising, please contact:

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BANNER ADVERTISING

Options

- 1 Header Ad (468x60) – £1,250
- 2 Top Leaderboard (728x90) – £750
- 3 Bottom Leaderboard (728 x90) – £450
- 4 Right-hand medium rectangle (300x250) – £675
- 5 Left-hand medium rectangle (300x250) – £450

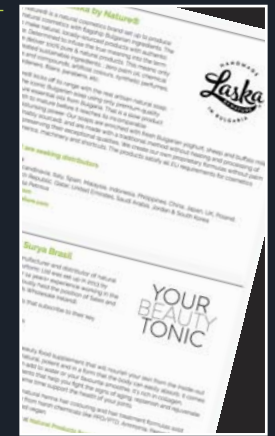


DISTRIBUTORS WANTED

Looking for distributors for your products around the World? Natural Products Global enables you to promote your product range or brand and highlight regions where you are actively seeking distribution for your products. Each post includes an image of your products or brand logo, 150 words about your range, contact details and a list of the regions where you are actively seeking distribution.

Options

- 1 month listing – £250
- 3 month listing – £500
- Highlighted product on our weekly e-news – £150



E-NEWSLETTER ADVERTISING

Sent weekly to our subscribers' inboxes.

Options

- Leaderboard 1 (600x74) – £450
- Medium rectangle 1 (300x250) – £350
- Medium rectangle 2 (300x250) – £350
- Distributors Wanted highlighted product – £150

