

# THE NON-GMO SOURCEBOOK

## 2018 Media Kit



# The Non-GMO Sourcebook Advertising Information

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## 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 in the U.S. and worldwide are demanding non-GMO food products.

*The Non-GMO Sourcebook* serves this growing movement by providing the most comprehensive list—more than 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: Fast-Growing Market

There are more than 40,000 non-GMO verified products producing sales of more than \$19 billion per year. Non-GMO product sales are expected to grow by 12 percent per year through 2018, according to *Packaged Facts*.

Non-GMO is now mainstream as a growing number of large companies such as Nestlé, Smucker's, Dannon, Frito Lay, and others are selling non-GMO products.

According to a Nielsen survey, 49 percent of consumers say non-GMO is an important factor in buying foods and beverages, and non-GMO is one of the fastest-growing food labeling claims, according to Mintel.

## 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.



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## What People Say about *The Non-GMO Sourcebook*

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"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 2018 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. Please note: (PDF/X-1a;2001) format corrects the appearance of “lines” created as a result of transparency flattening issues when exporting to PDF with some Adobe programs.
- 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 18, 2017
- Deadline for receiving ad materials: August 31, 2017
- Publication date: January 2018

### Reserve Your Space

Call 1-800-854-0586 (U.S. and Canada) or 1-641-209-3426; fax 1-641-209-3428;

# THE NON-GMO SOURCEBOOK

## WEB ADVERTISING RATES

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



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For more information, call 1-800-854-0586 (US and Canada) or 1-641-209-3426, email [ken@non-gmoreport.com](mailto:ken@non-gmoreport.com), or visit [www.non-gmoreport.com](http://www.non-gmoreport.com).