

actifs

L'actualité de la Nutraceutique — The nutraceutical professional information



2027 MEDIA KIT

Actif's Mag,
International B2B
media for
professionals
and experts in
nutritional and
health ingredients

actifs
CONNECT

www.actifs-connect.com



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SOCIAL MEDIA

B2B EXPERTISE FOR THE NUTRACEUTICAL INDUSTRY.

**Actif's Mag is a leading B2B media
dedicated to professionals in the
nutraceutical industry.**

**The magazine supports industry
players with reliable information,
expert insights and in-depth
analysis of the key trends shaping
the market.**

**With a strong focus on science,
innovation and emerging
opportunities, Actif's Mag
provides its readers with the
insights they need to understand
market developments and
anticipate what's next.**

**A trusted media partner
connecting the nutraceutical
industry and its future.**



Fully bilingual (French-English), **Actif's Mag** decodes every three months, the relevance of the market, the headlights applications of the nutraceutical area in full growth. It also analyzes the particularly consistent regulations of these recent years to help market players build their development strategies: dietary supplements & dietetic products brands, functional food companies, ingredients suppliers, CDMO...

In each issue, find the latest news about:

- New health ingredients
- Market trends
- Business & marketing
- Science
- Regulatory affairs
- Industrial partners
- Events
- A 360° look at the industry

Actif's Mag is the reference magazine
for the Nutra area in Europe.

4 print editions
& web-
publications

1 annual
A - Z
guide

2 languages  
(print and digital versions)

3000
COPIES
Digital version
9500

Every 3 months
11 000
READERS
3.7 circulation
rate

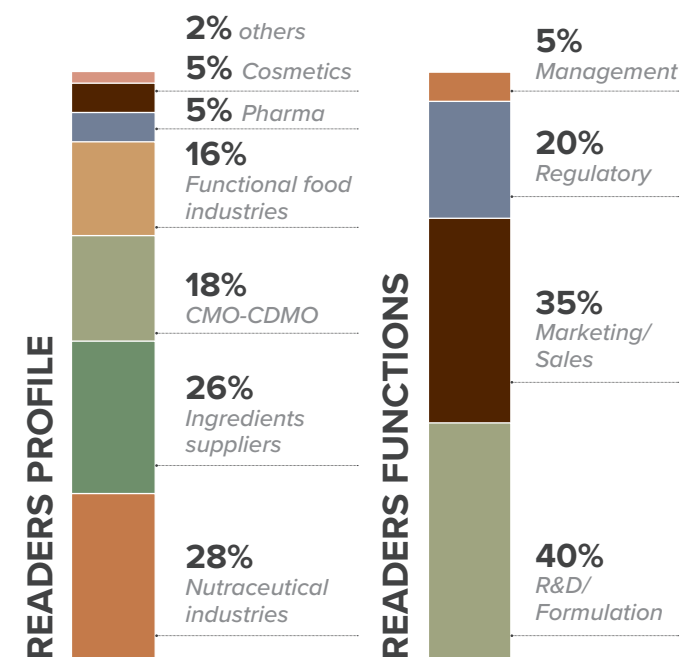
AND MORE

**A DIGITAL
WEBSITE
OFFERING HIGH
QUALIFIED CONTENTS
AND A LARGE OFFER
OF DIGITAL TOOLS:**



Actif's Mag readers key data

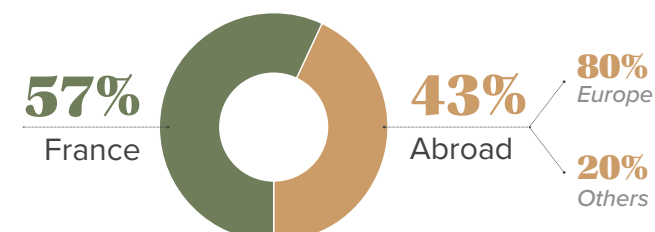
As an official content provider for many nutraceutical events, Actif's Mag connects ingredients players with the health and nutrition marketplace.



SOCIAL MEDIA



GEOGRAPHICAL DISTRIBUTION



actif's
CONNECT

WEBSITE

The new digital platform which inform you *day-to-day about nutraceutical news*



NEWSLETTER

Latest news about market segments and innovative product launches



MAGAZINE

4000 hard copies distributed & 15 000 readers for each issue



actif's
MAG

Actif's is a powerful multi-media ecosystem



WEBINARS

A key digital solution for *generating new leads*



NEW

SPONSORISED VIDEOS

Promote your solutions during a trade show



CUSTOMISED EDITION

A fully customised magazine, designed to reflect your company's identity and values.

