

THE ORGANIC & NON-GMO REPORT



2023 Media Kit

Consumers increasingly want "clean foods" with simpler, more nutrient dense foods, and fewer ingredients. That's why the demand for organic and non-genetically modified (non-GMO) foods continues to grow.

For more than 20 years, *The Organic & Non-GMO Report* has been the leading publication focused on the fast-growing markets for organic and non-GMO grains, ingredients, and food products.

IMPORTANCE OF ORGANIC AND NON-GMO LABELS

Both the organic and non-GMO markets continue to grow. A SPINS survey of product sales during the pandemic from 2019 to 2021 found that products labeled certified organic saw a sales increase of 16.8%, while sales of NGPV products increased by 17.7%. Sales of products with both labels increased by 19.8%

According to a 2022 survey by the International Food Information Council, 23% of consumers regularly purchase non-GMO foods and 47% say that knowing whether a food is genetically engineered is a factor when deciding to buy a food or beverage.

There are now 64,000 non-GMO certified products from 3,000 brands generating sales of \$40 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, and Asia.

TRADESHOW/CONFERENCE DISTRIBUTION

The Organic & Non-GMO Report is distributed at more than 50 tradeshow and conferences including Natural Products Expos West and East, IFT Food Expo, Supply Side West, Specialty Soya and Grains Alliance Conference, Unconventional Ag Conference, Organic Expo Canada, Organic Farming Conference, and many others.

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

FULL-COLOR AD RATES*

AD SIZE	1X	3X	6X
Full page	1599	1529	1449
1/2 page horizontal	1099	1049	999
1/2 page vertical	1099	1049	999
1/4 page	719	679	649
1/8 page	499	469	449
1/16 page	379	359	339

One color ads are available upon request.

*Rates are per month charge

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 Organic & 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 January.

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.

DIGITAL 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.

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.

Above average open rate

Organic & Non-GMO Insights has an average open rate of 40%, which is above the industry average.

Frequency

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

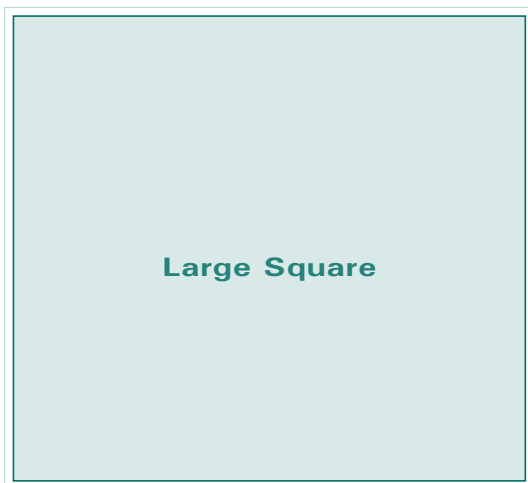
Circulation

Organic & Non-GMO Insights reaches an audience of 6400 subscribers and targeted contacts.

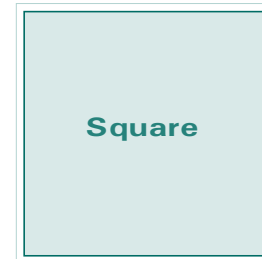
Special Discount

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

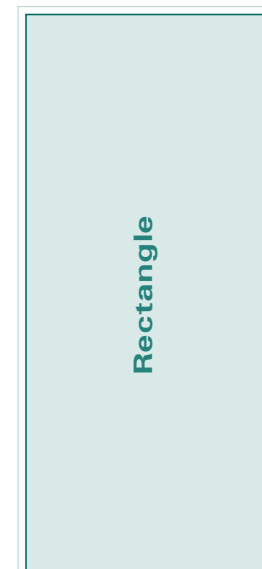
- 1. Large Square** 300 pixels wide x 250 pixels high
\$479 per month This ad is displayed in the right hand column of *Insights*.



- 2. Square** 146Wx 146H.....\$229 per month
This ad is displayed in the right hand column of *Insights*.



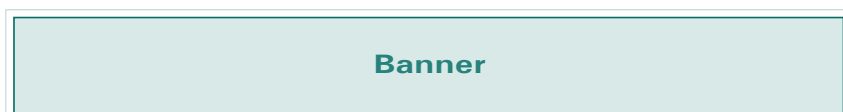
- 3. Rectangle** 146W x 370H.....\$369 per month
This ad is displayed in the right hand column of *Insights*.



