Welcome to Food & Nutrition Magazine®, a bimonthly publication from the Academy of Nutrition and Dietetics — the world’s largest organization of food and nutrition professionals.

Food & Nutrition provides information and inspiration for readers to be the most valued sources of food and nutrition services in healthcare, food service, academia, industry, community nutrition programs and the media. Food & Nutrition addresses the needs of the organization’s diverse membership, while remaining engaging and accessible to a broad spectrum of readers and extended audiences.

To this end, 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.

Food & Nutrition Magazine publishes six regular issues per year, in addition to exclusive online content at FoodandNutrition.org.

Reader Profile
Food & Nutrition’s readership includes primary influencers in purchasing, recommending and specifying products and services in the following areas:

- Consumer food choices and education
- Diabetes, obesity, renal disease, heart disease, hypertension, autoimmune disease, cancers and chronic illness
- Food service management and hospitality
- 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
- Media and communications

86 percent of Academy members in food and nutrition management are involved in making purchases for their organizations.

25 percent of RDs report managing a budget with a median budget size of $361,000. About 10 percent of RDs report managing budgets of $500,000 or more.

77 percent work at organizations with 100 or more employees, including 50 percent with 1,000 or more employees.

Source: Academy of Nutrition and Dietetics Compensation & Benefits Survey 2011
About the Magazine

In its first year (2012), Food & Nutrition Magazine garnered industry-wide recognition from Hermes Creative Awards, Apex Awards and Magnum Opus Awards. Since then, Food & Nutrition has received more than a dozen awards for its compelling content, photography and design.
About Our Digital Media

FoodandNutrition.org

Food & Nutrition’s comprehensive digital package engages readers no matter where they are — home, work or school, at a computer or on the go! The website includes:
- Tablet-friendly digital editions
- Exclusive online articles and media
- Continuing professional education
- Digital bookshelf listing new titles
- App, book, film and product reviews
- Profiles of leaders in nutrition
- and the popular StoneSoup guest blog!

@FoodNutriMag

Complementing the print magazine and digital properties is a strong social engagement across multiple channels. Readers communicate with contributing authors, editors and each other — and share articles and posts with their own audiences, from patients and clients to colleagues and peers. Join tens of thousands of readers in the conversation: @FoodNutriMag
Everyone is welcome at our table!

App: FoodNutriMag

Food & Nutrition’s cross-platform app puts the magazine at readers’ fingertips, no matter where they are or which device they prefer. Features include direct links to resources, embedded video and other rich media, bookmarks, sharing options and more. Find us in the Apple Store®, Google Play® and Amazon®! Regular subscribers may use the email address associated with his or her subscription to sign in for free. Learn more at FoodandNutrition.org/app.
Why advertise with Food & Nutrition Magazine?

When your message in Food & Nutrition is aligned with the expert services, information and advice our readers communicate to their customers, your brand grows. The stronger and more consistent your message, the larger your potential share of the nutrition community.

Food & Nutrition is read by more than 75,000 registered dietitian nutritionists and health professionals who average 16 years in the profession. Our audience is practitioners working in clinical care, food service management, disease prevention and management, communications and media, school nutrition, public health and policy, sports nutrition, supermarkets, research and development, community nutrition, academia and other settings.

Why do they read Food & Nutrition? We are published by the world’s largest organization of food and nutrition professionals. We understand our readers — and we deliver the most engaging, credible and beautiful magazine available to this audience (their words, not ours).

Complementing the magazine are FoodandNutrition.org, digital editions and multi-platform apps — not to mention a strong social media community that continues to grow and enjoys cross-channel promotion with @FoodNutriMag, @Eatright, @EatrightPro, @KidsEatright and @EatrightFNCE on Twitter, Facebook, Pinterest, Google+ and LinkedIn. Circulation, social media engagement and website analytics as of October 2013 = Total contacts: 800,360

In addition, Food & Nutrition is distributed via hospital waiting rooms and doctors’ offices nation-wide for an additional annual audience of approximately 50 million consumers.