PRINT + DIGITAL



EVENT

The unique international nutraceutical event in the French Riviera: "Nutriform" Business Days



nutriform'
business days



NEW

EDITORIAL CALENDAR

A wide
editorial
coverage

ACTIF'S MAG

ACTIF'S MAG

ACTIF'S MAG

ACTIF'S MAG

ACTIF'S MAG

ACTIF'S MAG

ACTIF'S MAG

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JANUARY - MARCH

APRIL - JUNE

JULY - SEPTEMBER

OCTOBER - DECEMBER

#98

WINTER ISSUE

ARTWORK DEADLINE FOR ADS:
JANUARY 22th, 2027

FOCUS

- **Metabolic health & GLP-1 era** (case study)
- Sleep & recovery

CONSUMERS/MARKETS

- Healthy ageing: the new 50+ consumer
- New consumption habits & supplement routines

INGREDIENTS

- Creatine, amino acids & performance ingredients
- Fibers & prebiotics

PARTNERS/BUSINESS

- Next-gen dosage forms & formulation technologies

#99

SPRING ISSUE

ARTWORK DEADLINE FOR ADS:
MARCH 29th, 2027

FOCUS

- **Women's health across life stages** (case study)
- Oral health & oral microbiome

CONSUMERS/MARKETS

- Dietary supplements markets (France, EU, Global)
- Premiumization & value perception

INGREDIENTS

- Focus Vitafoods Expert Path
- Botanicals: science-backed extracts & new actives

PARTNERS/BUSINESS

- Regulatory strategies: Europe, US & beyond

EVENTS

- Vitafoods – Barcelona, 18-20 May 2027
- Nutrifarm' Business Days – Mandelieu-La Napoule, 15-17 June 2027

#100

SUMMER ISSUE

ARTWORK DEADLINE FOR ADS:
JULY 05th, 2027

FOCUS

- **Longevity: from promise to proof** (case study)
- Cognitive performance & brain health

CONSUMERS/MARKETS

- Beauty from within
- Social media, influence & health information

INGREDIENTS

- Bioactive peptides
- Hydration & electrolyte ingredients

PARTNERS/BUSINESS

- From science to brand

EVENTS

- Vitafoods Asia – Kuala Lumpur, 21-23 September 2027
- SupplySide Global – Las Vegas, October 2027

SPECIAL
ANNIVERSARY

#101

AUTUMN ISSUE

ARTWORK DEADLINE FOR ADS:
OCTOBER 11th, 2027

FOCUS

- Precision nutrition & connected health
- **Men's health** (case study)

CONSUMERS/MARKETS

- Pharmacy & healthcare professionals: the new prevention ecosystem
- Functional nutrition: when food, beverages & supplements converge

INGREDIENTS

- Next-generation biotics
- Fermented & biotech-derived ingredients

PARTNERS/BUSINESS

- Clinical research, evidence & claims

NEW

CUSTOMISED EDITIONS

A PERSONALISED MAGAZINE THAT TELLS YOUR STORY.

We create unique editorial content tailored to your objectives, in order to strengthen your brand image, inspire your employees and build loyalty among your partners.

ACTIF'S AZ Guide
is a must-have tool
for all nutraceutical
market players

AZ ANNUAL GUIDE SEPTEMBER 2027

EDITORIAL DEADLINE:
JULY 15th, 2027

ARTWORK DEADLINE FOR ADS: SEPTEMBER 01th, 2027

Published once a year, the Actif's AZ Health Ingredients is a true working tool for all nutraceuticals key players. Ingredients & companies directories available on www.actifs-connect.com

WHAT'S IN IT?

- Overview of all current health & nutritional ingredients
- Science in ingredients
- Key market players index
- New digital ingredients & market players index

WHO IS IT FOR?

Nearly 500 ingredients producers & distributors, CMOs, food supplements manufacturers showcase their activities in a classified directory including activities areas, ingredients classes & contact informations.

WHAT IT LOOKS LIKE?

