

NaturalProducts

In Print | Online | Mobile www.npnews.co.uk

news

The UK's leading trade magazine for the natural and organic industry

Read by independent health stores, managers
of chain stores, pharmacies, wholesalers,
supermarket buyers, brand owners
and distributors.



DYNAMIC DESIGN

NaturalProductsNews has made huge strides in its visual presentation, with its current-day covers often mirroring the creativity and dynamism of the team



SUPPORTING SMALL BUSINESSES

To mark NPN's 25th anniversary in print, a local illustrator was commissioned to design a cover, logo and thank you cards which were handwritten and sent out to those who have supported the publication since its inception. This year we'll be celebrating our 30th anniversary in December.



CONFRONTING THE ISSUE

Known for running ground-breaking and sometimes provocative content in the name of education, awareness and transparency, **NPN** tells the whole story

www.npnews.co.uk





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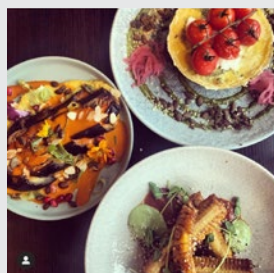


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Senior Sales Executive
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An esteemed bank of more than 35 freelancers and staff writers help NPN to keep its content thought-provoking and its tone of voice fresh.

STAYING SOCIAL

NaturalProductsNews continues to grow its social media platforms, with the biggest transformation taking place on its Instagram page where the editor, Rosie Greenaway, engages with over 3,000 organic followers in the industry.



MEDIA PACK INDEX

Full Circulation Breakdown

2023 Features List

Editorial & Brand Engagement

Advertorial Opportunities

Natural Beauty News

Natural & Organic Products Europe - April 2023

Online Opportunities

Further Information

www.npnnews.co.uk

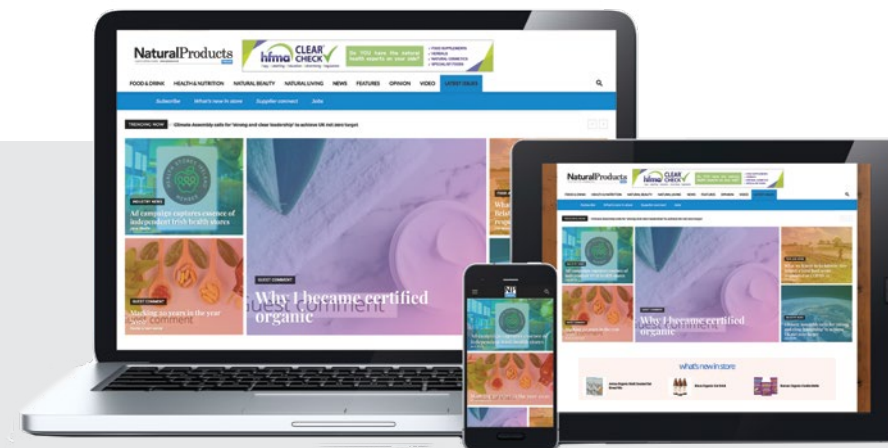




CIRCULATION & STATS

CIRCULATION BREAKDOWN Total 5,182 printed per issue

Health Store / Natural Products Store / Health Remedies Store	1,215
Chemist / Pharmacy	463
Deli / Farm Shop	310
Multiple Retailer (inc. Holland & Barrett stores)	1,708
Overseas (inc. Irish retailers).....	201
Wholesaler / Distributor.....	165
Brand / Manufacturer.....	652
Café / Restaurant / Catering	112
Other	356



WWW.NPNEWS.CO.UK

(STATS PER MONTH): 10,000+ USERS • OVER 15,000 PAGE VIEWS
BI MONTHLY E-NEWSLETTER: 3,862 SUBSCRIBERS



5,632 FOLLOWERS



2,820 FOLLOWERS



3,365 FOLLOWERS



1,530 FOLLOWERS

www.npnews.co.uk



ISSUE	HEALTH FILE	FOOD FOCUS	SPECIAL FEATURE	ADDITIONAL INFO
January '23	Stress & Anxiety	Healthy Breakfast	Bee Products	
February '23	Bone & Joint Health	Functional Foods	Active Lifestyle	
March '23	Tiredness & Fatigue	Sweet Treats	Eco Living	*NBN Spring issue
April '23 (NOPEX Show Preview)	Women's Health	Chilled & Frozen	CBD	Show Preview & Additional Distribution at NOPEX (website link to show) - NPSC Entries
May '23 (NOPEX Show Review)	Holiday Health	Free From	Magnesium	Show Review – NPSC Winners
June '23	Weight Management	Functional Drinks	Sustainability	
July/August '23	Children's Health	Organic September Preview	Adaptogens & Nootropics	
September '23	Brain Health	Healthy Lunch & Snacks	Seaweed	Thirty under 30 & Additional Distribution at lunch!
October '23	Winter Wellness	Scratch Cooking	Christmas Special	*NBN Autumn issue
November '23	Digestive Wellness	Hot Drinks	Natural Parent	
December '23	Men's Health	Vegan & Vegetarian	Pick of the Products 2023	