When you advertise with Food & Nutrition, you join the world’s largest community of leaders in the fields of nutrition and health.
## 2014 Editorial Calendar

### COMING UP IN FOOD & NUTRITION MAGAZINE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Space Reservation</th>
<th>Ad Deadline</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb: The Boomer Issue</td>
<td>Topics on nutrition for healthy aging</td>
<td>11/16</td>
<td>11/29</td>
<td>Public Policy Workshop; state affiliate meetings; American Geriatrics Society</td>
</tr>
<tr>
<td>Mar/Apr: The Oceans Issue</td>
<td>Trends in fish, seafood and all things ocean</td>
<td>1/18</td>
<td>1/31</td>
<td>Public Policy Workshop; Just Food Conference; state affiliate meetings</td>
</tr>
<tr>
<td>Sept/Oct: The Baby Issue</td>
<td>Nutrition and health for babies and parents-to-be</td>
<td>7/12</td>
<td>7/26</td>
<td>American Association of Diabetes Educators</td>
</tr>
</tbody>
</table>

### SPECIAL SUPPLEMENTS

<table>
<thead>
<tr>
<th>Supplement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The FNCE® Supplement</td>
<td>Covers the Food &amp; Nutrition Conference &amp; Expo™ with unique content and insider access available only to Food &amp; Nutrition Magazine.</td>
</tr>
<tr>
<td>The Student Supplement</td>
<td>Represents the collective work of future leaders: graduates of Food &amp; Nutrition’s communications and media rotation for dietetic interns.</td>
</tr>
</tbody>
</table>

Details and pricing available upon request

### COMING UP ON FOODANDNUTRITION.ORG

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>StoneSoup</td>
<td>Our guest bloggers (who also happen to be nutrition experts) become product reviewers</td>
</tr>
<tr>
<td>Day in the Life</td>
<td>This online series explores the diverse profession of nutrition and dietetics</td>
</tr>
<tr>
<td>#SocialPro</td>
<td>Our popular series on social media expands with step-by-step how-to’s and Google+ Hangouts</td>
</tr>
<tr>
<td>Meet Our Heroes</td>
<td>This gallery of profiles features real stories from the trenches of nutrition and health</td>
</tr>
<tr>
<td>Student Union</td>
<td>Student bloggers share their experiences as they prepare for their futures in dietetics</td>
</tr>
</tbody>
</table>

Ask about sponsored supplements — ideal for promoting campaigns and initiatives, white papers, professional resources and more!
2014 Advertising Rates

**à la carte!**

<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING: PRINT, DIGITAL AND APP EDITIONS</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (C4)</td>
<td>$10,100</td>
<td>$9,495</td>
<td>$8,925</td>
<td>$8,390</td>
</tr>
<tr>
<td>Inside Front Cover (C2)</td>
<td>$8,820</td>
<td>$8,290</td>
<td>$7,795</td>
<td>$7,325</td>
</tr>
<tr>
<td>Opposite TOC (TOC)</td>
<td>$7,875</td>
<td>$7,400</td>
<td>$6,955</td>
<td>$6,535</td>
</tr>
<tr>
<td>Inside Back Cover (C3)</td>
<td>$7,250</td>
<td>$6,800</td>
<td>$6,395</td>
<td>$6,015</td>
</tr>
<tr>
<td>Run of Book (RoB)</td>
<td>$6,300</td>
<td>$5,925</td>
<td>$5,570</td>
<td>$5,250</td>
</tr>
</tbody>
</table>

Net advertising rate frequency based on number of ads placed with one calendar year. Ads are 4-color, full-page display ads. See specs on next page.

<table>
<thead>
<tr>
<th>ONLINE AND MOBILE ENHANCEMENTS</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard, tile or skyscraper</td>
<td>$2,325 - 2,380</td>
<td>$2,185 - 2,235</td>
<td>$2,070 - 2,120</td>
<td>$1,945 - 1,990</td>
</tr>
<tr>
<td>Leaderboard or button $/issue</td>
<td>$2,025</td>
<td>$1,739</td>
<td>$1,647</td>
<td>$1,554</td>
</tr>
<tr>
<td>Embedded Video/Audio or slideshow $/issue</td>
<td>$1,750</td>
<td>$1,645</td>
<td>$1,557</td>
<td>$1,470</td>
</tr>
<tr>
<td>Digital blow-in or bellyband $/issue</td>
<td>$1,025</td>
<td>$1,551</td>
<td>$1,469</td>
<td>$1,386</td>
</tr>
<tr>
<td>Mobile App</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner ads $/60 days of new issue launch</td>
<td>$4,310</td>
<td>$2,209</td>
<td>$2,091</td>
<td>$1,974</td>
</tr>
<tr>
<td>Launch image ads $/60 days of new issue</td>
<td>$2,350</td>
<td>$4,051</td>
<td>$3,836</td>
<td>$3,620</td>
</tr>
</tbody>
</table>

Digital and app enhancements are add-ons to display ads and not sold without a display ad insertion order.

