

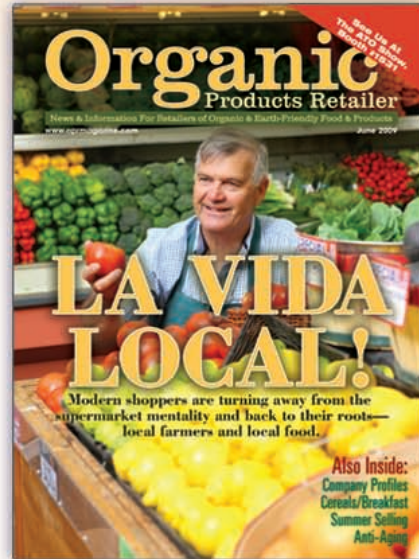
# Organic Products Retailer

News & Information For Retailers of Organic & Earth-Friendly Food & Products

SEE INSIDE FOR:  
AD RATES  
EDITORIAL CALENDAR  
CIRCULATION DATA

## 2010 MEDIA PLANNER

YOUR NATURAL BRIDGE TO ORGANIC RETAILERS & DISTRIBUTORS!



### OPR Magazine

Delivering your brand message in print and digitally to over **11,000** readers each month!

### OPR Website

Online resource for organic product retailers and other industry members.

### E-Newsletter

Sent bi-weekly to over **5,000** organic products industry members

**See Inside To Learn About the OPR Multi-Media Ad Pack Deal!**

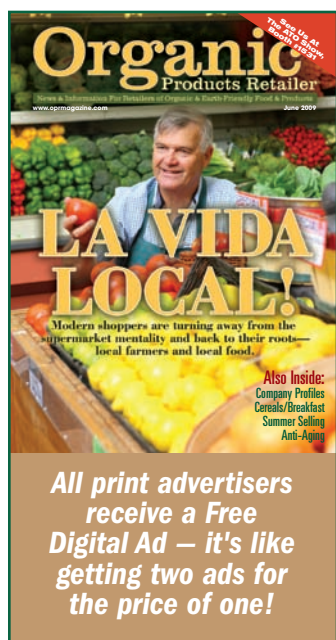
A customized, discounted advertising program combining OPR's print and electronic ad services

# OPR – Connecting the Organic Business Community!

Organic Products Retailer's print and electronic media connects manufacturers of organic and earth-friendly products with natural and organic retailers and distributors. OPR's 100% focus on the organic products industry is one reason why organic retailers and distributors rely on OPR as a main source of information about the \$23 billion U.S. organic products industry.

OPR's budget-friendly ad rates, targeted circulation, and high-quality editorial provides organic manufacturers with a most effective advertising vehicle for reaching the organic retail community with your sales message!

Advertise in Organic Products Retailer – as well as on our popular website and bi-weekly E-newsletter – as part of a strategic marketing campaign for 2010.



## Organic Products Retailer

OPR magazine – now in its 8th year of publication – is dedicated to promoting the growth and wellness of the organic products industry. OPR also serves as a “champion” of organic causes, and is a strong supporter of various organic organizations and associations. OPR dedicates 100% of its editorial content to organic food, organic products, “green” products, and other environmentally conscious and sustainable products. OPR is delivered to more than 10,000 industry members each month, including over 9,200 retailers and distributors of organic products!

Advertise in OPR to reach...

<b>8723</b>	<b>Organic/Natural Food Retailers</b>	<b>77</b>	<b>Brokers</b>
<b>241</b>	<b>Supermarkets/Other Retailers</b>	<b>252</b>	<b>Manufacturers/Suppliers</b>
<b>249</b>	<b>Wholesalers/Distributors</b>	<b>519</b>	<b>Other Industry Members</b>

Total Print Circulation: **10,061**

Source: Computer Fulfillment September, 2009 circulation report

## OPRmagazine.com

The OPR website is a “must click” online resource for organic product retailers and other industry members. Here is where the organic industry can access OPR's vast editorial archive, plus view OPR's popular Digital Magazine.



## E-Newsletter

Our bi-weekly E-Newsletter contains all of the industry's “hot” news and is sent to a cross-section of organic and natural products industry members. The E-Newsletter reaches out to 5,100 business-people every two weeks!

