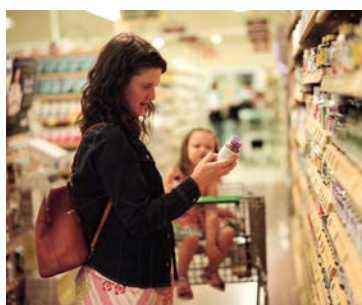


# THE ORGANIC & NON-GMO REPORT



*2018 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**

According to the Hartman Group's 2017 Health & Wellness Study, more than half of Americans are looking for non-GMO food and beverages. The International Food Information Council Foundation's 2017 Food & Health Survey found that more than a quarter of consumers are choosing foods because they have non-GMO labels. Sales of non-GMO verified products have increased by more than 50% for several years. There are nearly 40,000 non-GMO verified products generating sales of more than \$19 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 a 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 600 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 more than 40 tradeshows and conferences, including Natural Products Expos West and East, IFT Food Expo, Supply Side West, Midwest Specialty Grains Conference, Organic & Non-GMO Forum, Organic Expo Canada, Organic Farming Conference, and many others.

### **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.

# PRINT ADVERTISING

## ONE-COLOR AD RATES\*

AD SIZE	1X	2X	4X	6X
Full page	1350	1300	1250	1200
1/2 page horizontal	875	840	805	770
1/2 page vertical	875	840	805	770
1/4 page	545	520	495	465
1/8 page	345	320	295	265
1/16 page	240	215	190	160

## 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

## NEW! ADVERTORIAL OPPORTUNITIES

Tell your company's story with a full- or one-half page advertorial. Rate is \$1450 for full-page full-color and \$975 for 1/2 page full-color.

## PUBLISHING FREQUENCY

6 bi-monthly issues per year: January/February, March/April, May/June, July/August, September/October, November/December.

## SPECIAL ISSUE

*The Non-GMO Sourcebook* is an annual directory featuring suppliers of non-GMO and organic seeds, grains, food ingredients, animal feed, and food products. This will be published in December.

## MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Full page	8.167 inches	10.361 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. Please note: (PDF/X-1a;2001) format corrects the appearance of "lines" created as a result of transparency flattening issues when exporting to PDF with some Adobe programs.
- Other acceptable formats: Quark Xpress, InDesign, Photoshop 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, all ads in the electronic "flip 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](mailto:ken@non-gmoreport.com).

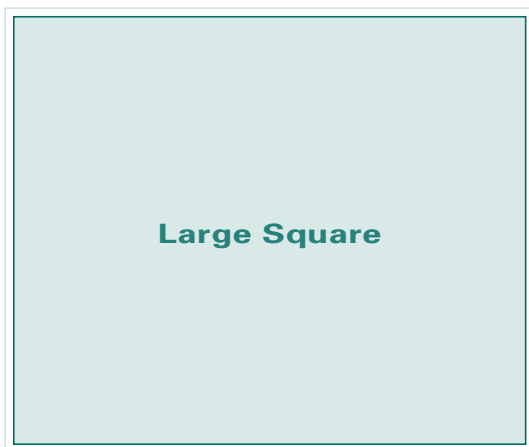
# E-NEWSLETTER ADVERTISING

## NEW! E-NEWSLETTER

In 2018, we are launching a new email newsletter, *Organic & Non-GMO Report E-News*, which will feature the most up-to-date news in the organic and non-GMO markets. The new e-newsletter will complement the bi-monthly print edition to ensure you get the most current news and information every month. *Organic & Non-GMO Report E-News* will also offer the following advertising opportunities to reach a greater audience of email subscribers and contacts.

### Special Discount

Advertisers can receive a 10% discount on e-newsletter ads if they run ads in at least 6 issues of the print edition.

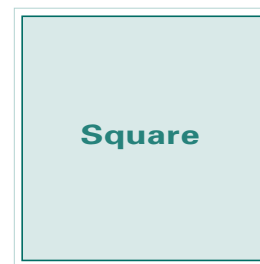


**1. Large Square** 300W x 250H.....\$460 per month

This ad is displayed in the right hand column of the E-News.

