

THE ORGANIC & NON-GMO REPORT



2012 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.

NON-GMO: FASTEST GROWING NATURAL FOOD CATEGORY

Non-GMO is the fastest growing natural food category with annual growth of 24% per year, which is faster than gluten-free, fair trade, and other food categories. There are more than 3000 non-GMO verified products on store shelves and 300 participating companies. Sales of non-GMO verified products topped \$1 billion in 2011.

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 highly targeted market of more than 5000 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 another 500 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

The Organic & Non-GMO Report is distributed at 40 tradeshows and conferences, including Natural Products Expos West and East, BioFach World Organic Trade Fair, IFT Food Expo, Midwest Specialty Grains Conference, Organic Expo Canada, Organic Farming Conference, and many others.

GREEN FESTIVAL MEDIA PARTNER

The Organic & Non-GMO Report is a media partner with the Green Festivals, which will be held in San Francisco, Chicago, Seattle, New York, and Los Angeles in 2012. *The Organic & Non-GMO Report* will be distributed at these festivals, which will be attended by thousands of people.

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.

ONE-COLOR AD RATES*

AD SIZE	1X	3X	6X	10X
Full page	1310	1260	1210	1135
1/2 page horizontal	790	755	725	685
1/2 page vertical	790	755	725	685
1/4 page	425	405	385	350
1/8 page	250	230	215	195
1/16 page	150	135	120	105

FOR FULL-COLOR ADS, ADD \$100 TO ABOVE RATES.

*Rates are per month charge

PUBLISHING FREQUENCY

10 issues per year (December/January and July/August combined)

MECHANICAL REQUIREMENTS

AD SIZE	WIDTH	DEPTH
Full page	8.167 inches	10.361 inches
Three-fourths page (back cover)	8.167 inches	7.7 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.
- Display ads can also be in Quark Xpress, InDesign or Adobe Illustrator formats for the Macintosh. Send fonts and appended photos, if any, with ads.
- Cost to typeset unformatted ads is \$25

CONTRACTS

Advertisers will receive a contract specifying their ad sizes, rates, and frequency.

ADVERTISING DEADLINE

Advertising material must be received by the 10th of the month prior to the issue date.

RESERVE YOUR SPACE TODAY

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

THE ORGANIC & NON-GMO REPORT

2012 WEB ADVERTISING RATES

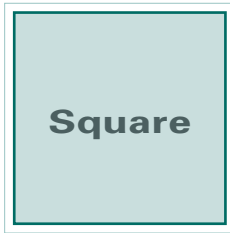
Advertising on *The Organic & Non-GMO Report's* website, www.non-gmoreport.com, reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

Traffic to our website has been growing exponentially each year. The average number of visits per month has increased more than 200% from 2010 to 2012. The average number of unique visitors per month has increased 94% from 2011 to 2012.



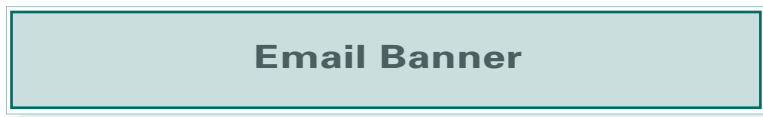
- 1. **Large Square** 300 pixels wide x 250 pixels high.....\$450 per month
This ad has a prominent placement on the right hand side of the home page next to the monthly articles.
- 2. **Skyscraper** 146W x 600H.....\$350 per month
This tall ad is prominently displayed in the right hand column
- 3. **Rectangle** 146W x 370H.....\$275 per month
Displayed in right hand column

- 4. **Square** 146W x 146H.....\$175 per month
Displayed in right hand column



- 5. **Logo** 146W x 72H.....\$95 per month
A simple cost-effective way to display your company logo in the right hand column

- 6. **Email banner ad** 468W x 60H.....\$250 per month
This ad is displayed at the top of the email message tht goes to subscribers of the email version of *The Organic & Non-GMO Report*.



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.

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*

"The breadth of *The Organic & Non-GMO Report* is excellent, including national and global information. It is virtually impossible to keep up with all the news, but *The Organic & Non-GMO Report* helps me stay up to date on the most important issues."

—*Chip Sundstrom, president, FJS Consulting, Davis, CA*

"I find *The Organic & Non-GMO Report* to be very useful in understanding the growing market for non-GMO grain and food. It offers valuable ideas and information about the needs of buyers in the U.S., Europe, and Japan."

—*Maurry Johnson, president, Blue River Hybrids, Kelley, IA*

"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*

"It's great to have a resource like *The Organic & Non-GMO Report*. It's the only newsletter of its kind that provides information to help companies produce non-GM foods."

—*Dennis Singsank, president, Organic Source, LLC, Ann Arbor, MI*

"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. In fact, we regularly recommend the pair to decision makers and strategists among our European clientele. 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. We are glad that this publication exists."

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

"We really appreciate the efforts of *The Organic & Non-GMO Report* and think it's a wonderful resource."

—*Robin Webster, general manager, WholeSoy & Co., San Francisco, CA*

"There's nothing else out there like it!"

—*Ken Heinzman, president, Gateway Seed, Nashville, IL*

"*The Organic & Non-GMO Report* is an excellent source of information to be up-to date in the non-GMO and organic foods arena."

—*Luis Sanchez, Jif-Pak Manufacturing Inc., Vista, CA*

"I find the information in *The Organic and Non-GMO Report* to be useful. It presents, in an objective way, information that is not usually covered in other media sources."

—*Jon Cassista, Ph.D., Senior Scientist, NOW Foods, Bloomingdale, IL*

"It's an excellent publication. It's the only newsletter I read cover to cover."

—*Ming Chang, Grocery Manager, Sunny Farms Country Store*