- A Print version published in September 2027
- **A new digital tool:** a 100% nutra-connected database that allows to identify the raw materials you need to start your development process, as well as a directory of nutra players (suppliers, distributors, CMOs, etc.) for qualified and rapid contact.

June 15th, 16th & 17th 2027

Mandelieu-La Napoule Centre Expo Congrès
Côte d'Azur (06) - FRENCH RIVIERA - France

nutriform' business days EVENT



11TH INTERNATIONAL NUTRACEUTICAL CONGRESS: FOOD SUPPLEMENTS & INNOVATION

Nutriform' Business Days, 3 days of sharing and discussions, inspiring conferences and round tables dedicated to international news on the dietary supplements market, scientific and marketing solutions to develop your business.

— Network with more than 550 international industry key players

— Catch nutraceutical market opportunities & challenges in 3 days on the French Riviera

— Revealing innovation & future trends



2026 DATA

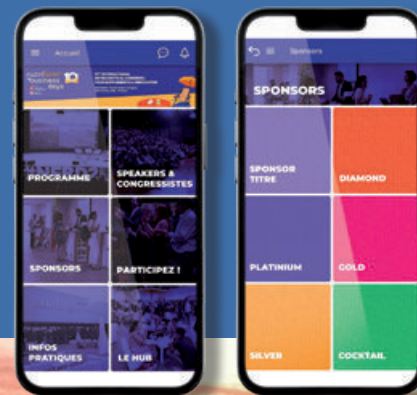
 **600**
attendees

 **45**
internationals speakers

 **15** countries
attending

France, Belgium, Italy, Spain, Germany, Canada, Netherlands, UK, Portugal, USA, Poland, Slovenia, Switzerland, Norway, Ireland

June 15th, 16th & 17th 2027
Mandelieu-La Napoule
Centre Expo Congrès, Côte d'Azur (06)
France



DAILY NEWS ON NUTRACEUTICALS

Actif's Connect

The new digital platform Actif's Connect provides a 360 degrees view of the nutraceutical and functional food markets, spanning everything from innovation to ingredients, product formulation, labelling, regulation, consumer trends, new products and new technologies.

— Your new go-to source to stay tune with the pulse of the nutraceutical industry with engaging content and relevant topics.

— A 100% nutra-connected database that allows to identify the raw materials you need to start your development process, as well as a directory of nutra players (suppliers, distributors, CDMO, etc.) for qualified and rapid contact.

— Stay tuned with a powerful and affinity-based audience thanks to our digital solutions: website + newsletters.

www.actifs-connect.com



YOUR DAILY
DIGITAL TOOL



NOTORIETY

Cross media:
print + digital

EXPOSURE

Full page ad
Digital banners

**Advertise in
Actif's Connect
and touch
the nutra
community at
any time**

TARGETING

Newsletters
Digital banners

LEAD GEN

Content upload
(white papers,
videos,...)



DIGITAL OFFERS

Actif's Connect provides news and in-depth analysis about the latest nutraceutical innovations, R&D breakthroughs, scientific research, regulatory developments and sustainable sourcing strategies, ensuring food supplement and nutrition professionals are one step ahead.

Combine Actif's Mag + Actif's Connect for a powerful communication



Communicate in Actif's Connect with powerful tools



#Sponsored videos

Take advantage of video sponsorship to promote your solutions and extend your presence beyond the event.



#Customised edition

A fully customized magazine or a insert in a issue of the year to reflect your company's identity and values.



#Sponsored Webinar

Boost your visibility with our sponsored webinar offer: a turnkey format to promote your solutions, generate leads and benefit from targeted distribution to our qualified audience base.



#Sponsored articles

Associate your brand with exclusive editorial content and gain visibility among your target audience.



#Ad banners

An effective advertising format to capture attention and generate traffic to your offers.

SUSCRIBE TO ACTIF'S MAG + CONNECT

By subscribing to Actif's Mag + Actif's Connect, access to the nutraceutical industry news and get:

- the latest market news
- the scientific advances
- the products/ingredients launches
- the regulatory issues

and much more...

A real market intelligence tool that will become a real must-have.

