

Brands at any stage of growth need a marketing mix that reaches buyers and category managers as well as natural products enthusiasts. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you're looking for.

Digital Advertising

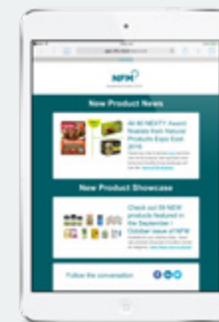
Newhope.com Display Advertising

Newhope.com is at the forefront of the healthy lifestyle products industry, providing the ideal platform for your brand to communicate its message. Our exclusive coverage of Expo West/East, product galleries, retail insights and industry updates feed the natural product community's need for guidance and understanding.



Learn more about our audience and display advertising opportunities.

[LEARN MORE](#)

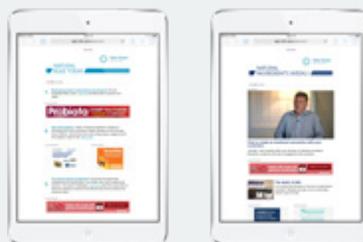


E-Newsletter Advertising

Our newsletters are tailored to the unique needs of our audience. With excellent open-rates and high frequency, they are the ideal medium for getting recognition from the right mix of retailers, distributors, brokers and more.

Explore our different advertising models.

[LEARN MORE](#)



Brands at any stage of growth need a marketing mix that reaches buyers and category managers as well as natural products enthusiasts. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you're looking for.

Print Advertising



Natural Foods Merchandiser

Natural Foods Merchandiser's print publication hits the desk of retailers every-other month, providing them with the latest information needed to succeed in the over \$207 billion natural products industry. Through this engaging content, NFM creates the ideal place for you to talk to them about your brand and products.

Print Circulation: 15,000 bi-monthly • **Digital Edition:** 37,000 bi-monthly

[View the 2019 Editorial Calendar](#)

Learn more about NFM's audience of retail buyers and category managers, and find out how you can take advantage of exclusive distribution at Expo West/East.



LEARN MORE



Brands at any stage of growth need a marketing mix that reaches buyers and category managers as well as natural products enthusiasts. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you're looking for.

Content Marketing

Custom Sponsored Content

Content marketing helps your brand cultivate deep customer loyalty, generate leads and build a meaningful conversation within the industry. Co-branded content marketing with New Hope Network elevates your thought leadership and provides access to natural products professionals and enthusiasts.



[CASE STUDIES: See how leading natural products brands have partnered with New Hope to create and distribute top-notch content.](#)

Our most popular content marketing pieces:



eGuides



Infographics



Retailer Downloads



Webinars

Inside the Bottle: Understanding Supplements Today

Unites supplement companies from across the supply chain to develop consistent messaging around the most relevant topics facing the supplement industry. In its fourth year, the award winning Inside the Bottle will explore the concepts of transparency, nutrition science, innovation with a purpose and more through a range of digital, print and in-person communication tools.

Building off of the research and content developed over the past three years, the program will deliver co-branded content and position the Inside the Bottle network of brands as thought leaders working collaboratively to advocate for a more transparent supplement industry.

[EXPLORE THE 2019 PROGRAM](#)



Brands at any stage of growth need a marketing mix that reaches buyers and category managers as well as natural products enthusiasts. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you're looking for.

In-Person



As the official content providers of Natural Products Expo West & East, the New Hope Network brands are able to leverage the success of these shows to better support our clients. In addition to increased promotion on-site, our clients receive Priority Points that result in upgraded booth placement and hotel reservations. Learn more about our [Priority Points Program](#).

New Hope Network is the only media company within the natural products industry that has a [standards](#) department.

Our goal is to enhance public health and safety, support industry self-regulation and foster the responsible growth of our industry.



New Hope
NETWORK™

Through its mission to grow healthy markets, the **New Hope Network** helps businesses identify the people, products, partnerships and trends that create opportunities to grow businesses and bring more health to people.

