



## Functional Ingredients from Penton

The supply industry's authoritative "business bible," combining industry in-depth news and analysis, marketing and business trends as well as ingredient and company information. It also delivers scientific, peer-reviewed editorials from which new product technologists will gain formulation ideas.

### MEDIA TYPE

**Business**



### SOURCE

Controlled circulation

### SEGMENTS

11,134	Total Universe / Universe Rate	\$150.00/M
9,185	Records with Phones	+ \$60.00/M
3,496	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

### GEOGRAPHY

USA  
Canada

### MAINTENANCE

Market Entry	<b>02/05/2014</b>
New to Manager	<b>07/29/2015</b>
Counts Through	<b>07/29/2015</b>

### DATA CARD MAINTENANCE

New To System	<b>07/29/2015</b>
Last Update	<b>07/29/2015</b>
Next Update	<b>10/31/2015</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

**Functional Ingredients** reaches key decision makers in the food, supplement and over-the-counter pharmaceutical companies.

Primary Business	Postal	Email
Mfg Of Food/beverage	3424	649
Functional/healthy Food Mf	4735	1060
Mfg Dietary Suppl/otc Phar	123	16
Supplier Raw Ingredients	827	325
Functional/healthy Beverag	1275	314
Mfg Natural & Organic Prod	180	28
Mfg Cosmeceuticals	791	265
Mfg Nutraceuticals	1134	341
Mfg Vit/min/herbsplmt Old	1515	499
Otc Pharmaceuticals	231	73
Mfg Vit/min/herb Splmt	779	187
Other	1161	364

Primary Job Title	Postal	Email
Company Executive	5269	1135
Brand Mgr / Sales / Marketing	1763	359
Formulator / R&D	1284	310
Product Technologist	245	59
Supply Chain Mgr	618	139

Business Development	1137	337
Regulatory Affairs	250	57
Research And Development	864	291
Quality Assurance / Control	589	156
Other	1246	450

<b>Title Category</b>	<b>Postal</b>	<b>Email</b>
Top Management	6983	1797
Middle/administrative Management	3766	982
Financial Management	726	186
Sales & Marketing Management	2331	609
Information Technology (it) Professionals	189	54
Production Management	802	153
Engineering Management	924	251
Professionals	1252	348
All Other Management	280	90
Architectural Design	0	0
Vp-level	1132	284
Director-level	1683	501
Manager-level	3689	894
Assistant -level	106	29
Human Resources	26	3
Purchasing	348	80
Retired	1	1
Senior (c-level Or Higher)	4258	1070
Students	13	7
Education	67	13
Medical	496	130
Lawyers	8	3

<b>Year Started</b>	<b>Postal</b>	<b>Email</b>
Prior To 1900	13	1
1901-1950	169	25
1951-1975	450	60
1976-1990	873	154
1991-2000	1012	219
2001-2005	731	170
2006-2010	1210	279
2011+	669	166

Penton reaches 16 markets, over 18MM professionals, and has touch points

for virtually every industry.

**Their diverse portfolio of properties can help you reach your target audience.**

### Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/HealthyLifestyle/tabid/84/Default.aspx>

(food industry, cooking, baking, nutrition, cuisine)

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Bus/Industry Type	<b>\$15.00/M</b>	Value	<b>not available</b>
Email/FTP Delivery	<b>\$75.00/F</b>		
Job Function	<b>\$15.00/M</b>	<b>MINIMUM ORDER</b>	
Key Code	<b>\$3.00/M</b>	Minimum Quantity	<b>5,000</b>
Number of Employees	<b>\$15.00/M</b>	Minimum Price	<b>\$0.00</b>
One per Company	<b>\$15.00/M</b>		
Phone Number	<b>\$60.00/M</b>	<b>NET NAME ARRANGEMENTS</b>	
Products Manufactured	<b>\$15.00/M</b>	<b>Net Name is allowed</b>	
SCF	<b>\$10.00/M</b>	Floor	<b>0%</b>
State	<b>\$10.00/M</b>	Minimum Quantity	<b>0</b>
Zip	<b>\$10.00/M</b>	Run Charges	<b>\$10.00/M</b>
Employee Size	<b>\$15.00/M</b>		
Job Title	<b>\$15.00/M</b>	<b>EXCHANGES</b>	
Primary Business	<b>\$15.00/M</b>	<b>Exchange is not allowed</b>	
Sales Volume (+000)	<b>\$15.00/M</b>		
<b>GENDER</b>		<b>REUSE</b>	
Male	<b>58%</b>	<b>Please inquire</b>	
Female	<b>24%</b>		
		<b>CANCELLATION</b>	
		Charges	<b>\$50.00/F</b>
		<b>CANCELLATION INSTRUCTIONS</b>	
		All orders cancelled before the mail date will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the mail date.	
		<b>KEY CODING</b>	
		<b>Key Coding is available</b>	
		Charges	<b>\$3.00/M</b>
		<b>ADDRESSING</b>	
		FTP	<b>\$75.00/F</b>
		EMAIL	<b>\$75.00/F</b>
		<b>SPECIAL INSTRUCTIONS</b>	