

THE VITAMIN PROFESSOR PODCAST IS NOW LIVE!



VRM Media is pleased to announce that we are presenting a new industry podcast called **The Vitamin Professor** with industry veteran Gene Bruno, MS, MHS, RH(AHG) in partnership with Nutraland USA. In this bimonthly podcast, Bruno will be interviewing experts who will help to educate dietary supplement brand owners, retailers and others on topics of interest to our industry.

To listen, visit www.NIEmagazine.com/Podcast



BE A GUEST!

Here is what's involved in being a guest on **The Vitamin Professor** podcast.

1. First, as a sponsor/advertiser on **The Vitamin Professor**, you'll have an opportunity to be a guest on one of Bruno's podcasts.
2. In the case of raw material suppliers or (in some cases) finished good companies, the nutraceuticals being discussed must have solid science that substantiate claims and efficacy. In fact, Bruno will not conduct an interview with a guest about a nutraceutical that lacks this type of support. In any case, he will need to receive advance copies of studies and any other documents which provide the science.
3. A guest on the show can provide Bruno with a list of questions they'd like him to ask. Likewise, he may have some additional questions that he would like to ask. Rest assured there won't be any "gotcha" questions.



The Vitamin Professor podcast is meant to be friendly and educational. Bruno and the guest agree upon the list of questions in advance of the actual recording.

4. The podcast will not be live. It will be recorded in advance of the release date. So, no worries about any errors. Those can be edited out.
5. The guest should be interesting to listen to.
6. We'll need a bio and headshot of the guest Bruno will be interviewing.
7. Once the podcast is released, we can send you the YouTube link to use in your marketing and education efforts.

SPONSORSHIPS/COMMERCIALS FOR PODCAST:

CLIENT INTERVIEW FOR PODCAST:

Client Interview for **The Vitamin Professor** Podcast: (Exclusive)

- NET \$1,700
- 30-45 minutes

SPONSORSHIPS:

- NET \$750
- 1 Spot Available
- Host (Bruno) to mention sponsor's name at the beginning and the end of the podcast.
- Brief intro on the company: 10-15 seconds
- Company name, logo, website & phone number to appear during podcast.

EMAIL BANNER AD:

- NET \$600 per email
- 1 Banner ad per publication available

COMMERCIAL SPOT (VIDEO):

- NET \$500 per spot
- 2 Spots available
- 15-25 seconds
- Provided by client

COMMERCIAL SPOT (AUDIO):

- NET \$350 per spot
- 2 Spots available
- 15-25 seconds
- Host (Bruno) to read the commercial content

WEBPAGE BANNER AD:

- Included with email banner ad
- 1 Banner ad per publication available

Reach
30,000+
Subscribers/
Followers!

Contact One of Our Ad Specialists Today:

Russ Fields at (732) 432-9600 ext 102 or email RussF@VRMmedia.com | Barry Young at (732) 432-9600 ext 103 or email Barry@VRMmedia.com