

# NATURAL HEALTH PRODUCTS CANADA

## INDUSTRY GUIDE

### Canada's National Industry Directory

Hardcopy & on-line publication

**Canada's most comprehensive national information resource for the Natural Health industry.**

**Plan now to use the next edition for a year long, desk top industry presence.**

*"... CHFA members and other industry stakeholders consider it Canada's premier directory for the natural products industry."*

Penelope Marett, Previous President, Canadian Health Food Association (CHFA)



The nation's most widely utilized national information resource for the NHP industry. This year-long, comprehensive vehicle works 24/7 with retailers, manufacturers, distributors, industry decision makers, and new clients all year.

This National Annual Directory provides a unique opportunity to reach the desks of all listed contacts, PLUS the retail attendees and exhibitors at all the **events listed below** in a single vehicle.



### Plan now to use the next edition

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**Circulation:** 7,500+ copies

#### Trade Show Circulation:

includes copies to attendees at:

**CHFA Expo East, Toronto; Québec; West, Vancouver, Guelph Organic Conference** and more.

**Exceptional** - 6,000 copies to attendees at key events in Canada

1,500 copies sent by personalized mail to NHP industry executives in Canada

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**Reader Impressions** - 780,000 at 104 views per copy, per year (2 per week)

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