**prix fixe!**

**Ultimate Digital Add-on Package**

- **Website**
  - Online ad with choice of placement
    - One position on F&N homepage or interior section of choice in rotation with no more than four non-competitive ads
    - Client-provided artwork (see specs) or rich media enhancements using client-provided video, audio or demos
- **Digital**
  - Choice of leaderboard or button ad plus choice of one rich media enhancement
    - Blow-in rich-media appears in iPad app
- **App**
  - Banner ad for 60 days of new issue release

Total value for one issue: $10,465

*Introductory offer: $8,250*

**Premium Print + Digital Complete Package (3x)**

- **Print**
  - Full-page premium-position ads in three issues
- **Website**
  - Two online ads with choice of placement
    - Two positions on F&N homepage or interior section in rotation with no more than four non-competitive ads
    - Client-provided artwork (see specs) or rich media enhancements using client-provided video, audio or demos
- **Digital**
  - One blow-in plus choice of leaderboard or button ad
    - Blow-in materials can be static, animated as .gif or multimedia and are able to overlay any position on any page or in tandem with print ad.
- **App**
  - Banner ad for the life of the issue plus total app launch image ad for the first 30 days of each issue

Total value for one issue: $21,270 - 23,965

*Introductory offer: $17,016 - 19,172*

*Food & Nutrition can also build customized digital packaging to meet your unique needs. Ask for more information!*

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Food & Nutrition Magazine advertising sales are handled by M. J. Mrvica Associates. For more information, contact Gennifer Kelling 856-768-9360 | gkelling@mrvica.com
Print Advertising Specs

Mechanical specifications
Other Support
Trim Size 8.5” w x 10.875” h
Full Page (No Bleed) 8” w x 10.25” h
Full Page with Bleed 8.625” w x 11.125” h
Live area 8” w x 10.25” h
Printing Process: Off-set
Type of Binding Saddle stitch
Halftone Screen CMYK at 300 DPI; 150 line screen

Submission of Ads
• High-resolution digital media (min. 300 dpi for images)
• Required format: print-ready PDF, EPS, TIFF, JPEG
• Electronic transfer (preferred method of submission—see FTP info) or CD/DVD

FTP information
Hostname ftp.foodandnutritionmag.org
Username ftp
Password dietetics
Note: Requires FTP client software (Fetch, etc.)

Contract proof*
A hi-res hardcopy color contract proof (Epson quality) is required no more than 3 days after ad submission. *Food & Nutrition cannot guarantee accurate reproduction and will not be held responsible without a hardcopy proof. Send to Academy address under Production Materials.

Disposition of reproduction material
Material will be held for one year from last insertion and then destroyed.

Submission deadlines
Jan/Feb: 11/29 July/Aug: 5/31
Mar/Apr: 1/31 Sept/Oct: 7/26
May/June: 3/28 Nov/Dec: 9/27

Contact information
Production Materials
Academy of Nutrition and Dietetics
*Attn: Food & Nutrition Magazine, Carolyn Rand
120 S. Riverside Plaza, Suite 2000 | Chicago, IL 60606-6995
Tel: 800/877-1600 | Email: crand@eatright.org

Contracts & Insertion Orders
M.J. Mrvica Associates | *Attn: Gennifer Kelling
2 West Taunton Avenue | Berlin, NJ 08009
Tel: 856-768-9360 | Email: gkelling@mrvica.com
Digital/App Ad Specs

Embedded Videos
Videos are set up to appear on all platforms (digital edition and app). Video on the iPhone and Android smartphones plays in full screen mode; video on the iPad and Kindle Fire plays on the page where it is placed or in full screen mode.

Size
Maximum 100MB, 480px wide minimum (recommended)

Length
4 minutes maximum unless using third party hosting

Video Formats
MPEG (.mpg, .mp4), Windows Media (.wmv), Flash Video (.flv, .f4v), QuickTime (.mov), AVI (.avi).
Flash animation (.swf) format is not supported. YouTube (embed URL) is digital edition only.

Audio Formats
.mp3, .wav

Note
Audio files will display via the same player framework as video

iPad Settings
Scaling: Should the video be set to a fixed size, or should it scale with the page? (default: fixed size)

Autoplay: Should the video play automatically, or is a click required to play? (default: automatic)

Close Button: Should the user be able to close the video? (default: yes)

Hidden: Hide video when the page displays, access via a hot area on the page? (default: no)

Design
Initial image: For Web, what appears at 3 seconds. For iPad, first frame of video.