NBN Spring Issue Spring 2023	Hot to Stock	Baby Care	Cleansing	Deodorant & Fragrance	Natural and Organic Products Europe Show Preview & Additional Distribution at NOPEX
NBN Autumn Issue Autumn 2023	Hot to Stock	Winter Skin	Inclusive Beauty	Bath & Shower	Who's Who in Natural Beauty



30 UNDER THIRTY

To generate engagement with a new generation of reader we publish a Thirty under 30 and hold a networking reception at Natural & Organic Products Europe.



HOSTING THE NATURAL BEAUTY ROUND TABLE

Brought together a selection of some of the most influential personalities from the world of natural, organic and sustainable beauty for a two-hour debate around of some of the key issues affecting the industry



WAKE UP TO ORGANIC

Played an active part in the Wake up to Organic initiative by hosting an event in the office for all Diversified staff.



BEING PART OF THE CONVERSATION

Despite still being wrapped in plastic, we led with this over in November – actively seeking comment and, ultimately, some criticism. We used this to fuel debate and conversation around sustainability and sustainable solutions. Working with our printer we managed to switch to a biodegradable wrap in March 2019.



25TH ANNIVERSARY EDITION

Rosie commissioned an illustrator to design a cover logo and series of earth-friendly plantable wildflower cards to commemorate 25 years of the magazine and to thank those who have supported it. She also ran a special interview with previous editors to track the magazine's evolution.



PRESENTING THE NATURAL & ORGANIC PRODUCT AWARDS AND NATURAL BEAUTY RETAIL AWARDS

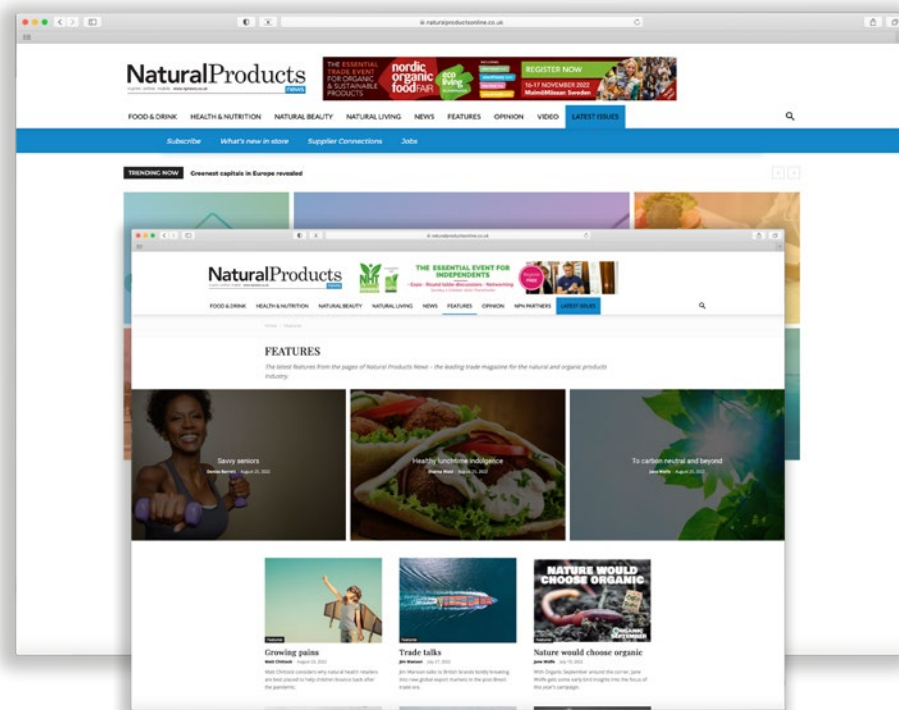
Rosie presents two sets of major industry awards which take place at Natural & Organic Products Europe at ExCeL, London

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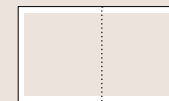
ADVERTORIAL OPPORTUNITIES

