

MEDIA KIT 2018

Food &
Nutrition

ADVERTISING SALES: M.J. MRVICA ASSOCIATES INC.
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PUBLISHER: Academy of Nutrition and Dietetics

FREQUENCY: Bi-monthly

SINCE: 2012

CIRCULATION: 75,000*

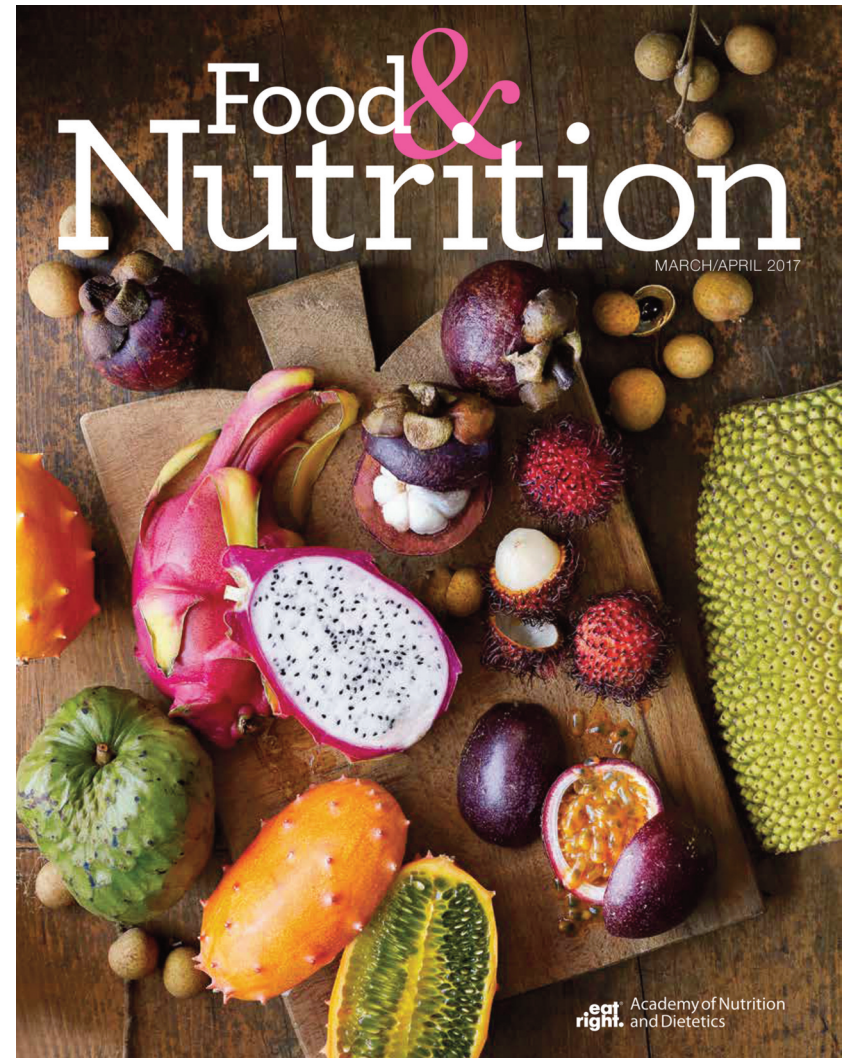
SOCIAL MEDIA FOLLOWERS: 2.4 MILLION*

2018 EDITORIAL CALENDAR: Available upon request

TOPICS: *Food & Nutrition* publishes articles on food and diet trends, highlights of nutrition research and resources, updates on public health issues and policy initiatives related to nutrition, and explorations of the cultural and social factors that shape Americans' diets and health—in addition to recipes, recipes and more recipes!

READERS: *Food & Nutrition* readers are nutrition experts who are influencers in consumer food choices and product recommendations; media and communications; retail and supermarket tours; foodservice management and hospitality; clinical dietetics and disease, including diabetes, obesity, renal disease, heart disease, hypertension, autoimmune disease, cancers and chronic illness; integrated nutrition and functional medicine; sports nutrition and performance; public health, community nutrition and corporate wellness; pregnancy, infants and family nutrition; enteral and parenteral nutrition; and food systems and food security.