Position: Request preferred position as overlay, or add video placeholder to PDF.

PDF/Page Setup
Adding a video placeholder is recommended if the video is supposed to look like it’s part of the page design.
The placeholder will appear for users who are offline on phone apps or the mobile webreader, rather than a blank page area. If you are allowing space on the page for video, it should be smaller than the video to ensure correct look when media displays. For video/audio accessed via a hot screen on the page, include the hot area as part of your page design (no placeholder).

Important note
For app magazine issues, videos cannot have hot links and videos will not be available for offline viewing.
## Digital/App Ad Specs (cont’d)

### Blow-In Ad
- **Location**: Overlays page(s) of choice
- **Size**: Maximum 500w x 300h pixels
- **File Formats**: JPEG, GIF, Animated GIF
- **Features**: Can select page position, link to URL
- **Good use**: To intercept reader and force purchase
- **Other**: Supports multimedia

### Web Content (iFrame) Blow-In
- **Location**: Overlays page(s) of choice
- **Size**: Suggested maximum 500w x 300h pixels
- **File Formats**: HTML (prepared embed code), web URL
- **Features**: Display upon opening page (default) or accessed via hot area on page
- **Good use**: Polls, your own Web-hosted content
- **Other**: Does not support external linking (unless link is included in iFramed content) or scaling with zoom

### Bellyband Ad
- **Location**: Overlays page(s) of choice
- **Size**: Maximum 800w x 175h pixels
- **File Formats**: JPEG, GIF, Animated GIF
- **Features**: Can select page position, link to URL
- **Good use**: Last issue, renewals, event reminders
- **Other**: Supports multimedia

### Leaderboard Ad
- **Location**: Above the digital issue in the interface
- **Size**: Industry standard 728w x 90h pixels
- **File Formats**: JPEG, GIF, Animated GIF
- **Features**: Can add JavaScript ad tag, link to URL
- **Good use**: Promote products, resources, events
- **Other**: Supports multimedia

### Button Drawer Ad
- **Location**: Bottom of left navigation panel
- **Size**: Maximum 180w x 150h pixels
- **File Formats**: JPEG, GIF, Animated GIF
- **Features**: Can add JavaScript ad tag, link to URL
- **Good use**: To promote social sharing
- **Other**: Supports multimedia

### APP AD SPECS

#### Launch Image Ad
- **Location**: Displays on device while the app loads
- **Size**:
  - iPhone: 320w x 480h pixels
  - iPad: 768w x 1024h pixels
  - Android: 320w x 480h pixels
  - Kindle Fire: 768w x 1024h pixels
- **File Format**: PNG
- **Design**: Plan for the upper 20 pixels to be overlapped by the device status bar. Allow 45h x 260w neutral area at the bottom. Cannot rotate.
- **Good use**: Image advertising, brand recognition, public relations

#### Banners Ads
- **File Format**: PNG

**Small banner**:
- **Location**:
  - iPhone: Home screen, RSS articles, Search results, Magazine article text, Bookmarks
  - Android: Home screen, RSS articles, Search results, Magazine article text, Bookmarks
- **May rotate with other ads.**
- **Size**: 320w x 50h pixels

**Medium banner**:
- **Location**:
  - iPad: RSS articles, Search results, Magazine article text, Bookmarks, Library screen
  - Kindle Fire: RSS articles, Search results, Magazine article text, Bookmarks, Library screen
- **May rotate with other ads.**
- **Size**: 728w x 90h pixels

**Large banner**:
- **Location**:
  - iPad: Library screen, RSS articles, Magazine article text
  - Kindle Fire: Library screen, RSS articles, Magazine article text
- **May rotate with other ads.**
- **Size**: 960w x 90h pixels

### Submission deadlines
- **Jan/Feb issue**: 11/29
- **July/Aug issue**: 5/31
- **Mar/Apr issue**: 1/31
- **Sept/Oct issue**: 7/26
- **May/Jun issue**: 3/28
- **Nov/Dec issue**: 9/27
According to eMarketer™ (January 2012), U.S. online ad spending is soaring past expectations. They credit Google’s mobile search and advertising business, the appeal of new display inventory on tablet and smartphone devices and the growing roster of mobile ad networks.

