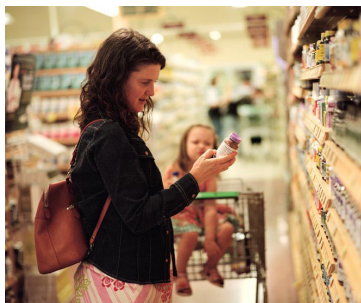


# THE ORGANIC & NON-GMO REPORT



*2021 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.

### NEARLY HALF OF AMERICANS AVOID GMOS

According to the International Food Information Council Foundation's 2020 Food & Health Survey, non-GMO is the third most important food product label for consumers behind natural and no hormones or steroids and ahead of organic.

According to a 2020 survey by Linkage Research & Consulting, Non-GMO Project Verified along with the certified organic are the most recognizable and important certifications for consumers. According to research firm Mintel, non-GMO is a key attribute that consumers want in plant-based foods.

There are now 60,000 non-GMO verified products from 3,000 brands generating sales of \$34 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 11,500 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 5,000 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

Due to the COVID-19 pandemic, distribution of print copies of *The Organic & Non-GMO Report* at food and agriculture tradeshow and conferences has been significantly reduced as these events have moved online. To compensate for this, we are sharing digital version of the *Report* at events where we have a virtual booth.

We have also made the digital version available to a wider audience through periodic sponsored content on *Natural Products Insider's* website.

We will resume distribution to the in-person tradeshow and conferences once they start up again.

### GET REIMBURSED FOR 50% OF AD COST

Small US-based companies and agricultural cooperatives 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	3X	6X
Full page	1375	1325	1255
1/2 page horizontal	895	855	795
1/2 page vertical	895	855	795
1/4 page	565	530	490
1/8 page	355	330	295
1/16 page	250	225	180

## 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 15th of the month prior to the bi-monthly issue date.

## RESERVE YOUR SPACE TODAY

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

# DIGITAL NEWSLETTER ADVERTISING

## **ORGANIC & NON-GMO INSIGHTS** *digital newsletter complements the print edition of The Organic & Non-GMO Report*

*Organic & Non-GMO Insights* features the most up-to-date news in the organic and non-GMO markets. *Insights* alternates with the bi-monthly print edition to ensure you get the most current news and information every month. *Insights* also offers advertising opportunities below to reach a greater audience of email subscribers and contacts.

### **Frequency**

*Organic & Non-GMO Insights* is published in February, April, June, August, October, and December.

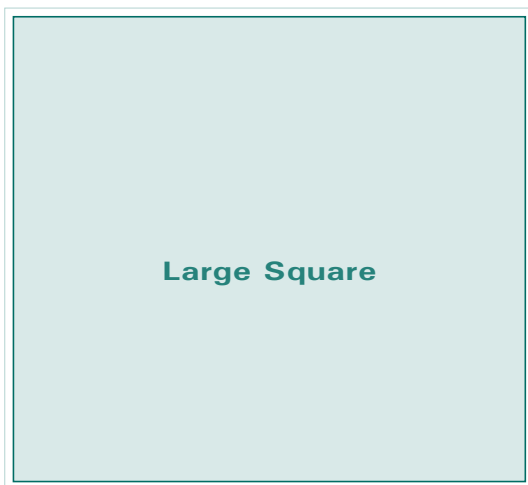
### **Circulation**

*Organic & Non-GMO Insights* reaches an audience of 5000 subscribers and targeted contacts.