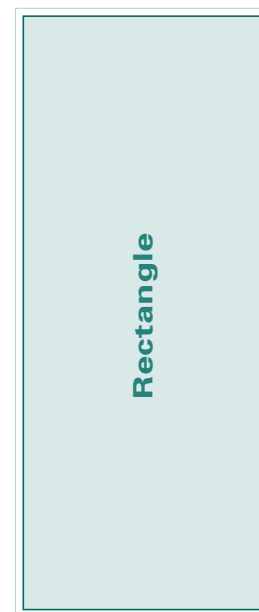
**2. Square** 146Wx 146H.....\$210 per month

This ad is displayed in the right hand column of the E-News.



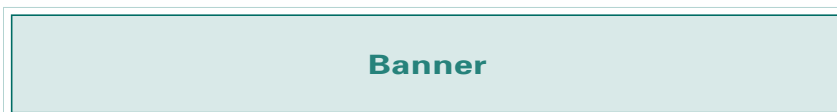
**3. Rectangle** 146W x 370H.....\$295 per month

This ad is displayed in the right hand column



**4. Banner ad** 468W x 60H.....\$400 per month

This ad is displayed at the top of the E-News below the masthead.



# WEBSITE ADVERTISING

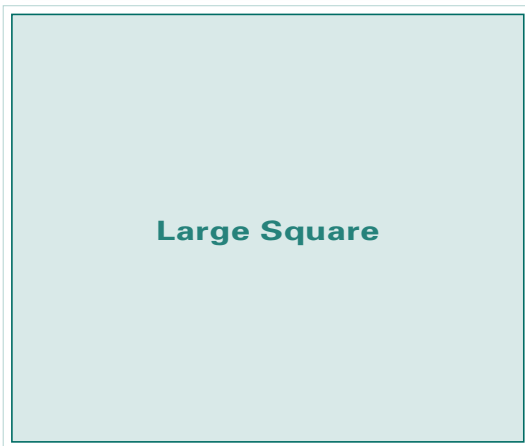
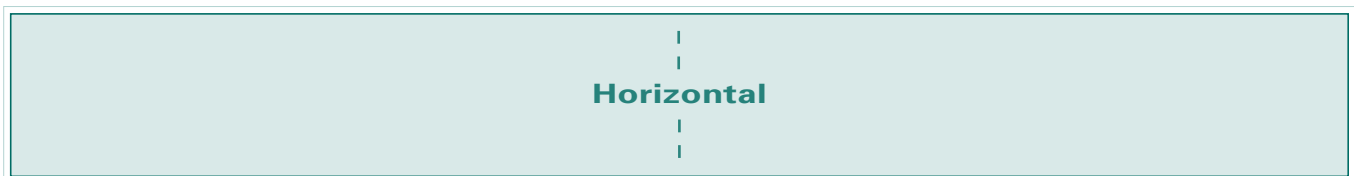
Advertising on *The Organic & Non-GMO Report's* website, [www.non-gmoreport.com](http://www.non-gmoreport.com), reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

Traffic to our website grows exponentially every year. The number of visits to our website increased 88 percent from 2016 to 2017. The number of unique visitors increased 103 percent from 2016 to 2017.

## Fast-growing Social Media Presence

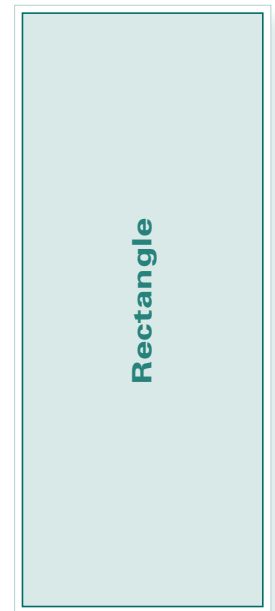
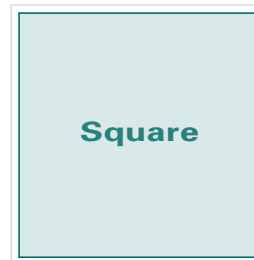
*The Organic & Non-GMO Report* also has a significant social media presence with nearly 950,000 “Likes” on our Facebook page and 30,000 followers on Twitter. The number of followers on both social media sites grows every day.