- Mojiva’s Mobile Audience Guide: 60 percent of mobile users click on mobile ads at least once a week. Of those, 19 percent click on mobile ads several times a day.

- InsightExpress: More than 84 percent of users said that “normal banner ads,” “video ads,” “ads that let me interact with them” or “animated banner ads” are forms of marketing that would catch their attention.

- Association of Magazine Media and Affinity Research firm: Smartphone ownership doubled in 2011 and 1 in 3 U.S. consumers own a tablet. In addition, 73 percent of tablet and e-reader owners with magazine-branded apps engage with magazine ads.

- Almost three-quarters of marketing professionals worldwide planned to increase their spending on branded video content or video ads in the next year, according to a survey conducted by AOL Networks in April 2013.

Today’s advertisers must be poised to maximize print, digital and mobile audiences. Here’s an overview of opportunities in Food & Nutrition Magazine.
Digital Advertising Options

1. Embedded video
Use video or audio to showcase a product, interview a thought leader or illustrate an idea. Immediately engaging, video and audio add sound to sight. More visual than words and more exciting than static graphics, you can provide content not covered in print. Video and audio can be integrated into the digital edition as overlays (on top of the magazine), embedded within the page or activated by clicking an icon to play. A pause and stop button allow the reader to engage with the content then come back to finish viewing.

2. Blow-In
The digital blow-in functions like a print blow-in or bind-in card, intercepting the reader with a direct response offer, steering the respondent to a fulfillment or e-commerce site. Unlike "pop-ups," digital blow-ins can’t be blocked, so message delivery is assured. Digital blow-ins can be static, animated as a .gif or include multimedia. They can overlay any position on any page or in tandem with a print ad positioned below it. They can also appear after a certain number of clicks within the magazine.

3. Slideshows
Slideshow interactive modules are designed to enhance advertising. They can be overlaid on the page and include a little blue icon that can be clicked by a reader to play. Each module can accommodate a banner ad and/or a logo for branding and advertising purposes. Interactive modules work cross-platform, so they can be viewed in the digital edition and mobile app.
Digital Advertising Options (cont’d)

3. Leaderboard Ad (Banner)
Banner ads can be placed within the user interface, surrounding the digital edition. A banner ad can also be reinforced with a custom welcome page. Ads can be pulled from an ad server, with static or interactive multimedia messaging, and have high visibility that can be seen on every page of the magazine.

4. Button/Drawer Ad
Button ads are rectangular ads found in the left drawer area under the Table of Contents. They can contain video, interactive media or other ads.

Mobile App Advertising

1. Banners Ads
Banner advertising is available throughout the app and in standard sizes (such as 960 x 90, 728 x 90 and 320 x 50). Banners can be linked to a website, e-mail address or to an app in the App Store.

2. Launch Image Ad
When a magazine app is opened by the reader, the initial image that appears is called a launch image, or splash screen. The launch image greets all readers entering the app and is a bold branding opportunity. The functionality is the same for iPad, iPhone and Android devices. The image will display in different sizes depending on device.

Please note: Ads appear on all available issues, not linked to a specific issue. Ads may be submitted as images or as a link to a hosted image.
Website Advertising

Online Banners Ads
Banner advertising is available on FoodandNutrition.org’s homepage and special sections and articles. Web advertising can be enhanced with rich media and readers can share ad content and post to a blog or social network.

- **Leaderboard Ad** (728x90 px): Leaderboard ads are positioned at the top of the pages for maximum impact. Banners are ROS, ensuring your message is seen by first-time and repeat users of the site.
- **Tile Ad** (300 x 250 px): With prominent positioning, the Tile Ad will boost awareness for your business and build brand recognition with site visitors.
- **Skyscraper** (160 x 600 px): Placed prominently on the right rail of the page, the Skyscraper ad will significantly increase awareness and recognition of your business for all visitors to the site.

Sponsored Supplements

Sponsored supplements are ideal for promoting campaigns and initiatives, white papers, professional resources and more! Supplement sponsorship packages vary in deliverables and price, but a basic package might include:

- Exclusive display advertising include a special branded welcome page (also supports multimedia) and back cover ad
- Digital edition advertising (choose 2) of a leaderboard, belly band, or blow-in
- One 2-page spread of sponsored content. F&N will hire an external guest editor to work with advertiser on content. Content must be labeled as advertising and meet the Academy criteria specified in advertising guidelines.