

THE ORGANIC & NON-GMO REPORT



2013 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 66% per year, which is faster than gluten-free, fair trade, and other food categories. There are more than 6,000 non-GMO verified products, 500 participating companies and sales of \$2.4 billion in 2012.

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 550 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 2013. *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

ELECTRONIC VERSION FEATURES LINKS TO ADVERTISERS' WEBSITES

As an added benefit to advertisers, all ads in the electronic "flash 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 10th of the month prior to the issue date.

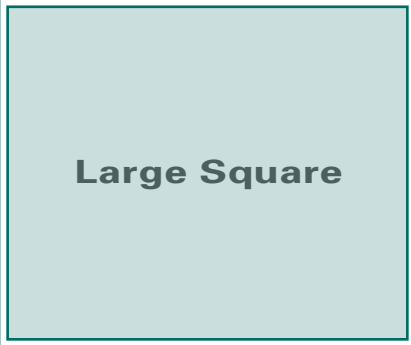
RESERVE YOUR SPACE TODAY

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

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 grows significantly every 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 increased 94% from 2011 to 2012.

The Organic & Non-GMO Report also has a significant social media presence with more than 10,000 "Likes" on our Facebook page and more than 1000 followers on Twitter. Both pages drive traffic to our website.

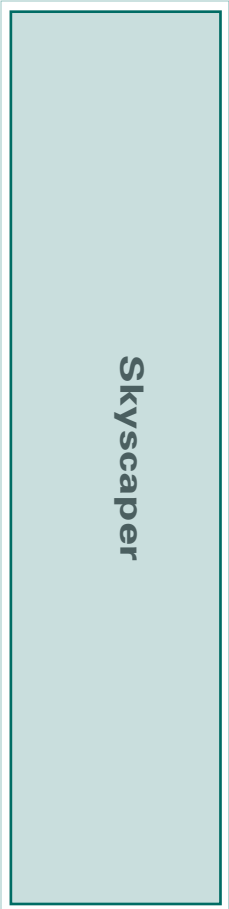
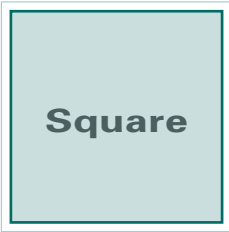


1. Large Square 300 pixels wide x 250 pixels high.....\$450 per month
This ad has a prominent placement on the right hand side of the home page next to the monthly articles.

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.

2013 Editorial Calendar

The Organic & Non-GMO Report covers the genetically modified food issue extensively. The GM food issue is rapidly changing, and the Report's editorial must respond to the changes. As a result, it is difficult to plan editorial many months in advance.

However, there are issues where we focus on specific areas of editorial:

December/January and February issues feature lists of companies that offer contracts for production of non-GMO and organic grains. There is also an editorial focus on seeds.

March issue, distributed at Natural Products Expo West, focuses on the impact of genetically modified foods on natural and organic foods and non-GMO and organic ingredients.

July/August issue, distributed at the Midwest Specialty Grains Conference, focuses on the demand for non-GMO and organic grains.

September issue, distributed at Natural Products Expo East, focuses on the impact of genetically modified foods on natural and organic foods.

October issue focuses on Non-GMO Month and editorial focuses on activities and initiatives by food manufacturers and retailers to support Non-GMO Month.

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

"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."

—Maury 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

"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