- 1. Horizontal** 750 pixels wide x 90 pixels high.....\$490 per month or 370W x 90H.....\$290 per month  
Displayed below company logos on the website home page and at the bottom of the monthly article pages.



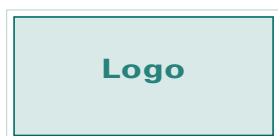
- 2. Rectangle** 146W x 370H.....\$295 per month  
Displayed in right hand column of website home page and monthly article pages.

- 3. Square** 146Wx 146H.....\$210 per month  
Displayed in the right hand column of the website home page and monthly article pages.

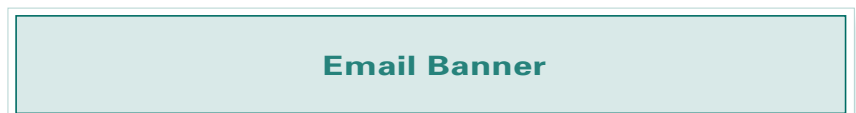


- 4. Large Square** 300W x 250H.....\$460 per month  
This ad has a prominent placement in the right hand column of the website home page monthly article pages.

- 5. Logo** 146W x 72H.....\$125 per month  
A simple cost-effective way to display your company logo in the center of the website home page and monthly article pages.  
*Another cost-effective option is to run your logo for the entire year for \$875 if paid up front.*



- 6. Email banner ad** 468W x 60H.....\$275 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*.



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



# 2018 EDITORIAL CALENDAR

**The Organic & Non-GMO Report** focuses on markets for organic and non-GMO foods and topics surrounding genetically modified foods. Each issue covers different aspects of organic and non-GMO food production, from the seed and farm to food retail shelf and consumer perspectives.

- **JANUARY/FEBRUARY ISSUE** focuses on seeds and organic and non-GMO grain production contracts.
- **MARCH/APRIL ISSUE**, distributed at Natural Products Expo West, focuses on organic and non-GMO food and regenerative agriculture.
- **MAY/JUNE ISSUE**, distributed at IFT Expo, focuses on organic and non-GMO ingredients and organic and non-GMO feed
- **JULY/AUGUST ISSUE** focuses on organic and non-GMO grains and market information for such grains and GMOs 2.0.
- **SEPTEMBER/OCTOBER ISSUE**, distributed at Natural Products Expo East, focuses on organic and non-GMO foods and Non-GMO Month.
- **NOVEMBER/DECEMBER ISSUE** focuses on non-GMO certification and GMO testing and organic agriculture.

Published in December, **THE NON-GMO SOURCEBOOK** annual directory includes non-GMO market news.

**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 industry and scientific experts.

## 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

---

# 2018 READERSHIP

**Total circulation is 7400 and readership is 18,500.\***

## **BREAKDOWN BY CATEGORY**

---

Food manufacturers (including organic and natural):	<b>1800</b>
Farmers (including organic):	<b>950</b>
Retailers and distributors:	<b>800</b>
Ingredient suppliers:	<b>700</b>
Grain millers and elevators:	<b>400</b>
Grain exporters and brokers:	<b>225</b>
Seed companies:	<b>200</b>
Organic certifiers, GMO testing labs, and other service providers:	<b>100</b>
Associations/non-profit organizations:	<b>75</b>
Consumers:	<b>300</b>
International subscribers:	<b>50</b>

---

<b>TOTAL:</b>	<b>5600</b>
---------------	-------------

---

*Paid subscription percentage is 10%, complimentary issue percentage is 90%.*

## **EMAIL DISTRIBUTION**

---

An electronic “flip page” version of *The Organic & Non-GMO Report* is sent to another 800 subscribers and targeted contacts by email.

## **TRADESHOW/CONFERENCE DISTRIBUTION**

---

*The Organic & Non-GMO Report* is distributed at nearly 50 agriculture and food related tradeshow and conferences each year. Distribution at these events averages about 1000 copies per month.

*\* Readership is estimated according to industry standard of circulation times 2.5.*