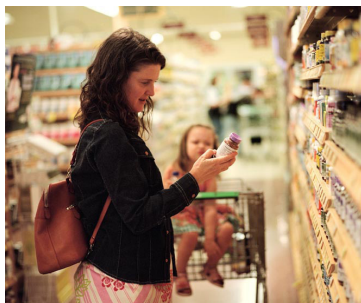


THE ORGANIC & NON-GMO REPORT



2024 Media Kit

THE 2024 ORGANIC & NON-GMO REPORT MEDIA KIT

Consumers increasingly want "clean foods" with simpler, more nutrient dense foods, and fewer ingredients. That's why the demand for organic, non-GMO, and regenerative 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 12,000 companies and individuals, who are buying and selling organic, non-GMO, or regenerative 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 tradeshows and conferences including Natural Products Expo West, IFT Food Expo, Supply Side West, Specialty Soya and Grains Alliance Conference, Unconventional Ag Conference, Sustainable Food Summit, 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

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 \$1599 for full page full-color and \$1099 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.

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

- Preferred format is press optimized PDF file with fonts embedded.
- 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.

VIEW AD OPTIONS AT A GLANCE

Visit www.non-gmoreport.com/advertise/ for custom print and digital ad options.

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 or +1-641-209-3426;
or email david@non-gmoreport.com.

DIGITAL NEWSLETTER & REPORT 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, non-GMO, and regenerative 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

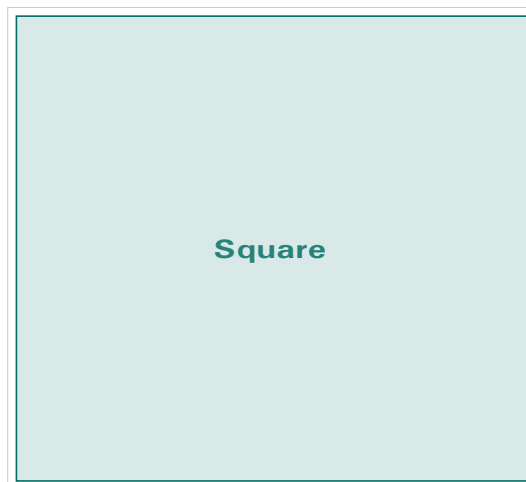
Organic & Non-GMO Insights is published in February, April, June, August, October, and December.

Circulation

Organic & Non-GMO Insights reaches an audience of 7500 subscribers and targeted contacts.

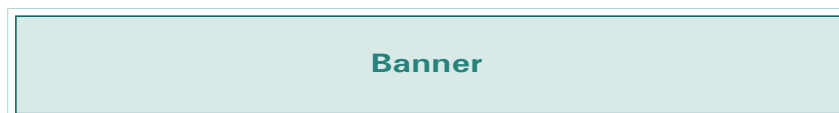
Square 300 pixels wide x 250 pixels high.....\$479 per month.

This ad is displayed in the right hand column of *Insights*.



Banner ads

- Insights Newsletter Banner ad 600W x 74H.....\$469 per month
This ad is displayed at the top of Insights below the masthead or within the main text.
- 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.

RESERVE YOUR SPACE TODAY

Call 1-800-854-0586 or +1-641-209-3426;

email david@non-gmoreport.com, visit www.non-gmoreport.com/advertise/

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 organic, non-GMO, and regenerative products and related products and services.

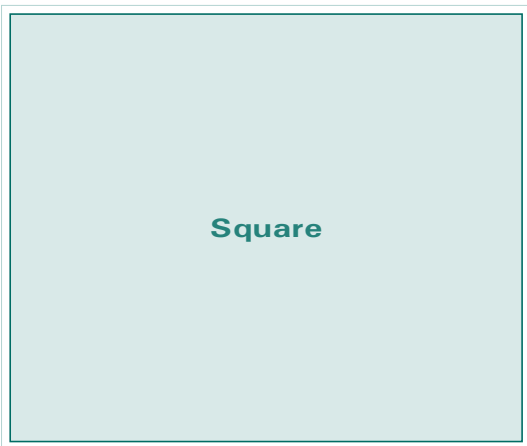
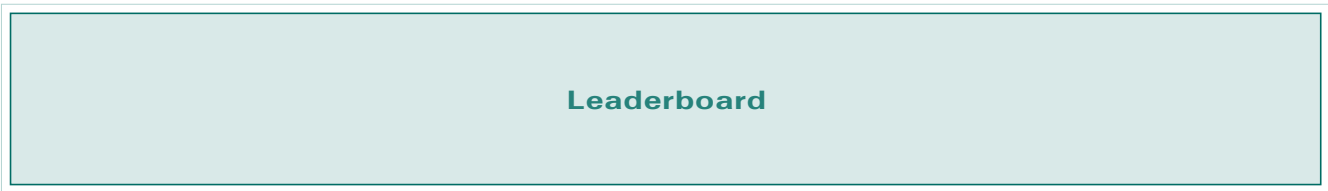
Traffic to our website continues to grow every year.

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 90,000-plus followers on Twitter. The number of followers on both social media sites grows every day.

Leaderboard 750 pixels wide x 90 pixels high.....\$395 per month

Displayed below company logos on the website home page and at the bottom of the monthly article pages.

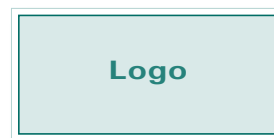


Square 300W x 250H.....\$425 per month

This ad has a prominent placement in the right hand column of the website home page monthly article pages.

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.



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

RESERVE YOUR SPACE TODAY

Call 1-800-854-0586 (U.S. and Canada), or +1-641-209-3426;

or email david@non-gmoreport.com, visit www.non-gmoreport.com/advertise/

2024 EDITORIAL CALENDAR

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

- **JANUARY/FEBRUARY ISSUE** distributed at Marbledseed Organic Farming Conference and other organic farming conferences, 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, regenerative agriculture and feed and market information.
- **SEPTEMBER/OCTOBER ISSUE** distributed at Supply Side West, 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 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

2024 READERSHIP

Total circulation of the bi-monthly issue, print and digital, is 12,000 and readership is 30,000.*

PRINT DISTRIBUTION BY CATEGORY

Food manufacturers (including organic and natural):	2325
Farmers (including organic):	525
Retailers and distributors:	800
Ingredient suppliers	285
Grain millers and elevators:	215
Grain buyers/suppliers:	125
Seed companies:	125
Agricultural input manufacturers:	50
Other: (organic certifiers, GMO testing labs, non-profit organizations, consumers):	100
Tradeshow conference distribution:	450

TOTAL:	5000
---------------	-------------

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.

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 450 copies per month.