

THE ORGANIC & NON-GMO REPORT



2016 Media Kit



Consumer concerns about genetically modified foods have created a growing demand worldwide for non-genetically modified (non-GMO) foods. Since 2001, *The Organic & Non-GMO Report* has been the world's only publication focusing on this growing market and providing food producers information and resources to produce non-GMO and organic foods.

NON-GMO: FASTEST GROWING NATURAL FOOD CATEGORY

Non-GMO is the fastest-growing food labeling claim in the United States with annual growth of 50% per year, which is faster than gluten-free, fair trade, and other categories. According to the Natural Marketing Institute, 59% of consumers are using non-GMO products. There are more than 34,000 non-GMO verified products, generating sales of more than \$12 billion per year.

CONNECT WITH BUYERS

The Organic & Non-GMO Report offers advertisers excellent, cost effective ways to connect with potential buyers of non-GMO and organic seeds, grains, ingredients, feed, and foods.

READERSHIP

The Organic & Non-GMO Report reaches highly targeted market of more than 6000 companies and individuals, who are buying or selling non-genetically modified (non-GMO) products. *The Organic & Non-GMO Report* is also sent by email to more than 800 individuals and companies. Readership includes seed companies, farmers, grain buyers and suppliers, ingredient and food manufacturers, retailers, consumers, and others.

The Organic & Non-GMO Report also reaches readers in Canada, Europe, Asia, and Australia/New Zealand.

TRADESHOW/CONFERENCE DISTRIBUTION

The Organic & Non-GMO Report is distributed at 40 tradeshows and conferences, including Natural Products Expos West and East, BioFach World Organic Trade Fair, IFT Food Expo, Midwest Specialty Grains Conference, Organic Expo Canada, Organic Farming Conference, and many others.

GREEN FESTIVALS MEDIA PARTNER

The Organic & Non-GMO Report is a media partner with the Green Festivals, which will be held in New York City, Washington, DC, Portland, OR, Los Angeles, and San Francisco in 2016.

GET REIMBURSED FOR 50% OF AD COST

Small US-based companies and agricultural cooperative may be eligible to be reimbursed for 50% of ad cost through the State Regional Trade Groups (SRTG) Branded Program. For more information contact the SRTG in your region: Food Export Association of the Midwest USA 312-334-9200; WUSATA (West) 360-693-3373; SUSTA (Southeast), 504-568-5986; Food Export USA (Northeast), 215-829-9111.

ONE-COLOR AD RATES*

AD SIZE	1X	3X	6X	10X
Full page	1325	1275	1225	1150
1/2 page horizontal	855	820	785	745
1/2 page vertical	855	820	785	745
1/4 page	520	500	475	440
1/8 page	320	295	270	245
1/16 page	225	185	160	145

FULL-COLOR ADS

For 1/16, 1/8, and 1/4 page ads, add \$75 to above rates; for 1/2 and full-page ads, add \$100.

*Rates are per month charge

PUBLISHING FREQUENCY

10 issues per year (December/January and July/August combined)

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Full page	8.167 inches	10.361 inches
Three-fourths page (back cover)	8.167 inches	7.7 inches
1/2 page horizontal	8.167 inches	5.167 inches
1/2 page vertical	4 inches	10.361 inches
1/4 page	4 inches	5.167 inches
1/8 page	4 inches	2.5 inches
1/16 page	1.91 inches	2.5 inches

- Preferred format is press optimized PDF file with fonts embedded.
- Display ads can also be in Quark Xpress, InDesign or Adobe Illustrator formats for the Macintosh. Send fonts and appended photos, if any, with ads.
- Cost to typeset unformatted ads is \$25

ELECTRONIC VERSION FEATURES LINKS TO ADVERTISERS' WEBSITES

As an added benefit to advertisers, all ads in the electronic "flash page" version of *The Organic & Non-GMO Report*, which is sent by email to subscribers, feature live links to each advertiser's website.

CONTRACTS

Advertisers will receive a contract specifying their ad sizes, rates, and frequency.

ADVERTISING DEADLINE

Advertising material must be received by the 10th of the month prior to the issue date.

RESERVE YOUR SPACE TODAY

Call 1-800-854-0586 (U.S. and Canada), or +1-641-209-3426; or email ken@non-gmoreport.com.

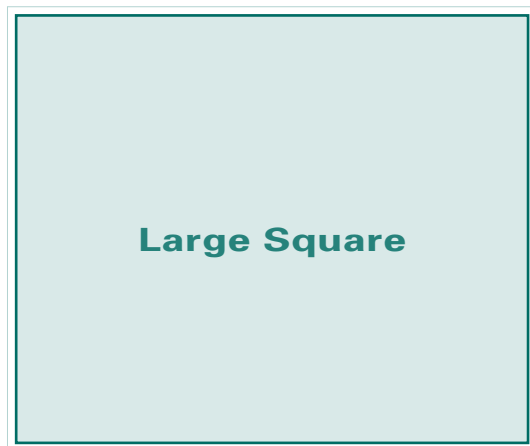
Advertising on *The Organic & Non-GMO Report's* website, www.non-gmoreport.com, reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

Traffic to our website grows exponentially every year. The average number of visits per month increased by 68% from 2014 to 2015. The average number of unique visitors per month increased 84% from 2014 to 2015.

