



# CONNECTING THE SPORTS & ACTIVE NUTRITION INDUSTRY

From ingredient suppliers, to finished brands, and professionals like sports dietitians and fitness trainers that influence consumers, Move Nutrition highlights the best of active nutrition research, insights, market trends, and ingredient innovations.

## YOUR MESSAGE SPANS THE ENTIRE ACTIVE NUTRITION INDUSTRY

Sponsored content on Move reaches our audience of client-facing active nutrition professionals, but that’s just the beginning. Together with our partner, WholeFoods Magazine, each sponsored content piece also reaches nutrition brands and retailers. Our proprietary social ad network makes it possible to engage the vast audience of online fitness and nutrition professionals, influencers, and consumers. Move sponsored content is the only way to reach the entire active nutrition ecosystem with one campaign.

- Active Nutrition Brands
- Retailers
- Sports Dietitians
- Sports Nutritionists
- Physical Trainers
- Nutrition Influencers

We’ve built a social advertising network that targets the most engaged active nutrition audiences.



### Why Nutrition Practitioners Are Vital to Your Marketing Message



Many nutrition practitioners not only have their clientele, but they also have large online followings. Offering nutrition advice through social media often becomes a significant part of their businesses. Move Nutrition’s targeted social media campaigns leverage this extended audience to deliver sports & active nutrition ingredient research to those influencers driving the active nutrition conversation.

## SPONSOR CASE STUDY: TSI GROUP

TSI Group wanted to educate active nutrition professionals and their clients on the crucial role maintaining muscle strength plays during a weight management journey, especially when taking GLP-1s.

### CAMPAIGN DELIVERABLES

- Custom landing page with links back to the TSI myHMB site
- Interview with TSI expert
- myHMB ingredient guide
- TSI myHMB study highlights and links
- Formulation table/dosing guide
- Muscle health + weightloss quick facts

### CAMPAIGN PROMOTION

The campaign was promoted across the Move Nutrition network site, social channels and in the Move newsletter. Additionally, a social campaign on Facebook and Instagram was targeted to Move’s curated ad network of dietitians, nutritionists, and trainers.

### CAMPAIGN RESULTS

Impressions: 233,926  
Video Ad Plays: 188,619  
Video Ad plays to completion: 97,042  
Landing page views: 1,351

“The Move Nutrition Network team did an incredible job creating a clear, engaging, and well-structured landing page that effectively communicated the benefits of myHMB in a digestible and compelling way for their audience. Their ability to distill complex information into approachable content played a key role in the campaign’s success.”

Silvia Hodas-Ferdas  
Global Marketing Manager, TSI

**GLP-1s & THE IMPORTANCE OF MAINTAINING MUSCLE HEALTH**

TSI'S SHAWN BAKER ON GLP-1 DRUGS & HMB'S ROLE IN COMBATING MUSCLE LOSS

**INGREDIENT GUIDE: myHMB**

Scientifically known as HMB or beta-hydroxy-beta-methylbutyrate, HMB is one of the most efficient ingredients for muscle maintenance.

**BALANCING WEIGHT MANAGEMENT WITH MUSCLE MAINTENANCE**

HMB is a potent leucine derivative that decreases in muscle mass during weight loss, leading to weakness, reduced stamina, and a higher risk of regaining fat. It can also affect overall health, leading to metabolic imbalances and reduced quality of life.

**CONSEQUENCES OF MUSCLE LOSS**

myHMB'S ROLE IN MAINTAINING MUSCLE HEALTH

**MUSCLE HEALTH PLAYS A KEY ROLE IN OVERALL WELLNESS, PARTICULARLY IN THE CONTEXT OF WEIGHT MANAGEMENT**

**STUDY FINDINGS SHOW MYHMB:**

- Supports fat loss
- Maintains lean muscle mass
- Helps with metabolic efficiency
- Supports health body composition

See HMB Studies on Body Composition at myHMB.com

**WHY DOES MUSCLE HEALTH MATTER?**

There are over 600 muscles in the human body. These muscles are responsible for all movement, much of the body's metabolic rate, and support of daily living activities. Muscle loss or damage due to aging, illness, injury, or over-training can result in a loss of strength and mobility, a lower metabolic rate, and reduced quality of life.

**PHYSICAL STRENGTH AND MOBILITY**

Muscle mass is crucial for physical strength, stability, and mobility. It enables daily activities, from walking and lifting to balance and posture.