	1 issue	x3+ issues	x6+ issues	x10+ issues
Display advertising				
Cover-wrap / Gatefold	£10,500	£9,430	£7,350	£6,825
DPS	£5,850	£5,265	£4,095	£3,805
Full Page	£3,250	£2,925	£2,225	£2,113
Half Page	£1,805	£1,625	£1,264	£1,175
Listings				
Ultimate listing	£965	£869	£676	£627
Product Listings	£355	£320	£249	£231
What's New In Store	£335	£302	£235	£218
Supplier Connections in print - per year See page 12 for more info				
Standard entry	£235			
Enhanced entry	£450			
Super Enhanced entry	£620			

*Cover/guaranteed position – 10% premium

DPS

297 x 450 (trim area)
261.5 x 430 (type area)



Full Page

297 x 225 (trim area)
261.5 x 205 (type area)



Half Page

134 x 205



Half Page Vertical

237.5 x 100



Quarter Page

134 x 100



Horizontal Strip

50 x 205



All artwork to be supplied as a hi-res CMYK PDF

Please add 3mm bleed on all edges for DPS and FULL pages



OTHER OPTIONS

Bespoke Packages can be discussed

- Online opportunities & Supplier Connections (See Pages 11 & 12).
- Classified
- Inserts
- Beauty column in NPN Half Page / or 3 Beauty feature listings next to Beauty Buzz

Email: eshipman@divcom.co.uk to arrange a meeting



www.npnnews.co.uk



FEATURE LISTING

Listing your product(s) within our Health File, Food Focus or Special Features gives you an excellent opportunity to raise the profile of your product and elevate your brand. A listing includes: A colour image, contact details, 100 words of description and you will appear in print and online via our website www.npnews.co.uk. Every feature is also promoted via our Facebook & LinkedIn pages.



ULTIMATE LISTING

If 100 words isn't enough, or if you would like a bigger presence in one of our features then this is the perfect opportunity. An Ultimate listing gives you the perfect platform to raise the profile of your product and elevate your brand, whilst having a bigger presence on the page. A listing includes: A colour image, contact details, 300 words of description and you will appear in print and online via our website www.npnews.co.uk as well as being further enhanced via our Facebook page.



WHAT'S NEW IN STORE LISTING

What's New in Store is the perfect way to highlight new or re-launched products to the market. A listing includes: A colour image, contact details, 100 words of description, trade and RRP prices. Your listing will appear in print, as well as online via our website - www.npnews.co.uk

These listings are also shared across our social media pages where we'll tag your brand in.



[illegible][illegible]

What's new in store

NEW PRODUCTS

Amisa Gluten Free Protein Lentil Cripbread

Amisa Gluten Free Protein Lentil Cripbread is a delicious, gluten-free, and protein-rich snack. It's made with lentils and is perfect for those with gluten intolerance or those looking for a healthier snack option. Amisa is a leading brand in the gluten-free market, known for its high-quality products.



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Biona Organic Infused Oils

Biona Organic Infused Oils are a range of organic oils infused with natural flavors. They are perfect for cooking and adding a touch of flavor to your dishes. Biona is a leading brand in the organic food market, known for its high-quality products.



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Bonsan Sweet Potato Gnocchi

Bonsan Sweet Potato Gnocchi is a delicious, gluten-free, and protein-rich pasta. It's made with sweet potatoes and is perfect for those with gluten intolerance or those looking for a healthier pasta option. Bonsan is a leading brand in the gluten-free market, known for its high-quality products.



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Bonsan Organic Vegan

Bonsan Organic Vegan is a range of organic vegan products. They are perfect for those looking for a healthier, organic, and vegan option. Bonsan is a leading brand in the organic food market, known for its high-quality products.



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Bonsan Vegan Glazes

Bonsan Vegan Glazes are a range of organic vegan glazes. They are perfect for those looking for a healthier, organic, and vegan option. Bonsan is a leading brand in the organic food market, known for its high-quality products.



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GO Kombucha

GO Kombucha is a range of organic kombucha drinks. They are perfect for those looking for a healthier, organic, and probiotic option. GO is a leading brand in the kombucha market, known for its high-quality products.



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Free From Follies Rhubarb & Custard

Free From Follies Rhubarb & Custard is a delicious, gluten-free, and protein-rich dessert. It's made with rhubarb and custard and is perfect for those with gluten intolerance or those looking for a healthier dessert option. Free From Follies is a leading brand in the gluten-free market, known for its high-quality products.



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Marginal Organic Kefir

Marginal Organic Kefir is a range of organic kefir drinks. They are perfect for those looking for a healthier, organic, and probiotic option. Marginal is a leading brand in the kefir market, known for its high-quality products.



