

THE ORGANIC & NON-GMO REPORT

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2026  
MEDIA KIT



## 2026 Media Kit & Rate Card

*The Voice of the Transparent Food Economy*

### Market Momentum [ 2026 Outlook]

Consumers increasingly seek clean-label, minimally processed, nutrient-dense foods. Organic, non-GMO, and regenerative continue to be among the fastest-growing segments worldwide.

#### **Organic Market Growth**

- U.S. organic sales reached \$71.6B in 2024
- Forecasting 4–5% growth in 2025 → \$74–75B
- Outperforming most CPG categories going into 2026

#### **Non-GMO Verification Surge**

- 65,000+ Non-GMO Project Verified products
- 3,000+ participating brands
- \$50–52B projected 2025 total verified category sales
- 58% of consumers pay a premium for verified transparency

#### **Regenerative Agriculture Scaling**

- ROC, Regenefied, Soil & Climate Health Initiative expanding
- 20–22 million acres projected worldwide by end of 2025

# THE ORGANIC & NON-GMO REPORT

## ■ Why Advertise with *The Organic & Non-GMO Report*?

For 20+ years, the only publication dedicated to the organic, non-GMO, and regenerative supply chain — from seed to shelf.

### Audience Reach

- **820K** Meta followers
- **173K** X/Twitter followers
- **50,000+** monthly readership
- **23,600** print + digital circulation

## ■ What's new?

We're excited to share big news for 2026! After more than 20 years connecting the organic and non-GMO community, **The Organic & Non-GMO Report** is evolving to a **monthly print + digital edition**. That's **12 touchpoints per year** — double the frequency — creating more consistent visibility for your brand, all at or below 2025 rates!

Plus weekday posts to 820K+ Meta followers and 173K on the X platform.

With this shift, you'll benefit from:

- **More exposure** across print, digital, and **1M+** social media followers
- **12 chances yearly** to reinforce your message
- **New ad packages** designed to deliver stronger ROI

**Smooth transition** that aligns with the budgets you're already used to  
View the new **2026 Advertising Rate Card below**:

## 2026 Advertiser Packages

### **Visibility Package — \$4,000/year (an additional 20% discount)**

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- Four ¼-page ads
- One website banner
- One ½-page Sponsored Feature article
- Free SourceBook Verified Listing (company logo included)

### **Growth Package — \$8,000/year (an additional 25% discount)**

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- Six ½-page ads
- Three website banners
- Two ½-page Sponsored Feature articles
- Free SourceBook Verified Listing (company logo included)
- ½-page ad in the 2026 Sourcebook directory
- Six social posts
- Analytics dashboard

### **Leadership Package — \$12,000/year (an additional 33% discount)**

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- Twelve full-page ads
- Twelve social posts
- Three ½-page Sponsored Feature articles
- Free SourceBook Verified Listing (company logo included)
- Full page ad in the 2026 Sourcebook directory
- VIP Non-GMO Report's Fresh Ideas Organic Marketplace ExpoWest table logo placement
- Analytics dashboard

# THE ORGANIC & NON-GMO REPORT

## 2026 Single Ad Placement Rates by Frequency

Print + Digital Advertising — Full Color (12 monthly issues)

AD SIZE	1X	2X	4X	6X	12X
FULL PAGE	\$1,650	\$1,575	\$1,450	\$1,250	\$1,000
½ PAGE	\$1,150	\$1,075	\$950	\$825	\$700
¼ PAGE	\$750	\$675	\$600	\$525	\$450
⅛ PAGE	\$550	\$475	\$400	\$325	\$250

**SourceBook placements (published annually) :** Priced at 1.25x the standard Print and Digital Rate.

### Mechanical Specs (Print)

- **Full Page:** 8.167" x 10.361"
- **Half Page (H):** 8.167" x 5.167"
- **Half Page (V):** 4" x 10.361"
- **Quarter Page:** 4" x 5.167"
- **Eighth Page:** 4" x 2.5"

# THE ORGANIC & NON-GMO REPORT

## Insights Digital Newsletter Advertising

Organic & Non-GMO Insights is our weekly digital newsletter that complements the monthly print edition of The Organic & Non-GMO Report. Each issue brings you current news on the organic, non-GMO, and regenerative markets. The weekly format keeps you updated between print editions, and advertisers can use Insights to reach a broad audience of engaged email subscribers and contacts. The newsletter sees an average open rate of 40%, which is above the industry average.

- Sidebar (300×250): **\$500/mo**
- Top Banner (600×74): **\$475/mo**
- Lower Banner (600×74): **\$350/mo**

## Website Advertising

- Homepage Banner (840×300): **\$600/mo**
- Square Ad (300×250): **\$425/mo**
- Logo Placement (146×72): **\$150/mo**

## Advertorial & Sponsored Content

- **1/2-page Sponsored Feature:** \$1,500 with package / \$2,000 standalone
- **1-page Feature:** \$2,500 with package / \$3,000 standalone
- **Newsletter Advertiser Spotlight:** \$750 standalone

## 2026 Editorial Calendar

**January** — Specialty Crop Paths to Market

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**February** — Seeds of Value for Premium Crops

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**March** — The Regenerative Edge / Expo West Edition

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**April** — Proof that Sells / Testing and Certification

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**May** — Biology in Motion / IFT Edition

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**June** — Mid-Season Specialty Markets

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**July** — Prepping for Harvest

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**August** — Processing and Food Safety

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**September** — Non-GMO Month / Grow Contracts and Premiums

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**October** — Brand and Label Ethics / SupplySide West Edition

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**November** — Policy and Advocacy / Harvest Economics

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**December** — Trends Shaping Next Season

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**Special Release (February)** — 2026 Sourcebook

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# THE ORGANIC & NON-GMO REPORT

## Testimonials

*“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**.

*“I appreciate the work of The Organic & Non-GMO Report. It has given the organic and non-GMO markets a strong, reliable voice and has helped move these markets forward.”*

■ Lynn Clarkson, CEO, **Clarkson Grain**

*“Our policy, standards, and purchasing teams rely on The Organic & Non-GMO Report to spot synthetic ingredients and navigate a complex supply chain. We also point vendors here when they need non-GMO and organic sources.”*

■ Alan Lewis, Vice President of Government Affairs, Stakeholder Relations, and Organic Compliance, **Natural Grocers**

## Readership Breakdown

**Farmers** — 10,302

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**Food Manufacturers** — 2,607

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**Grain Buyers & Elevators** — 4,261

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**Tradeshow Distribution** — 2,557

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**Retailers & Distributors** — 1,254

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**Seed Companies** — 663

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**Ingredient Suppliers** — 304

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**Other** — 1,652

# THE ORGANIC & NON-GMO REPORT

## Reserve your Space

**David Carter** — Publisher

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