**Vitamin Retailer Magazine, Inc.** 431 Cranbury Road, Suite C · East Brunswick, NJ 08816  
Phone: (732) 432-9600 · Fax: (732) 432-9288 · www.oprmagazine.com

# 2010 Advertising Rates

- **10% discount for all first-time advertisers** (applies to first ad only; must pre-pay)
- **5% discount for members of the Organic Trade Association**
- All rates are gross
- Deduct 15% agency discount for final net price
- Bleed ads: Extra 10% of space and color charges
- No bleed charges on full page, 4/C ads



FOUR-COLOR PROCESS RATES			
	1X	4X	8X
Full Page	\$3,530	\$3,295	\$3,065
Two Thirds	\$3,185	\$2,955	\$2,725
One Half	\$2,660	\$2,545	\$2,430
One Third	\$2,315	\$2,200	\$2,085
One Quarter	\$2,060	\$1,940	\$1,820
One Sixth	\$1,795	\$1,675	\$1,565



BLACK AND WHITE RATES			
	1X	4X	8X
Full Page	\$2,430	\$2,255	\$2,085
Two Thirds	\$2,085	\$1,905	\$1,740
One Half	\$1,620	\$1,505	\$1,390
One Third	\$1,270	\$1,155	\$1,040
One Quarter	\$1,015	\$925	\$840
One Sixth	\$750	\$695	\$640



COVERS	INSERTS
Cover 2: <b>\$4,055</b> • Cover 3: <b>\$3,820</b> • Cover 4: <b>\$4,285</b> Cover rates include 4-color. Covers are sold on a 8-time basis and are non-cancelable.	2 sides: <b>\$2,430</b> • 4 sides: <b>\$4,285</b> Advertiser must supply quantity of 14,500 inserts for normal issues; 16,000 for show issues.
2-COLOR STANDARD RATES (standard process colors)	2-COLOR MATCHED RATES
Add <b>\$345</b> to BW for 1/2 or larger. Add <b>\$230</b> to BW for 1/3 or smaller.	Add <b>\$575</b> for full page or less. Add <b>\$750</b> for 2 page spread.

**To reserve your ad contact:**  
 Russ Fields, 732-432-9600 ext. 102; email [RussF@vitaminretailer.com](mailto:RussF@vitaminretailer.com)  
 Roy Kieffer, 702-617-9378; email [RoyK@vitaminretailer.com](mailto:RoyK@vitaminretailer.com)

## OPR Multi-Media Ad Pack Deal

**Let's design an ad package program that meets your needs for print and online marketing.**

- 8x Full page 4c contract receives **25%** off on electronic media including OPR website and e-newsletter.

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- 4x Full Page 4c contract receives **20%** off on electronic media including OPR website and e-newsletter.

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- 3x Full Page 4c contract receives **15%** off on electronic media including OPR website and e-newsletter.

# 2010 Electronic Advertising Rate Card

Our electronic advertising products provide advertisers with exciting electronic media choices, offering an integrated, multi-media approach to advertising in combination with our traditional print media products and services.

## Oprmagazine.com

The OPR website is an ideal and economical advertising and marketing opportunity for manufacturers, suppliers and other industry companies. **Oprmagazine.com** is the perfect complement and tie-in to your company's marketing campaign.



### OPR Web Ad Rates:

CYCLING BANNER ADS	1 Year	6 Months	3 Months
<b>OPR Home Page</b>	\$4,400	\$2,750	\$1,650
<b>Inside Pages</b>	\$3,300	\$2,200	\$1,100
Banner Ad Size: 550 x 100 pixels			
CYCLING SKYSCRAPER ADS	1 Year	6 Months	3 Months
<b>OPR Home Page</b>	\$3,300	\$2,050	\$1,225
<b>Inside Pages</b>	\$2,300	\$1,550	\$675
Skyscraper Ad Size: 120 x 600 pixels			
CYCLING BUTTON ADS	1 Year	6 Months	3 Months
<b>OPR Home Page</b>	\$2,200	\$1,375	\$825
<b>Inside Pages</b>	\$1,650	\$1,100	\$550
Button Ad Size: 180 x 140 pixels			

### OPR Website Advertising Benefits:

- Cycling Banner and Button ads provide 'click-through' to advertiser's own website.
- A low-cost, high-visibility advertising option.
- Complements your print advertising campaign.
- Website aggressively promoted in *Organic Products Retailer*.

## Digital Magazines

Each print issue of *Organic Products Retailer* will be distributed electronically in digital format during 2010, with online visibility averaging over **3,500** hits per month. All print advertisers in *OPR* automatically receive a **Free Digital Ad** – it's like getting two ads for the price of one!

### A la Carte Digital Ad Activation Fee: \$200 net per issue (plus cost of print ad)

"Activation" of digital ad provides a hyperlink from the ad to the advertiser's website or email address.

*Note: All 8-time full-page 4/C contracted print advertisers receive Free "Activation" of their Digital Ad.*

### Premium Digital Ad Special Positions: Reserve one of these high-visibility special positions for your digital ad!

- Portal Home Page Flash Advertising: **\$440** net per issue (plus cost of print ad)
- Full-Page Ad Opposite Front Cover: **\$385** net per issue (plus cost of print ad; includes digital activation)

### Distribution: E-mail distribution to 5,000-plus industry members per issue.

Plus hosting on OPR website.