* Based on Academy of Nutrition and Dietetics (the world's largest organization of food and nutrition professionals) 2016 membership and social media program



Food & Nutrition Magazine®'s media package includes print issues, exclusive digital content, a robust social media program, brand engagement opportunities and the Stone Soup guest blog with more than 200 contributors.

DISPLAY ADS APPEAR IN PRINT, DIGITAL & APP EDITIONS!		1X RATE	3X (10% OFF)	6X (15% OFF)
PREMIUM POSITIONS	Inside Front Cover (C2)	\$9,900	\$8,910	\$8,415
	Opposite TOC (TOC)	\$8,900	\$8,010	\$7,565
	Inside Back Cover (C3)	\$8,400	\$7,560	\$7,140
	Back Cover (C4)	\$10,900	\$9,810	\$9,265
RUN OF BOOK	(RoB) 2-PAGE SPREAD	\$14,800	\$13,320	\$12,580
	Run of Book (RoB) 1 PAGE	\$7,900	\$7,110	\$6,715
	Run of Book (RoB) 1/2-PAGE VERTICAL (limited availability)	\$3,900	\$3,555	\$3,375

Net advertising rate frequency based on number of ads placed with one calendar year. Frequency pricing allowed in advance only with signed contracts listing specific issues and received by first closing date.

Food & Nutrition print issues feature premium positions for full-page display ads, in addition to run-of-book interior positions for full-page and half-page ads. We also offer perforated inserts, polybagging and specialty blow-ins for product samples (pricing available upon request). And don't forget our popular advertorial feature – a full spread for your nutrition and product messaging.

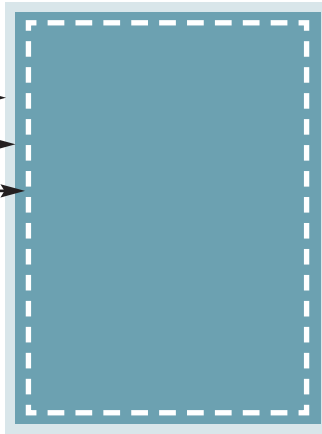
Ads must meet the guidelines set forth by the U.S. Federal Trade Commission. Claims in advertisements must be truthful, cannot be deceptive or unfair, and must be evidence-based and supported by supplied data. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to publisher's approval. Advertiser and its agency 1) assume liability for all

contents of advertisement printed, 2) shall indemnify publisher against any damages and related expenses arising from publication of the advertisement, 3) shall be held jointly and severally liable for monies due to publisher for advertising in the magazine, and 4) will be presumed to have read this rate card and agreed to its conditions without any further contract and notice.



FULL-PAGE PRINT AD SPECS

Full Page with Bleed 8.75" w x 11.125" h
 Trim Size 8.5" w x 10.875" h
 Live area 8" w x 10.25" h
 Printing type: Off-set
 Binding: Perfect bind
 Halftone Screen CMYK at 300 DPI;
 150 line screen
 Required format: Press-ready PDF



HALF-PAGE PRINT AD SPECS

Half Page with Bleed 4.5" w x 11.125" h
 Trim Size 4.25" w x 10.875" h
 Live area 4" w x 10.25" h



CONTACT INFORMATION

Contracts, Insertion Orders & Billing

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 ATTN: Michael Mrvica
 2 West Taunton Avenue
 Berlin, NJ 08009
 Tel. 856/768-9360 | Fax: 856/753-0064
 MJMrvica@mrvica.com

Production Materials

Academy of Nutrition and Dietetics
 ATTN: F&N Lauren Fox
 120 S. Riverside Plaza, Suite 2190
 Chicago, IL 60606

AD SUBMISSION

Cloud-based electronic transfer (Hightail, Dropbox, etc.) sent to BOTH
 FoodandNutrition@eatright.org
 MJMrvica@mrvica.com

CONTRACT PROOF

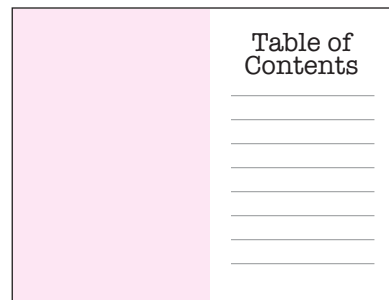
Food & Nutrition cannot guarantee accurate color reproduction and will not be held responsible without an Epson quality color contract proof. Send to Academy address under Production Materials. Proof will be held for 2 months from last insertion and then destroyed.