[Explore our full 2019 Solutions Site to learn about how we can grow your business.](#)

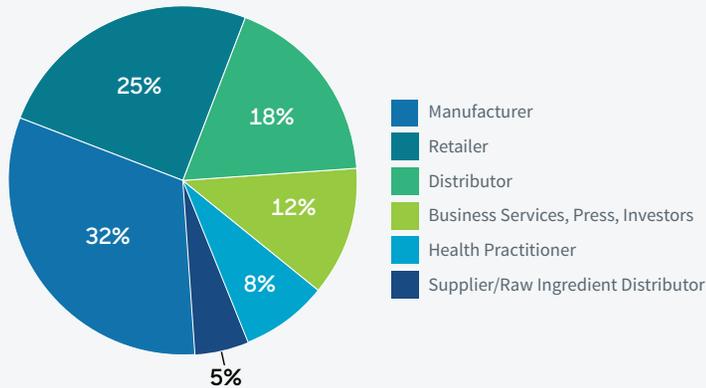




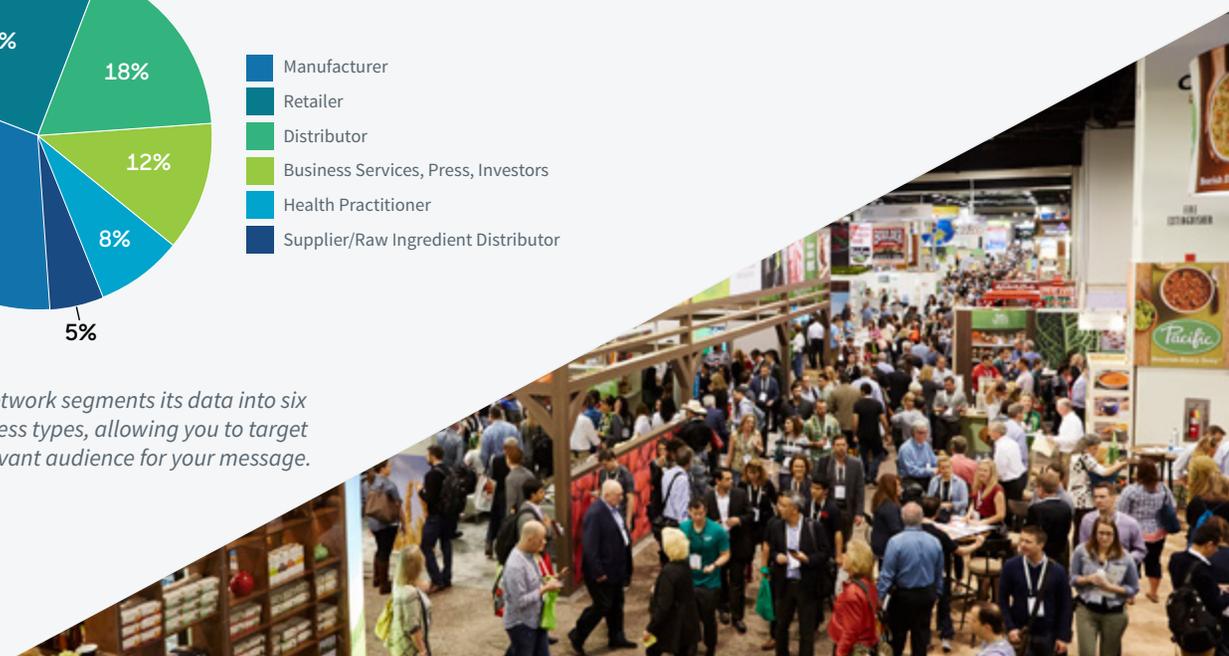
Brands at any stage of growth need a marketing mix that reaches buyers and category managers as well as natural products enthusiasts. Our blend of solutions work to build your brand and your sales. Let us show you how a motivated audience and wide range of vehicles allows you to precisely target the decision makers you're looking for.

Audience Overview

With a reachable database of **over 250,000** natural products professionals, New Hope Network is at the forefront of digital solutions to drive your business forward. Here is a brief overview of our audience data and segmentation.



New Hope Network segments its data into six unique business types, allowing you to target the most relevant audience for your message.



85,000

Natural Products Expo West

The world's largest natural, organic and healthy products industry event.

30,000

Natural Products Expo East

The east coast's largest natural, organic and healthy products industry event.

NBJ Summit

The premier event for progressive nutrition industry CEOs, investors and thought leaders.

Esca Bona

A platform to engage and serve companies working to create a good food system that is regenerative, nourishing and accessible to all.

Nutrition Capital Network

Small-scale meetings that connect investors with high-potential growth companies in the nutrition and health & wellness industry.

Our In-person Events