SUBSCRIPTION RATES (excl. VAT 20% - applicable in France)

	ACTIF'S MAG + CONNECT
1 YEAR FRANCE	514 € HT / 617 € TTC
1 YEAR INTERNATIONAL	617 € TTC
2 YEARS FRANCE	925,83 € HT / 1111 € TTC
2 YEARS INTERNATIONAL	1111 € TTC

PRINT MAGAZINE UNIT PRICE: 155 €

AZ HEALTH INGREDIENTS UNIT PRICE: 210 €

SUBSCRIPTIONS
HERE



ADVERTISING PRICE LIST

Print editions

(prices in € excl. VAT)

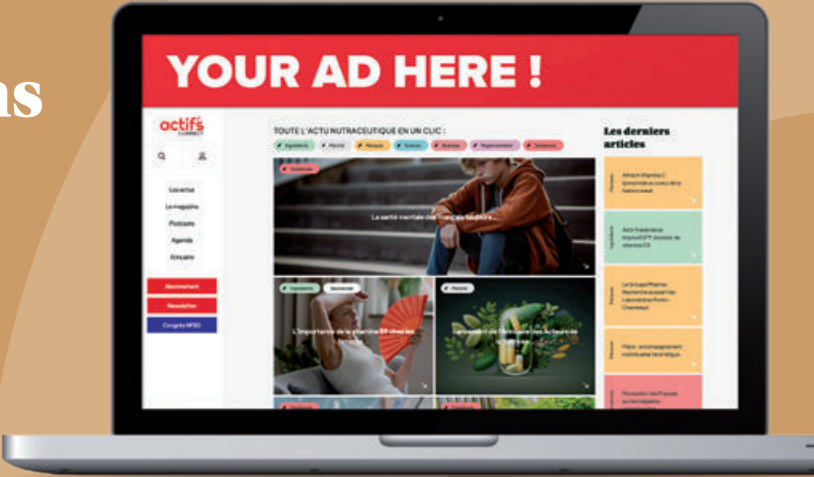
	RATE PER UNIT	1 AD	2 ADS	3 ADS	4 ADS	5 ADS
Front cover (flap)		6 500 €	6 170 €	5 970 €	5 700 €	5 520 €
Inside front cover		5 000 €	4 750 €	4 600 €	4 400 €	4 250 €
Inside back cover		4 800 €	4 560 €	5 420 €	4 225 €	4 080 €
Outside back cover		5 600 €	5 320 €	5 150 €	4 930 €	4 760 €
Double-page spread		7 800 €	7 410 €	7 180 €	6 860 €	6 630 €
Full page		4 600 €	4 370 €	4 230 €	4 050 €	3 910 €
1/2 page		2 780 €	2 640 €	2 560 €	2 450 €	2 360 €
1/3 page		2 000 €	1 900 €	1 840 €	1 760 €	1 700 €
1/4 page		1 580 €	1 500 €	1 455 €	1 390 €	1 350 €
Editorial advertorial (publi-reportage) 1 page		4 600 €	4 370 €	4 230 €	4 050 €	3 910 €
Editorial advertorial (publi-reportage) 2 pages		7 800 €	7 410 €	7 180 €	6 860 €	6 630 €
Bound / blow-in insert or bookmark		5 400 €	5 130 €	4 970 €	4 750 €	4 590 €
Logo AZ Guide (print+digital)		500 €				

AD FORMATS PRINT VERSION



TECHNICAL REQUIREMENTS: high resolution PDF file (min. 300 DPI). For all formats, please apply the 5 mm bleed on all 4 sides.

Digital editions



	DIGITAL - ACTIFS-CONNECT.COM			
	1 MONTH	3 MONTHS	6 MONTHS	1 YEAR
Banner or rectangle on the website	1 810 €	4 890 €	8 690 €	15 150 €
Sponsored article on the website	2 300 €	6 160 €	10 790 €	19 240 €

	E-NEWSLETTERS			
	1 E-NEWS	2 E-NEWS	6 E-NEWS	12 E-NEWS
Banner or rectangle in the E-newsletter	1 600 €	2 870 €	7 660 €	13 120 €

	WEBINARS			
	1	2	3	4
Sponsored webinar*	6 500 €	11 850 €	17 850 €	23 850 €

CUSTOMISED EDITIONS
PRICE ON REQUEST

SPONSORISED VIDEOS			
1	2	3	4
4 500 €	8 000 €	-	-

BANNER FORMATS DIGITAL VERSION

Leaderboard:

ON DESKTOP:
970 X 250 px



ON MOBILE:
300 X 250 px



Medium rectangle:

300 X 250 px



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event

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