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Omega 3-6-9

Omega 3-6-9 is a range of organic omega-3, omega-6, and omega-9 supplements. They are perfect for those looking for a healthier, organic, and nutrient-rich option. Omega 3-6-9 is a leading brand in the omega-3 market, known for its high-quality products.



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Glucosamine Chondroitin MSM

Glucosamine Chondroitin MSM is a range of organic glucosamine, chondroitin, and MSM supplements. They are perfect for those looking for a healthier, organic, and joint-supporting option. Glucosamine Chondroitin MSM is a leading brand in the glucosamine market, known for its high-quality products.



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Liposomal Vitamin C

Liposomal Vitamin C is a range of organic liposomal vitamin C supplements. They are perfect for those looking for a healthier, organic, and nutrient-rich option. Liposomal Vitamin C is a leading brand in the liposomal vitamin C market, known for its high-quality products.



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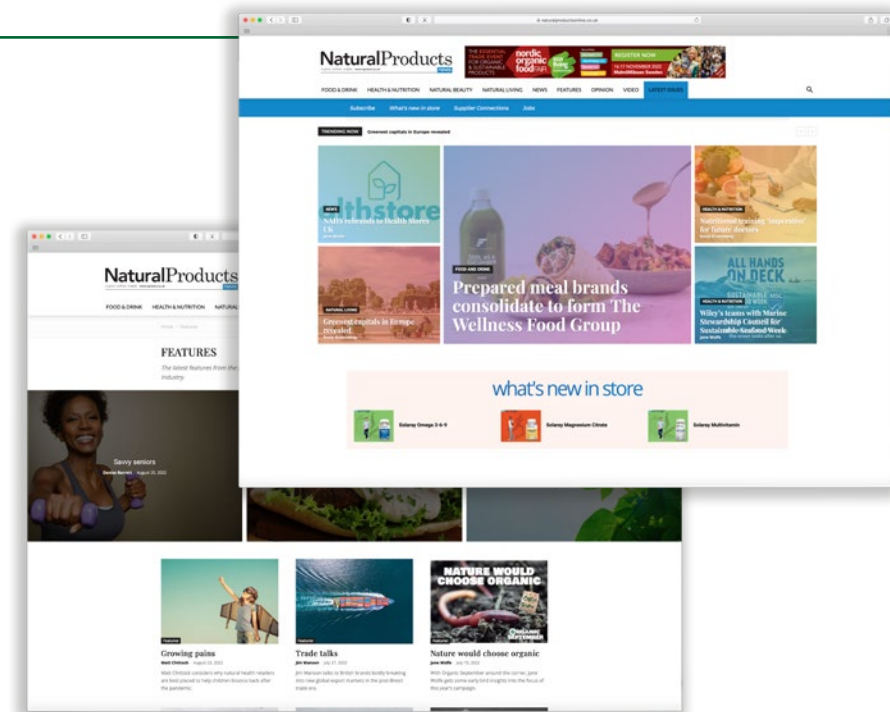
NATURAL BeautyNews

"When we launched the **Who's Who in Natural Beauty** in 2007 it was designed to celebrate the individuals who were championing a greener and more sustainable way of doing things within the beauty industry; 15 years on and our goal is still the same. What has changed significantly is the number of incredible personalities who continue to move the industry for-ward. Each year we see a record number of nominations which provides us with a fantastic combination of familiar faces as well as new personalities with incredible stories to research,"

- DOMINIC ROBERJOT, PUBLISHER, NBN



NBN Spring Issue Spring 2023	Hot to Stock	Baby Care	Cleansing	Deodorant & Fragrance	Natural and Organic Products Europe Show Preview & Additional Distribution at NOPEX
NBN Autumn Issue Autumn 2023	Hot to Stock	Winter Skin	Inclusive Beauty	Bath & Shower	Who's Who in Natural Beauty



Relaunched in September 2020, www.npnews.co.uk reaches over **10,000 unique visitors every month**. The website is partnered with a fortnightly e-newsletter sent to over **3,500 subscribers**. Advertising solutions include;

Website

1. Top leaderboard (728 x 90) - £450 per month
2. Medium Rectangle (300 x 250) - £350 per month

E-Newsletter

- Top banner (600 x 90) - £250
- Bottom banner (600 x 90) - £150

NPN Partners article

Our sponsored articles are the perfect way of reaching our audience with your message. Sponsored article packages start from £1,500 and can be tailored to meet your exact requirements. A Basic package includes;

- 1 x sponsored article (live for 12 months)
- Promotion of article via our e-newsletter
- Promotion of article via our Facebook and LinkedIn showcase pages
- 1 x top leaderboard - live for one month
- 1 x banner advert in our fortnightly e-newsletter



Distributors Wanted

Looking for distributors for your products around the world? **Distributors Wanted** enables you to promote your product range or brand and highlight which regions 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 regions where you are actively seeking distribution.

