

NUTRITION DATA: Smart Tools for Food Management



KNOW WHAT YOU EAT

NutritionData.com is a credible and unbiased source of food-related information that serves as a useful resource to professionals and consumers alike. The site, which taps into the USDA's National Nutrient Database and pulls information from restaurants and food manufacturers, provides consumers with food data such as: calories, nutrients, glycemic index and more. Consumers can gather a complete nutritional analysis for any food or recipe and use interactive tools to select the best foods to match their individual diets.

Advertisers looking to reach consumers with special health issues, dietary concerns, or fitness interests should put NutritionData on their must list.

AT A GLANCE

■ Average Monthly Traffic

Uniques	1.1 million
Page Views	7.8 million

Source: Internal Publisher's Data, Jan. – Dec. 09

■ Passionate Community

"I just wanted to send you my heartfelt thanks. After 269 days on a low-carb diet, I have lost 100 lbs. I am sure your site has added years, if not decades to my life."

—User

■ Demographics

Female	74%
Age 25-54	67%
Average HHI	\$83,087

Source: Publisher's Study, June 2008

■ Influential Consumers


Eat healthy and pay attention to nutrition	86%
Always looking for new ways to live a healthier live	82%
Fitness conscious	94%
When I find a brand i like, I stick to it	92%
When I find a food product i like, I typically recommend it to people I know.	69%

Source: Netratings MEGAPANEL 10-09/S09

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh_Stinchcomb@condenast.com

NutritionData

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in All food categories Search

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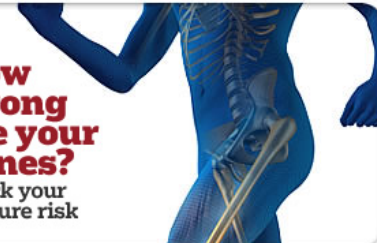
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Did you know?

Grape leaves are very high in omega-3 fats?


How strong are your bones?

Check your fracture risk



The Nutrition Data Blog

Will an anti-inflammatory diet help athletes?



Inflammation Factor

Find out which foods fight inflammation and which foods make it worse.

Learn More

Inflammation Factor

-96


mildly inflammatory

NUTRITION MANAGEMENT TOOLS

BMI Track Analyze Recipe Input Food Foods by Nutrient


DIET & WEIGHT LOSS

School Lunch




DIABETES

Tips and tools for better blood sugar control




HEART HEALTH

Are Cholesterol Levels Outdated?



HEALTHY DINNER TONIGHT

Porcini Chicken with Wild Rice and Wheat Berries



AD UNIT HERE

FEATURED FOOD FACT

You can learn a lot from a label

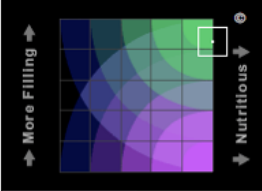
On Nutrition Data, you'll find detailed nutrition information, plus unique analysis tools that tell you more about how foods affect your health and make it easier to choose healthy foods.

Parsley

Parsley is rich in antioxidants and is a natural breath freshener.

Nutrition Facts	
Serving Size 1 ounce (28g)	
Amount Per Serving	
Calories 10	Calories from Fat 2
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat	
Cholesterol 0mg	0%
Sodium 16mg	1%
Total Carbohydrate 2g	1%
Dietary Fiber 1g	4%
Sugars 0g	
Protein 1g	
Vitamin A 47%	Vitamin C 62%
Calcium 4%	Iron 10%

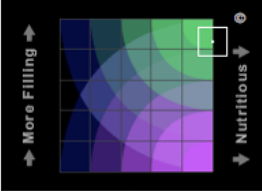
More Filling



4.2

Fullness Factor

Nutritious



5.0

ND Rating

What is this?

Estimated Glycemic Load

1

Typical target total is 100/day or less

What is this?

Inflammation Factor

141

moderately anti-inflammatory

Typical target net is 50/day or higher

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

[NutritionData.com](#)

Find out more about Parsley >

Nutrition Topics

- Nutrition glossary: Common nutrition terms defined
- Estimated Glycemic Load™, IF (Inflammation Factor) Ratings™, and omega-3 to omega-6 ratios and their effects on your body
- Fast-food nutrition facts for restaurants like Arby's, Burger King, McDonald's, Starbucks, and more
- Sensible diet advice
- Find foods highest in any vitamin or mineral or lowest in carbs, saturated fats, or sugars
- Help for newly diagnosed diabetics
- Diet and heart health
- Gaining weight the healthy way
- Weight loss tips, news, and tools
- My ND: Create and analyze recipes, track your diet, and save your favorite foods.
- Can calorie restriction extend your life?
- The latest in the low-carb debate
- Nutritional supplements: Do you need them?
- Quick start: Just one click stocks your My Foods list with foods that fit your diet, such as low-carb, low-calorie, low-fat, heart-healthy, quick and healthy, or super-nutritious

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DAILY NEEDS CALCULATOR

Calculate the number of calories that you burn, your body mass index (BMI) and recommended daily values for key nutrients.

Sex* M

Height* 4ft 0in / 122cm

Age*

Weight* lb

Lifestyle sedentary

[Add exercise options](#)

* Required fields

UNIT CONVERSION

cup

= fl oz