

Monthly Spotlight Email Series

Reach the Most Trusted Voices in Nutrition

Connect your brand directly with approximately 27,000 Academy of Nutrition and Dietetics members through an exclusive email program designed to deliver exceptional visibility, meaningful engagement, and measurable results.

62%

**Average Unique
Open Rate**

20%

**Average Forward
Rate**

3.8

Unique CTR

**National Audience
Credentialed HCPs**

**Dedicated Opportunity
with Survey Insights**

Whether you're launching a new product, promoting an educational toolkit, sharing clinical resources, or building awareness for your organization, the Monthly Spotlight Email Series helps you reach nutrition and dietetics professionals who influence millions of health decisions every year.

“ *The email results were incredible, and something we continue to feel the positive impact of.*

– Andrew Suzuka, CEO, Otamot Foods

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Monthly Spotlight Premier

Exclusive Brand Visibility

\$10,000

Includes:

- Dedicated email to ~27,000 Academy members
- Echo email to non-openers to maximize reach
- Exclusive monthly sponsorship—your brand is the only featured advertiser
- Comprehensive post-campaign performance report

Ideal For:

- Product launches
- Educational resources and toolkits
- Awareness campaigns
- New services and initiatives
- Webinar and event promotion

Monthly Spotlight Insights

Exclusive Visibility + Audience Intelligence

\$15,000

Everything included in Premier, plus:

- Custom advertiser survey* (up to five questions)
- Actionable insights from registered dietitian nutritionists
- Research findings to support marketing, product development, and strategic planning

Ideal For:

- Message testing
- Product feedback
- Market research
- Understanding practitioner needs and perceptions

Precision Spotlight Series (Available November & January)

Targeted Reach for Specialized Audiences

\$5,000 per Advertiser

(up to three non-competing advertisers per email)

Includes:

- Distribution to members interested in a focused practice area
- Opportunities within topics such as Diabetes, Gastrointestinal Health, Women's Health, Wellness, Career Development, Sports Nutrition, and more
- Cost-effective option for specialty campaigns or pilot initiatives

Ideal For:

- Specialty products and services
- Emerging brands
- Testing new messaging before a campaign launch

Why Advertisers Choose the Academy

Academy members are among the most trusted nutrition and dietetics professionals in healthcare, translating nutrition science into practical guidance for patients, consumers, and healthcare teams.

“ *The Academy is a collaborative and trusted partner, helping ensure your messages resonate with strong credibility.*

– Jean Curran, MS, RDN, National Dairy Council

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72%

of RDNs report clients follow their recommendations

91%

of healthcare professionals consider Academy resources credible

79%

of healthcare professionals refer patients to RDNs

Reserve your preferred month today.

Contact Jeanine O'Dowd, jodowd@eatright.org

eat right. Academy of Nutrition and Dietetics

*Survey results for advertiser's internal use only. Information cannot be made public in any form.