- 1 month listing - £250
- 3 months listing - £500

[To list your brand click here - SUBMIT YOUR LISTING](#)

Natural Products Global - Enews

Our weekly e-newsletter is sent to over 60,000 natural and organic industry professionals around the world every Tuesday.



SUPPLIER CONNECTIONS

Supplier Connections

Launched in June 2020, Supplier Connections is the online tool helping natural and organic industry professionals around the world connect with over 700 suppliers.

Supplier Connections in print

Every issue of Natural Products News includes a directory of the UK's very best natural and organic suppliers. Having a Supplier Connections entry in print is the most cost-effective way of ensuring that you appear in every issue of the magazine throughout the year - as well as having a presence online. There are 3 types of entry to choose from;

Standard entry - £235 - your entry will be published in all 11 issues of Natural Products News throughout the year and includes your full company name and contact details. You will also receive a FREE standard entry on Supplier Connections online worth £199 (see below).

Enhanced entry - £450 - your entry will be published in all 11 issues of Natural Products News throughout the year and includes your full company name, contact details and your logo. You will also receive a FREE enhanced entry on Supplier Connections online worth £199 (see below).

Super Enhanced entry - £620 - Your entry will be published in all 11 issues of Natural Products News throughout the year and includes your full company name, contact details, logo and 50 words. You will also receive a FREE Super Enhanced entry on Supplier Connections online worth £299 (see below).

SUPPLIER CONNECTIONS ONLINE

SUPPLIER CONNECTIONS is a fully searchable online directory helping over 700 suppliers connect with thousands of natural and organic industry professionals all over the world via www.npnews.co.uk and www.naturalproductsglobal.com. There are 3 types of entry to choose from;

Standard entry - £99 per year - includes your company name, contact details and a 70 word description of your company.

Enhanced entry - £199 per year - includes your company name, contact details, 150 words description of your company, a gallery of images and 3 brand listings.

Super Enhanced entry - £299 per year - includes your company name, contact details, 250 word description of your company, a gallery of images, 20 brand listings, social media links and video.





NATURAL & ORGANIC PRODUCTS EUROPE 16TH & 17TH APRIL 2023

Natural & Organic Products Europe is Europe's leading trade show for the natural products, health food and organic industries. It's the one time of the year where serious buyers meet with leading suppliers for two days of business, networking, education and fun!

New Products Showcase: Natural Products & Natural Beauty Awards for New Products. Exhibitors enter via their manual and have the option to be included within **Natural Products News**:

Show Preview—April's Issue
 > Stand numbers are added to listings
Show Review—May's Issue
 > Winner & Finalist logos will be added to listings

Generate footfall to your stand & interest around new/rebranded products... Products are put before a panel of industry experts who handpick the most exciting in each sector. The panel of judges includes the buying teams from big name retailers and independents.



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news

The UK's leading trade magazine for the natural and organic industry

“Pukka have been advertising with Natural Products News for a number of years now and we feel that as the roots of our business is our independent retailers, Natural Products News is the best way to communicate our brand, products and sustainability messages to this audience.”

- PUKKA

“By advertising with Natural Products Magazine, it has allowed us to get our brands in front of the right audience. With vast industry knowledge and awareness they know exactly how to target the right contacts.”

- WINDMILL ORGANICS

“It's really easy working alongside the Natural Products News team - we communicate regularly, and they always keep me up to date with new opportunities that would suit us as a business. We love that Natural Products goes to a targeted, trade readership and we do seem to get results from being present in the magazine throughout the year.”

-SUMA

“Natural Products Magazine is the leading UK trade title for the natural and organic products industry. With a targeted outreach and impact on buying choices made by the very best independent stores, its product insight on natural health is the best in the business!”

Our partnership with Natural Products News is a vital part of our marketing campaign and we have received some great exposure on the Wiley's Finest brand and our CEO Sam Wiley. Natural Products should be every buyer's bible!”

- WILEY'S FINEST

“Working with the Natural Products Team has been a pleasure. We at Pravera appreciate the enthusiasm and integrity of the publication and its friendly and attentive team. Great communication and advertising suggestions from down to earth, hard-working people.”

-PRAVERA

Published by **diversified**
COMMUNICATIONS



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