

THE NON-GMO SOURCEBOOK



2017
Media Kit

The Non-GMO Sourcebook Advertising Information

World's Only Directory of Non-GMO Suppliers

The Non-GMO Sourcebook is the world's only "farm to fork" directory of non-genetically modified (non-GMO) food and agricultural products.

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

The Non-GMO Sourcebook serves this growing movement by providing the most comprehensive list—nearly 800 companies—of suppliers of non-GMO products and related services.

Non-GMO Seeds, Grains, Ingredients, Feed, and Food

The 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 test kits, non-GMO certification firms, and organic certifiers.

Non-GMO: Fastest-Growing Food Labeling Claim

According to market research firm Mintel, 15.7 percent of new products introduced in 2015 made "non-GMO" claims, an increase from 10.7 percent in 2014 and 2.8 percent in 2012. This makes non-GMO the fastest-growing food label claim.

There are more than 35,000 non-GMO verified products producing sales of more than \$16 billion per year. Major companies such as General Mills, Hershey's, Dannon, Del Monte, and others are now selling non-GMO products.

According to a 2015 *Packaged Facts* consumer survey, 39 percent of respondents reported buying grocery products with GMO-free labels.

Connect with Buyers

Advertising in *The 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 6000 prospects who produce, buy, or sell non-GMO and organic products.

The Non-GMO Sourcebook is also distributed at more than 40 trade shows and conferences, including Natural Products Expos West and East, IFT Food Expo, Midwest Specialty Grains Conference, Organic Expo Canada, Organic Farming Conference, Green Festivals, regional organic conferences, and others.



What People Say about *The Non-GMO Sourcebook*

"This comprehensive book gives the single best picture of the growing industry, worldwide, opposed to genetic engineering."

—Bill Shurtleff, *Soyinfo Center, Lafayette, CA*

I consider *The Non-GMO Sourcebook* as my work bible... We all enjoy looking through *The 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*

THE 2017 NON-GMO SOURCEBOOK

PRINT ADVERTISING RATE INFORMATION

| Mechanical requirements | | Advertising rates | | |
|-------------------------|-----------|-------------------|---------|------------|
| AD SIZE | WIDTH | DEPTH | 1-COLOR | FULL-COLOR |
| FULL PAGE | 8.167 IN. | 10.361 IN. | \$1425 | \$2025 |
| 1/2 PAGE HORIZONTAL | 8.167 IN. | 5.167 IN. | \$825 | \$1205 |
| 1/2 PAGE VERTICAL | 4 IN. | 10.361 IN. | \$825 | \$1205 |
| 1/4 PAGE | 4 IN. | 5.167 IN. | \$495 | \$790 |
| 1/8 PAGE | 4 IN. | 2.5 IN. | \$320 | \$500 |
| 1/16 PAGE | 1.91 IN. | 2.5 IN. | \$215 | \$375 |
| LOGO ABOVE LISTING | | | \$185 | \$315 |

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

Free logo above your listing

Advertisers placing full, 1/2, 1/4, or 1/8 page ads can place a company logo above their Sourcebook listing at no extra charge.

- Preferred format is press optimized PDF file with fonts embedded. Save PDF with registration/crop marks.
- Display ads can also be in QuarkXpress, Adobe InDesign, Illustrator or Photoshop for the Macintosh. Send fonts and photos if any, with ads.
- 150 line screen, 300 dots per inch.
- Save native photos at 300 dpi.
- Files can be emailed or sent via a remote ftp service
- Cost to typeset unformatted 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: August 15, 2016
- Deadline for receiving ad materials: August 31, 2016
- Publication date: January 2017

Reserve Your Space

Call 1-800-854-0586 (U.S. and Canada) or 1-641-209-3426; fax 1-641-209-3428; or e-mail carol@non-gmoreport.com

THE NON-GMO SOURCEBOOK

WEB ADVERTISING RATES

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

Advertising on *The Non-GMO Sourcebook's* website reaches a growing audience of individuals and companies wanting to buy non-GMO products and related products and services.

- 1. Skyscraper** 146W x 600H.....\$350 per month

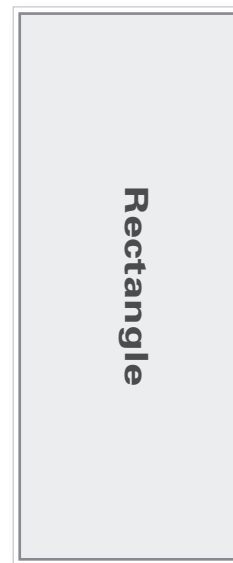
This tall ad is prominently displayed in the right hand column

- 2. Rectangle** 146W x 370H.....\$275 per month

Displayed in right hand column

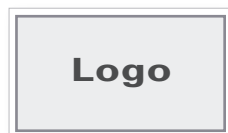
- 3. Square** 146W x 146H.....\$175 per month

Displayed in right hand column



- 4. Logo** 146W x 72H.....\$95 per month

A simple cost-effective way to display your company logo in the right hand column



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.