

THE ORGANIC & NON-GMO SOURCEBOOK

A buyer's guide to global suppliers of non-GMO and organic seeds, grains, ingredients, feed and food

2024 Media Kit



THE ORGANIC & NON-GMO SOURCEBOOK ADVERTISING INFORMATION

World's Only Directory of Organic & Non-GMO Suppliers

The Organic & Non-GMO Sourcebook is the world's only “farm to fork” directory of organic, non-GMO, and regenerative food and agricultural products.

With growing concerns about health and environmental risks of genetically modified (GM) foods, millions of people in the U.S. and worldwide are demanding organic and non-GMO food products.

The Organic & Non-GMO Sourcebook serves this growing movement by providing the most comprehensive list—more than 900 companies—of suppliers of organic and non-GMO products and related services.

Organic, Non-GMO, and Regenerative Suppliers

The Organic & Non-GMO Sourcebook features suppliers of non-GMO and organic seeds, grains, ingredients, animal feed, and food products. There are also related products and services, such as advocacy organizations, GMO testing labs, and non-GMO and organic certifiers.

With the growing regenerative agriculture trend, the *Sourcebook* also lists suppliers of regenerative agriculture products and services.

Organic and Non-GMO: Fast-Growing Markets

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.

According to a 2022 study by HealthFocus International, 83% of U.S. consumers are aware of GMOs with 44% citing “GMO free” as an important label on food and beverages.

There are now 65,000 non-GMO verified products from 3,000 brands generating sales of \$40 billion per year.

Connect with Buyers

Advertising in *The Organic & Non-GMO Sourcebook* is a cost-effective way to connect with buyers of non-GMO and organic products worldwide. Your ad will reach a targeted market of over 7000 prospects who produce, buy, or sell non-GMO and organic products.

The Organic & Non-GMO Sourcebook is also distributed at more than 50 trade shows and conferences, including Natural Products Expos West and East, IFT Food Expo, Supply Side West, Unconventional Ag Conference, International Identity Preserved Summit, Organic Expo Canada, Organic Farming Conference, regional organic conferences, and others.

What People Say about *The Organic & Non-GMO Sourcebook*

“I am very impressed with *The Organic & Non-GMO Sourcebook*. I work with bulk sweeteners, oils, and other ingredients, both organic and non-GMO. Ken Roseboro and his team have done a great job with the *Sourcebook*, and for me it was the best non-food item at Natural Products Expo West.”

—Michael Theodor, President, MT Consulting, Vancouver, BC

“I consider *The Organic & Non-GMO Sourcebook* as my work bible... We all enjoy looking through *The Organic & Non-GMO Sourcebook* and it is very, very helpful to us in a number of ways.”

—Dan Ziegler, Bio-Ag Consultants & Distributors Inc., Ontario, Canada

PRINT ADVERTISING

Mechanical requirements

AD SIZE	WIDTH	DEPTH	Advertising rates FULL-COLOR
FULL PAGE	8.167 IN.	10.361 IN.	\$1999
1/2 PAGE HORIZONTAL	8.167 IN.	5.167 IN.	\$1299
1/2 PAGE VERTICAL	4 IN.	10.361 IN.	\$1299
1/4 PAGE	4 IN.	5.167 IN.	\$849
1/8 PAGE	4 IN.	2.5 IN.	\$549
LOGO ABOVE COMPANY LISTING			\$325

Cover Ads: \$100 extra for full-color ads on inside front, inside back, and back covers.

Free logo above your listing

Advertisers can place a company logo with their listing in both *The Organic & Non-GMO Sourcebook* print directory and on the Sourcebook website.

ADVERTORIAL OPPORTUNITIES Tell your company's story with a full- or one-half page advertorial. Rate is \$1599 for full-page full-color and \$1099 for 1/2 page full-color.

- Preferred format is press optimized PDF file with fonts embedded and no bleeds. 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.
- Cost to design ads is \$50

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.

Important Dates

- Advertising reservations: October 31, 2023
- Deadline for receiving ad materials: November 30, 2023
- Publication date: January 2023

Reserve Your Space

Call 1-800-854-0586 (U.S. and Canada) or 1-641-209-3426; or e-mail david@non-gmoreport.com

WEBSITE ADVERTISING

In addition to being a print directory, *The Organic & Non-GMO Sourcebook* is also an online searchable database—www.nongmosourcebook.com.

Advertising on the website reaches a growing audience of individuals and companies wanting to buy organic, non-GMO, and regenerative products and related products and services.

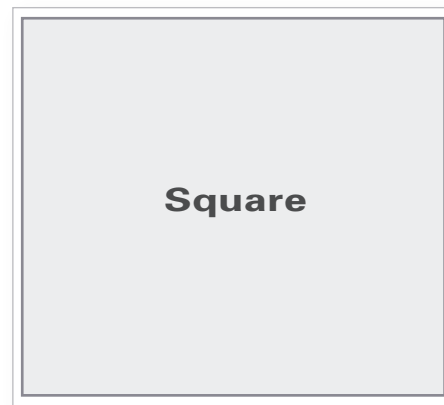
1. Leaderboard

728 pixels W x 90 pixels H
\$395 per month

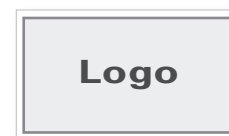


2. Large Square

300W x 250H.....\$425 per month



4. **Logo** 146W x 72H.....\$199 annually
Highlight your company's Sourcebook listing on the website by including your company logo next to your listing.



Featured Listing

Make your company's listing in *The Organic & Non-GMO Sourcebook* stand out with a featured listing. Your listing will be highlighted to give your company maximum visibility.

\$299 per year.

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