PUBLISHER: Academy of Nutrition and Dietetics
TOTAL CIRCULATION: 72,000*

TOPICS: Food & Nutrition Magazine® publishes articles on food and diet trends, highlights of nutrition research, updates on public health and policy issues 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 Magazine® readers are nutrition experts who are influencers in consumer food choices and product recommendations; media and communications; retail and supermarket tours; food service 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 2018–19 membership and Food & Nutrition subscriptions.
<table>
<thead>
<tr>
<th>Issue No.</th>
<th>2020 Mail Date</th>
<th>Orders Due</th>
<th>Ads Due</th>
<th>Content Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 6</td>
<td>December 7</td>
<td>December 11</td>
<td>CBD Health Claims and Nutrition Considerations; Adrenal Fatigue; Animal Welfare; Discover: Peelers; Kitchen Hacks: Protein Extenders; Thrive: Financial Fluency; My Global Table: Venezuelan Cuisine; Savor: Carrots; Nutrition App Reviews; New Product Highlights</td>
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<tr>
<td>2</td>
<td>March 20</td>
<td>February 24</td>
<td>March 2</td>
<td>Sleep-Health Connection; Sarcopenia and Osteopenia; USDA Commodity Boards; Discover: Yogurt Makers; Kitchen Hacks: Ways To Use Yogurt; Thrive: Preventing Professional Burnout; My Global Table: Afghani Cuisine; Savor: Grain Berries; Nutrition App Reviews; New Product Highlights</td>
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<tr>
<td>3</td>
<td>June 8</td>
<td>May 8</td>
<td>May 15</td>
<td>PCOS and Reproductive Health; Regenerative Agriculture; Discover: Grill Basket; Kitchen Hacks: Preparing Seafood; My Global Table: Turkish Cuisine; Savor: Mahi Mahi; Nutrition App Reviews; New Product Highlights</td>
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<tr>
<td>FNCE® Feature</td>
<td>polybagged with Issue 4</td>
<td>July 28</td>
<td>August 5</td>
<td>FNCE® Events Calendar; Must-See Session Features; Local Restaurant Guide; Award Recipient Bios; FNCE® Showcase</td>
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<td>4</td>
<td>August 31</td>
<td>August 4</td>
<td>August 10</td>
<td>Trends in Nutrition and Health; Ag Extensions; Discover: Skillets; Kitchen Hacks: Cooking with Tea; My Global Table: Javanese/Indonesian Cuisine; Savor: Garlic; Nutrition App Reviews; New Product Highlights</td>
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<tr>
<td>5</td>
<td>November 17</td>
<td>October 20</td>
<td>October 26</td>
<td>Trends in Nutrition and Health; Nutrition and Dietetics Education; Discover: Knives and Block; Kitchen Hacks: Slow Cooker Tips; My Global Table: Ghana Cuisine; Savor: Grapes; Nutrition App Reviews; New Products; Education Showcase</td>
</tr>
</tbody>
</table>
Food & Nutrition print and digital 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 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.
AD SUBMISSION
Display ads must be submitted via a cloud-based electronic transfer (Hightail, Dropbox, etc.) sent to:
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.

CONTACT INFORMATION
Contracts, Insertion Orders & Billing
M.J. Mrvica Associates
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

DEADLINES
Issue 1
Insertion Order: December 7
Ad Submission: December 11

Issue 2
Insertion Order: February 24
Ad Submission: March 2

Issue 3
Insertion Order: May 8
Ad Submission: May 15

FNCE® Feature
Insertion Order: July 28
Ad Submission: August 5

Issue 4
Insertion Order: August 4
Ad Submission: August 10

Issue 5
Insertion Order: October 20
Ad Submission: October 26

FULL-PAGE PRINT AD SPECS
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
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
**OUR DIGITAL PROPERTIES**

*Food & Nutrition Magazine®* engages readers no matter where they are. Our responsive website [FoodandNutrition.org](http://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 and Pinterest). 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 digital *Food & Nutrition* app 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!

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**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](http://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, PNG
- **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, PNG
- **Features:** Links to URL

**AD SUBMISSION**

Cloud-based electronic transfer (Hightail, Dropbox, etc.) sent to:

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

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**DIGITAL AD RATES + SPECS**

<table>
<thead>
<tr>
<th>Digital Advertising Opportunities</th>
<th>1X Rate</th>
<th>3X Rate</th>
<th>5X Rate</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard ad in header (rotating with up to 3 ads)</td>
<td>$2,580</td>
<td>$2,320</td>
<td>$2,190</td>
</tr>
<tr>
<td>Leaderboard ad in header (exclusive)</td>
<td>$6,450</td>
<td>$5,805</td>
<td>$5,480</td>
</tr>
<tr>
<td>Tile box ad (rotating with up to 3 ads)</td>
<td>$2,380</td>
<td>$2,140</td>
<td>$2,020</td>
</tr>
<tr>
<td>Tile box ad (exclusive)</td>
<td>$5,950</td>
<td>$5,355</td>
<td>$5,050</td>
</tr>
</tbody>
</table>

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