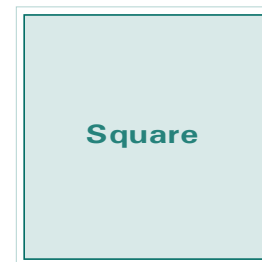
### **Special Discount**

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

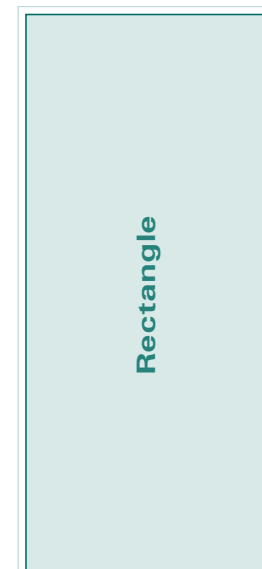
1. **Large Square** 300 pixels wide x 250 pixels high  
\$475 per month This ad is displayed in the right hand column of *Insights*.



2. **Square** 146Wx 146H.....\$225 per month  
This ad is displayed in the right hand column of *Insights*.



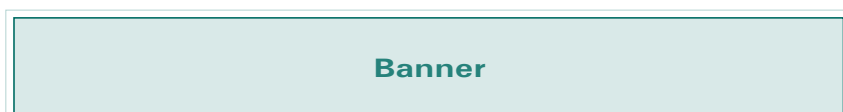
3. **Rectangle** 146W x 370H.....\$360 per month  
This ad is displayed in the right hand column of *Insights*.



4. **Banner ad** 600W x 74H.....\$460 per month (top placement),  
\$400 per month (within the main text).

This ad is displayed at the top of *Insights* below the masthead or within the main text.

(A maximum of three ads can be placed at the top of *Insights*, and these placements are given in the order of advertisers' reservations.)



**\*Preferred formats for web ads are JPG, PNG, TIF, or PDF.**



# WEBSITE ADVERTISING

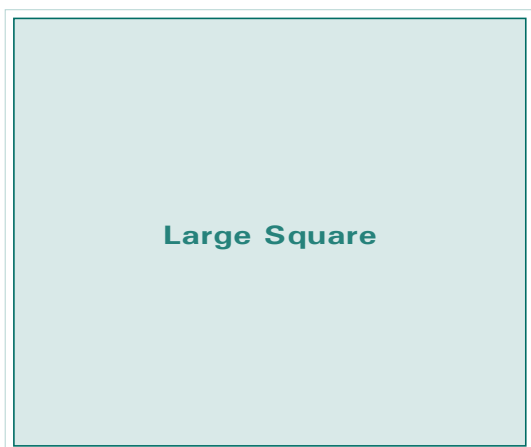
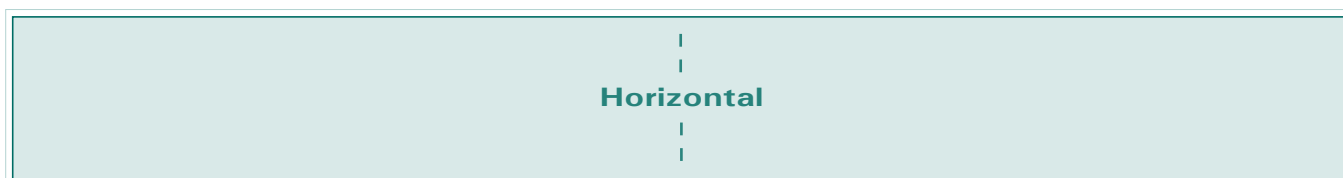
Advertising on *The Organic & Non-GMO Report's* website, [www.non-gmoreport.com](http://www.non-gmoreport.com), reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

Traffic to our website continues to grow every year. The website draws an average of more than 100,000 unique visitors and 150,000 visits each month.

## Fast-growing Social Media Presence

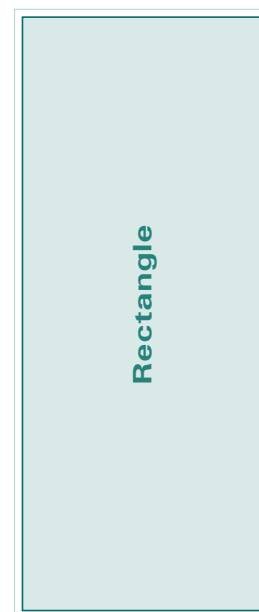
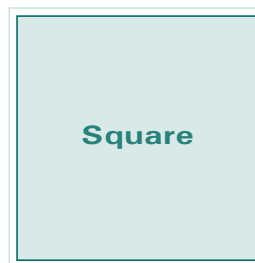
*The Organic & Non-GMO Report* also has a significant social media presence with nearly 950,000 “Likes” on our Facebook page and 30,000 followers on Twitter. The number of followers on both social media sites grows every day.