## Bi-Monthly "Industry E-News" Newsletter

Twice a month (1st and 15th of the month), VRM's Industry E-News electronic newsletter will be distributed to 5,000-plus industry members. Advertise in Industry E-News to get your marketing message out with more frequency and cost-effectively.

- **Primary Sponsor Ad: \$550** per month (top-of-page banner ad)
- **Interior graphic ad: \$385** per month
- **Interior text ad: \$275** per month

**Note:** All E-News advertisements include a hyperlink to the advertiser's website.



# 2010 OPR Editorial Calendar

## JANUARY/FEBRUARY

### 2010 Industry Forecast

OPR convenes with industry experts to examine consumer research and identify the trends customers will look to have met in the New Year.

#### Features:

Coffee  
Breads & Baked Goods

**Columns/Departments:** Bar & Liquid Soaps  
Marking an Occasion Eco-Friendly Totes

**Ad Closing:** 12/30/09

## APRIL/MAY

### 2010 Buyer's Guide

Advertise in OPR's annual Buyer's Guide and benefit from a 12-month shelf life for your ad, plus receive an enhanced, bold-faced listing.

#### Company Listings:

Associations	Manufacturers
Brokers	Private Labelers
Certifying Agencies	Publishers/Media Companies
Consultants/Service Companies	Raw Material Suppliers
Contract Manufacturers	Store Equipment Suppliers
	Wholesalers/Distributors

#### Product Categories:

Eco-Friendly	Organic Dairy Products
Organic Meat, Poultry & Seafood	Organic HBA Products
	Organic Packaged Foods
	Organic Clothing & Textiles

**Ad Closing:** 3/9/10

## JULY/AUGUST

### Stellar Organic Awards

OPR highlights some of the most popular and successful organic products on the market by polling retailers across the country.

#### Features:

Sustainability & Fair Trade  
Meat & Poultry

**Columns/Departments:** Private Label  
Vegan & Vegetarian Foods Organic Sweeteners

**Ad Closing:** 6/16/10

## OCT/NOV

Show Issue: **Natural Products Expo East**

### International Flavors

Organic food manufacturers are bringing dishes and recipes from all corners of the world for the increasingly educated consumer palate.

#### Features:

Teas  
Snacks Part I—Salty & Savory

**Columns/Departments:** Eco-Friendly Operations  
Holiday Sets Canned Goods

**Ad Closing:** 9/21/10

## MARCH

Show Issue: **Natural Products Expo West**

### New Organic Product Reviews

All full- and half-page advertisers in this issue receive a space equal to the size of their ad to highlight their newest organic products.

#### Features:

Chocolate & Confections  
Cereals & Breakfast

**Columns/Departments:** Utilizing Social Media  
Setting for Summer Organic Supplements

**Ad Closing:** 2/10/10

## JUNE

Show Issue: **NPA Las Vegas  
All Things Organic**

### Retailer Survey/Perspectives in Retailing

OPR polls its retailer readers about today's marketplace and provides an in-depth analysis of today's retailing environment.

#### Features:

For Kids  
Dairy Alternatives

**Columns/Departments:** Men's Products  
Back-to-School Eco-Friendly Products

**Ad Closing:** 5/7/10

## SEPTEMBER

### Organic Entrepreneurs

OPR takes a look at several companies and individuals who are making a big impact on the organic industry.

#### Features:

Cheese & Dairy  
Pet Food & Treats

**Columns/Departments:** Makeup & Beauty  
Setting for Winter Cooking Oils & Vinegars

**Ad Closing:** 8/6/10

## DECEMBER

Show Issue: **SOHO Expo**

### Company Close-Up

All full- and half-page advertisers receive a free profile equal to the size of their ad to highlight how their company stands apart through its products and services.

#### Features:

Spices, Seasonings & Marinades  
Sweet Snacks Part II—Sweet

**Columns/Departments:** Hair Care  
Super Bowl Foods Wine & Spirits

**Ad Closing:** 11/5/10

**JOIN US AGAIN IN 2010!**



**LONG BEACH, CA • NOVEMBER 6-7, 2010  
LONG BEACH CONVENTION CENTER - HALL B**

**The West Coast Regional Trade Show for the Health and Natural Products Industry**



**November 6-7, 2010 • Long Beach Convention Center – Hall B • Long Beach, CA**

- An affordable trade show in the key Southern California territory
- Show located within the highest concentration of natural retailers in the country
- Write orders during the prime Fall buying season
- Find new stores for your products and expand your distribution
- Conduct business in the relaxed atmosphere of a regional trade show
- Have fun in Long Beach!

**Reserve your booth ASAP – first come, first served for the best booth locations!**

**To exhibit call 805-646-4373 • [www.healthyharvestshow.com](http://www.healthyharvestshow.com)**