DEADLINES

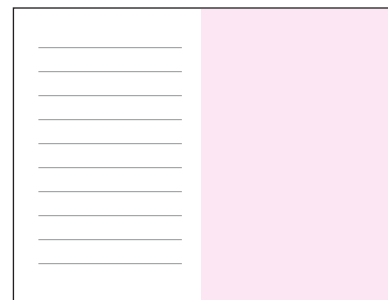
Issue	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Insertion Order	11/20/2017	1/29/2018	3/26/2018	5/28/2018	7/30/2018	9/24/2018
Ad Submission	11/27/2017	2/5/2018	4/2/2018	6/4/2018	8/6/2018	10/1/2018



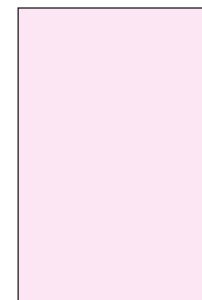
Inside Front Cover



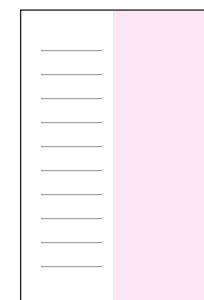
Opposite TOC



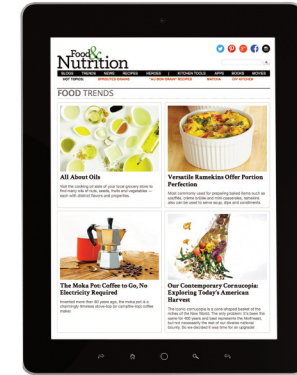
Inside Back Cover



Back Cover



½ Page RoB



DISPLAY ADS APPEAR IN PRINT, DIGITAL & APP EDITIONS!		1X RATE	3X (10% OFF)	6X (15% OFF)
Leaderboard ad in header (rotating with up to 3 ads)		\$2,580	\$2,320	\$2,190
Leaderboard ad in header (exclusive)		\$6,450	\$5,805	\$5,480
Tile box ad (rotating with up to 3 ads)		\$2,380	\$2,140	\$2,020
Tile box ad (exclusive)		\$5,950	\$5,355	\$5,050
Banner - Issues View (rotating with up to 3 ads)		\$3,310	\$2,980	\$2,810
Banner - Issues View (exclusive)		\$4,310	\$3,880	\$3,665
Launch Image (exclusive)		\$2,050	\$1,845	\$1,750
Full-Page Ad in Digital Issue		\$3,900	\$3,555	\$3,375

Net advertising rate frequency based on number of ads placed with one calendar year. Ads are priced for 60-day runs.

OUR DIGITAL PROPERTIES

Food & Nutrition Magazine® engages readers no matter where they are. Our responsive website FoodandNutrition.org includes our popular Stone Soup guest blog, where more than 200 contributors dish on the latest nutrition trends, share original recipes, post photos and videos, and publish reviews of the latest products.

Complementing our print and digital properties is strong social media engagement across multiple channels (Twitter, Facebook, Instagram, Pinterest and Google+). Readers communicate with authors, editors and each other – and share articles and posts with their own audiences, from patients and clients to colleagues and peers.

Our cross-platform app FoodNutriMag puts the magazine at readers' fingertips on the device they prefer. Find us in the Apple Store® and Google Play®. *Food & Nutrition* also limits its number of digital ad positions to prevent ugly "ad overload," which means less competition for you!

AD SUBMISSION

Cloud-based electronic transfer (Hightail, Dropbox, etc.) sent to *BOTH* email addresses:

- FoodandNutrition@eatright.org
- MJMrvica@mrvica.com

WEBSITE LEADERBOARD AD

Positioned at the top of the website next to the *Food & Nutrition* header for maximum impact, leaderboard ads are run-of-site (ROS). Visitors may see the ad on any page on FoodandNutrition.org, including homepage and special sections and articles. Without exclusivity, space rotates up to three (3) ads.