1. **Horizontal** 750 pixels wide x 90 pixels high.....\$405 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.



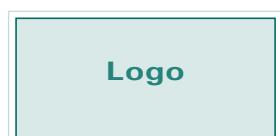
2. **Rectangle** 146W x 370H.....\$360 per month  
Displayed in right hand column of website home page and monthly article pages.

3. **Square** 146Wx 146H.....\$225 per month  
Displayed in the right hand column of the website home page and monthly article pages.

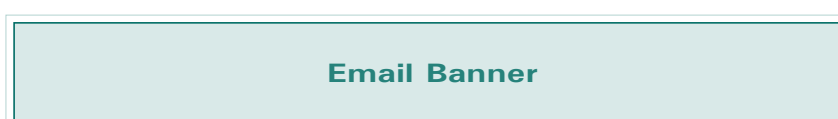


4. **Large Square** 300W x 250H.....\$475 per month  
This ad has a prominent placement in the right hand column of the website home page monthly article pages.

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 in advance.*



6. **Email banner ad** 600W x 74H.....\$315 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*.



**\*Preferred formats for web ads are JPG, PNG, TIF, or PDF.**

**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).**

# 2021 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** focuses on organic and non-GMO food and regenerative agriculture.
- **MAY/JUNE ISSUE** distributed at IFT Expo, focuses on organic and non-GMO ingredients.
- **JULY/AUGUST ISSUE** focuses on organic and non-GMO grains and feed and market information.
- **SEPTEMBER/OCTOBER ISSUE** distributed at Natural Products Expo East and IFT Expo, focuses on organic and non-GMO foods, GMOs 2.0, and Non-GMO Month.
- **NOVEMBER/DECEMBER ISSUE** focuses on organic and non-GMO certifications, 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

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"I appreciate the long history we have with *The Organic and Non-GMO Report* dating back to 2002! The team is professional, friendly and effectively communicates to industry stakeholders a diverse perspective on agriculture."  
—Greg Lickteig, owner, Lickteig Farm Enterprises, Omaha, NE

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"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

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"It is rewarding to advertise in *The Organic & Non-GMO Report*, both from a business perspective and from being part of an excellent magazine. From a business standpoint it is pleasing to hear from customers that they saw our ad and it is always easy to work with Ken, Carol and Lori. From a seed industry standpoint it is great that *The Organic & Non-GMO Report* contains so much useful information and also that readers have access to suppliers for nearly every organic seed need"  
—Mike Stahr, lab manager, Iowa State University Seed Lab, Ames, IA

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# 2020 READERSHIP

**Total circulation of the bi-monthly issue, print and electronic, is 11,500 and readership is 28,750.\***

## BREAKDOWN BY CATEGORY

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Food manufacturers (including organic and natural):	3140
Farmers (including organic):	900
Retailers and distributors:	810
Ingredient suppliers:	500
Grain millers and elevators:	450
Grain buyers/suppliers:	200
Seed companies:	200
Organic certifiers, GMO testing labs, non-profit organizations:	100
Consumers:	100
Farm input manufacturers:	100

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<b>TOTAL:</b>	<b>6500</b>
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*Paid subscription percentage is 10%, complimentary issue percentage is 90%.*

## EMAIL DISTRIBUTION

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An electronic “flip page” version of *The Organic & Non-GMO Report* is sent to another 5000 U.S. and international subscribers and targeted contacts by email.

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

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“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. 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.”

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

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