Fast-growing Social Media Presence

The Organic & Non-GMO Report also has a significant social media presence with more than 800,000 "Likes" on our Facebook page and more than 20,000 followers on Twitter. The number of followers on both social media sites grows every day.

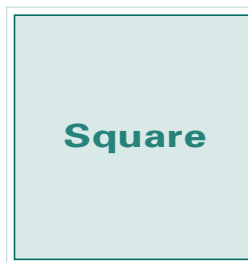
- 1. Horizontal** 750W x 90H.....\$490 per month or 370W x 90H.....\$290 per month
Displayed below company logos on home page



- 2. Large Square**

300 pixels wide x 250 pixels high.....\$490 per month

This ad has a prominent placement on the right hand side of the home page next to the monthly articles.



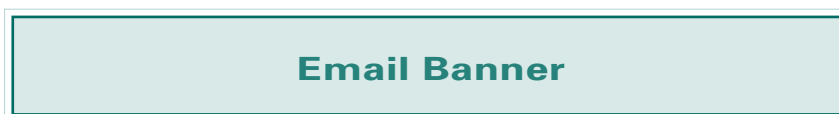
- 3. Square**

146W x 146H.....\$195 per month

Displayed in right hand column

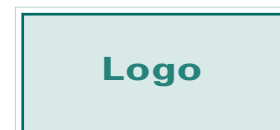
- 4. Email banner ad** 468W x 60H.....\$250 per month

This ad is displayed at the top of the email message that goes to subscribers of the email version of *The Organic & Non-GMO Report*.



- 5. Logo** 146W x 72H.....\$105 per month

A simple cost-effective way to display your company logo in the right hand column



For more information, call 1-800-854-0586 (US and Canada) or 1-641-209-3426, email ken@non-gmoreport.com, or visit www.non-gmoreport.com.

The Organic & Non-GMO Report covers the genetically modified food issue and the non-GMO market extensively. The GM food issue is rapidly changing, and the Report's editorial responds to the changes.

Editorial Focus: Each issue focuses on different aspects of organic and non-GMO food production

- **DECEMBER/JANUARY AND FEBRUARY ISSUES** focus on seeds and lists of companies that offer contracts for production of non-GMO and organic grains.
- **MARCH ISSUE**, distributed at Natural Products Expo West, focuses on non-GMO foods.
- **APRIL ISSUE** focuses on sustainable agriculture.
- **MAY ISSUE** focuses on non-GMO animal feed.
- **JUNE ISSUE**, distributed at IFT Expo, focuses on non-GMO ingredients.
- **JULY/AUGUST ISSUE**, distributed at the Midwest Specialty Grains Conference, focuses on non-GMO and organic grains.
- **SEPTEMBER ISSUE**, distributed at Natural Products Expo East, focuses on non-GMO foods.
- **OCTOBER ISSUE** focuses on Non-GMO Month and on non-GMO initiatives by food manufacturers and retailers.
- **NOVEMBER ISSUE** focuses on organic farming and foods.

Editorial Content: Each issue also features some or all of the following sections: *GMO News*, *Non-GMO News*, *GMO Labeling*, *Organic/Sustainable Food*, *Negative GMO Impacts*, *Market News*, *Consumer Attitudes*, *Non-GMO Plant Breeding*, and *International News*. There are also feature articles on companies producing non-GMO and organic products and full-length interviews with experts such as scientists or industry leaders.

What subscribers say about The Organic & Non-GMO Report...

"I constantly recommend *The Organic & Non-GMO Report* to my friends and colleagues as it is a very good source for the latest news and perspectives regarding GMOs and also many other issues relating to protecting our seed, agriculture, and food."

—Dag Falck, organic program manager, Nature's Path Foods Inc., Richmond, British Columbia, Canada

"I find *The Organic & Non-GMO Report* to be very useful in understanding the growing market for non-GMO grain and food. It offers valuable ideas and information about the needs of buyers in the U.S., Europe, and Japan."

—Maury Johnson, president, Blue River Hybrids, Kelley, IA

"As a supplier of non-GMO and organic food grade corn and soybean products, we find *The Organic & Non-GMO Report* is a very important industry publication to keep us up-to-date with the rapid changes our industry faces. We read it cover to cover."

—Shane Dale, sales coordinator, Richland Organics, Breckenridge, MN

"As a dedicated supplier exclusively of certified non-GMO raw materials for all of Europe, we consider *The Organic & Non-GMO Report* and *The Non-GMO Sourcebook* the foremost sources of information in this special market globally. In fact, we regularly recommend the pair to decision makers and strategists among our European clientele. To my knowledge, there is no other publication on the market that focuses so clearly on the very specific issues around the supply and quality standards of non-GMO materials as *The Organic & Non-GMO Report* does. We are glad that this publication exists."

—Jochen Koester, Marketing Director, AgroTrace, Geneva, Switzerland

"We really appreciate the efforts of *The Organic & Non-GMO Report* and think it's a wonderful resource."

—Robin Webster, general manager, WholeSoy & Co., San Francisco, CA