- 4. Banner ad** 600W x 74H.....\$469 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

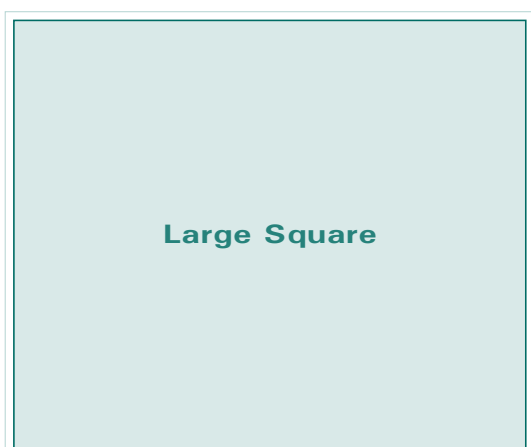
Advertising on *The Organic & Non-GMO Report's* website, www.non-gmoreport.com, reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

Traffic to our website continues to grow every year.

Fast-growing Social Media Presence

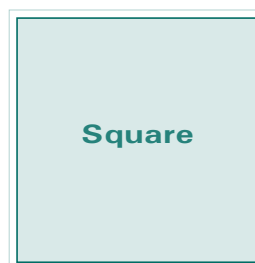
The Organic & Non-GMO Report also has a significant social media presence with nearly 900,000 “Likes” on our Facebook page and 60,000-plus followers on Twitter. The number of followers on both social media sites grows every day.

1. **Horizontal** 750 pixels wide x 90 pixels high.....\$419 per month or 370W x 90H.....\$299 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.....\$369 per month
Displayed in right hand column of website home page and monthly article pages.

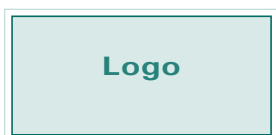
3. **Square** 146Wx 146H.....\$229 per month
Displayed in the right hand column of the website home page and monthly article pages.



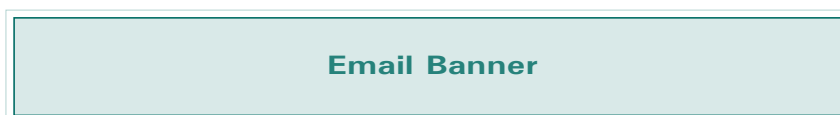
4. **Large Square** 300W x 250H.....\$479 per month
This ad has a prominent placement in the right hand column of the website home page monthly article pages.

5. **Logo** 146W x 72H.....\$129 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.....\$319 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, or visit www.non-gmoreport.com.

2023 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** distributed at Marbleseed Organic Farming Conference, 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.
- **JULY/AUGUST ISSUE** focuses on organic and non-GMO grains and feed and market information.
- **SEPTEMBER/OCTOBER ISSUE** distributed at Natural Products Expo East, 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 January, ***THE ORGANIC & NON-GMO SOURCEBOOK*** annual directory includes non-GMO market news.

Editorial Content: Each issue contains the following sections: *Organic News*, *Non-GMO News*, *Regenerative Agriculture News*, *Market News*, *GMO News*, and *Negative Pesticide Impacts*. 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 rely on *The Organic & Non-GMO Report* to understand the news and trends that are impacting our sector. It really serves a unique need, since it's the only publication dedicated to organic and non-GMO ag. It covers a stunning range of topics: from research developments, regulations and marketplaces to consumer sentiment and really helps me get a full picture what's going on in this area of food & agriculture."

—Kellee James, CEO, Mercaris, Silver Spring, MD

"*The Organic & Non-GMO Report* was not only the first publication to devote itself to non-GMO and organic grain news, it remains the most important dedicated news source for information about the topics that are important to the farmers and businesses that are working in this space."

—Tom Ehrhardt, Vice-President, Albert Lea Seed House, Albert Lea, MN

"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's 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

2023 READERSHIP

Total circulation of the bi-monthly issue, print and digital, is 14,000 and readership is 35,000.*

BREAKDOWN BY CATEGORY

Food manufacturers (including organic and natural):	3000
Farmers (including organic):	900
Retailers and distributors:	1000
Ingredient suppliers	400
Grain millers and elevators:	300
Grain buyers/suppliers:	200
Seed companies:	200
Agricultural input manufacturers:	100
Other:	
(organic certifiers, GMO testing labs, non-profit organizations, consumers):	200
Tradeshow conference distribution:	700

TOTAL:	7000
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TRADESHOW/CONFERENCE DISTRIBUTION

The Organic & Non-GMO Report is distributed at more than 50 agriculture and food trade shows and conferences each year. Distribution at these events averages about 700 copies per month.

DIGITAL DISTRIBUTION

An digital “flip page” version of *The Organic & Non-GMO Report* is sent to another 7000 U.S. and international subscribers and targeted contacts by email.

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