Size	728 w x 90 h (pixels)
File Format	JPEG, GIF, Animated GIF
Features	Link to URL

WEBSITE TILE AD

With prominent "above-the-fold" positioning, the tile ad will boost awareness for your business and build brand recognition with site visitors. Without exclusivity, space rotates up to three (3) ads.

Size	300 w x 250 h (pixels)
File Formats	JPEG, GIF, Animated GIF
Features	Links to URL

FOOD & NUTRITION APP LAUNCH AD

This is the screen that the user sees when they open an app. The launch image ad is a bold branding opportunity when paired with an app banner ad or display ads within the current issue. *Note:* This ad requires an app update to load. Launch ads cannot link to external websites.

Size	1080 w x 1920 h (pixels)
File Formats	JPEG

FOOD & NUTRITION APP BANNER AD

These are images that appear in the app's ISSUES screen and can be linked to websites, e-mail addresses or another app. Users see it upon every cold open of the app on the Issues screen.

iOS Banner Specifications

Size	Up to 700 h (pixels) 2048 w (pixels) <i>required landscape width</i> 1024 w (pixels) <i>landscape width on non-Retina devices</i>
File Format	JPEG

Note: When an iOS device is rotated from landscape to portrait, the banner image will be cropped to 1536 pixels for Retina devices and 768 pixels for non-Retina devices. All cropping is done from the right-hand side of the image.

Android Banner Specifications

Size	Up to 700 h (pixels) 1600 w (pixels) <i>required landscape width</i> 1100 w (pixels) <i>landscape width on lower-resolution Android devices</i>
File Format	JPEG

Note: Any devices that have a resolution lower than the Banner width will see the image cropped from the right-hand side.

JANUARY/FEBRUARY 2018

Featured kitchen tool: air fryer; Exploring edamame from clinical, culinary and foodservice perspectives; Kitchen hacks for cooking with beans; Trend alert: culinary culture of the Middle East; Peas: herbivore and human nutrition for the profession; Genomics: the next genetic revolution; Microbiome: deficiency symptoms; Saturated fats: the health benefits; Insertion Order Deadline: 11/27/2017; Ad Submission Deadline: 11/27/2017

JULY/AUGUST 2018

Featured kitchen tool: food processor (focus on the variety of attachments); Exploring coconut from clinical, culinary and foodservice perspectives; Kitchen hacks for using whole grains; Trend alert: culinary culture of southern India; Under-the-radar vegetables: associated nutrients; The health benefits of probiotics; Insertion Order Deadline: 6/4/2018; Ad Submission Deadline: 6/4/2018

MARCH/APRIL 2018

Featured kitchen tool: disher scoops; Exploring rice from clinical, culinary and foodservice perspectives; Kitchen hacks for using natural products; Trend alert: culinary culture of Zimbabwe/southern Africa; Understanding the research on the gut-brain axis; Navigating the acid-sugar relationship; Insertion Order Deadline: 1/29/2018; Ad Submission Deadline: 2/5/2018

SEPTEMBER/OCTOBER 2018

Featured kitchen tool: sauce pans; Exploring cilantro from clinical, culinary and foodservice perspectives; Kitchen hacks for refreshing herbs; Trend alert: culinary culture of the Vietnam; plus highlights about the 2017 Food & Nutrition Conference & Expo™. Insertion Order Deadline: 7/2/2018; Ad Submission Deadline: 8/6/2018

MAY/JUNE 2018

Featured kitchen tool: aluminum foil; Exploring turmeric from clinical, culinary and foodservice perspectives; Kitchen hacks for using dried herbs; Trend alert: culinary culture of Argentina; Disordered eating: sticky symptoms; Using medicinal plants for medical nutrition; Insertion Order Deadline: 3/29/2018; Ad Submission Deadline: 4/2/2018

NOVEMBER/DECEMBER 2018

Featured kitchen tool: sheet pan; Exploring salmon from clinical, culinary and foodservice perspectives; Kitchen hacks for banana rescue + sheet pan tips; Trend alert: culinary culture of Syria; research in nutrition and the prevention of Alzheimer's disease; Insertion Order Deadline: 9/24/2018; Ad Submission Deadline: 10/1/2018

AVAILABLE
UPON
REQUEST