**METABOLIC HEALTH**

Muscle plays a very large role in metabolism as they are responsible for a significant portion of total energy demand. It

myHMB HMB 500 MG CAPSULES

## SPONSORSHIP OPPORTUNITIES

Move Nutrition Network sponsored campaigns are featured across the Move Network, as well as WholeFoods Magazine's digital properties, and available paid social campaigns, meaning your content has the potential to reach the entire active nutrition ecosystem.

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### **3 MINUTE SCIENCE SPRINT**

**\$1,000**

- Three minute video recorded as a fun, engaging segment where your brand expert gets one minute to cover a company overview, product research, and product benefits.
- Science Sprints appear on Move and WholeFoods sites and social accounts.

### **THE NATURAL VIEW + MOVE PODCAST**

**\$2,100**

- Video podcast appearing across all major podcast platforms and Youtube, as well as Move and WholeFoods sites and social accounts
- Features an in-depth discussion between the hosts and your brand expert focused the products, ingredients and research you wish to promote.

### **THE IN-PERSON NATURAL VIEW + MOVE PODCAST**

**\$5,300**

- Video podcast recorded live at industry tradeshow and appearing across all major podcast platforms and Youtube, as well as Move and WholeFoods sites and social accounts
- Features an in-depth discussion between the hosts and your brand expert focused the products, ingredients and research you wish to promote.

Sponsorships Continue on Next Page

## **BRAND FEATURE CAMPAIGN**

**\$6,000**

- Feature campaigns combine interviews and paid social advertising to drive active nutrition professionals to a deep-dive discussion about your ingredient or finished product.
- Content lives permanently on the Move Nutrition site and is featured across Move's social accounts and newsletter, as well as WholeFoods' digital properties.
- Includes a paid social campaign reaching Move's proprietary social ad network targeted to active nutrition-focused dietitians, nutritionists and physical trainers.

### Deliverables for Brand Feature Campaign:

- Video interview with sponsor about product/ingredient science + benefits
- Brand landing page featuring interview
- Paid social media promotion of interview

## **MOVE CONTENT CAMPAIGN**

**\$12,000**

- Move Content campaigns offer the best audience reach/value offering among the sponsorship available on the network.
- Each campaign includes all Brand Feature Campaign deliverables combined with a custom landing page featuring a product or ingredient overview, as well as educational content supplied by the brand.
- Landing page includes an editorial overview of the featured product or ingredient as well as the brand-supplied content such as a video, infographic, etc.
- Move Nutrition staff works directly with sponsors to design a landing page that features the type of content that will best connect your brand materials with our audience.
- Extended campaign reach including increased paid social promotion and the option to gate brand resources for lead generation.

### Deliverables for Move Content Campaign:

- Video interview with sponsor about product/ingredient science + benefits
- Custom brand landing page featuring interview + brand content
- Custom one page brand PDF content piece for landing page with optional ability to be gated for lead generation. Content can include a formulator's guide, infographic, product sheet, etc.
- Paid social media promotion of interview and content

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## **MOVE SPONSORED SERIES**

**\$20,000**

- A sponsored series includes all Move Content Campaign components along with a recurring video presence across Move Nutrition and WholeFoods Magazine promotional channels.
- The recurring videos (series of three) allows brands to feature different aspects of its products or ingredients while maintaining a consistent visibility across the network. Possible segments could include ingredient/product science, co-marketing segment featuring an ingredient brands' finished product customer, an influential dietitian, trainer or other active nutrition professional discussing the brand benefits from a user's standpoint, etc.
- Each video segment will include a paid social campaign, resulting in the largest paid promotion and social engagement among all of Move's sponsored offerings.
- Ability to gate brand content to gather leads

### Deliverables for Move Sponsored Series:

- Three video interviews (one per month)
- Custom brand landing page featuring interviews + brand content
- Custom one page brand PDF content piece for landing page with optional ability to be gated for lead generation. Content can include a formulator's guide, infographic, product sheet, etc.
- Paid social media promotion of series videos and content

## **YOU HAVE ACCESS TO ACTIVE NUTRITION INFLUENCERS**

Beyond Move Nutrition's audience of highly engaged active nutrition professionals, we also have relationships with some of the most influential individuals working directly with active nutrition consumers. Sponsors have the ability to include these influencers in any of their sponsored Move Nutrition campaigns.