# MADE LOCAL
## MAGAZINE

Vol. 1 № 1

## Magazine

### Make•Grow•Eat•Drink

For 7 years running, Made Local Magazine is the definitive local print and digital magazine about our LOCAL food system and economy, produced by the folks at GO LOCAL. With a pulse on the real food, beverage, and entrepreneurial culture of Sonoma County, the high quality content of this special mag is more on par with national publications.

Made Local Magazine tells the stories of our LOCAL food systems and entrepreneurial culture that people are increasingly wanting to be connected to. LOCAL farmers, ranchers, food and beverage producers, grocers, restaurants, and non-profits have a role in how our daily food makes it to our tables. We provide authentic LOCAL coverage that reflects the complexities of growing our local economy and feeding nearly a half a million people every day.

**New in 2020:** in addition to our longstanding feature story sections covering EAT, DRINK and GROW, you'll now also find a MAKE section to spotlight stories on local manufacturing and artisans.

The magazine has built on established branding that's easily recognized by the logos and simple message: "Choose LOCAL First". GO LOCAL is 12 years strong and generates 500 million gross impressions annually.

## Audience

There are approximately 125,000 Sonoma County residents who buy according to their values. Relationships, sustainability and local business ownership really matter to them and they make a conscious effort to identify producers and retailers who meet their standards.

Predominantly female between the ages of 25-64, they shop with local retailers, farmers' markets and choose locally made products. They appreciate the fact that our advertisers identify themselves as local.

## General Info

**PRINT MAGAZINE ISSUES**
March/April, May/June, July/August, September/October, November/December
8.5" x 11" • Full Color all pages • Certified Sustainable • 12,000 copies each issue • 60,000 issues annually, for a 180,000 annual circulation • Distributed in racks through GO LOCAL grocers, restaurants and other retail locations

**DIGITAL MAGAZINE**
Dedicated responsive website, with full magazine as flipdoc featuring advertisers • Additional feature stories include additional photography • Promotion on instagram.com/madelocalmagazine & facebook.com/golocal

### MadeLocalMagazine.com

# Advertise and Promote

Ads appear in a lively, down-to-earth, authentic environment.
Your message reaches true food and beverage lovers, who, above all, support LOCAL.

# Ad Rates

Commit issue by issue, or the more ads you commit to for a year, the less they cost.
A 5x commitment as a GO LOCAL member gets you the lowest rate.

| 2020 Pricing Made Local Magazine | Price Per Issue Commit to More in a Year, Pay Less Each Issue | | | |
|---|---|---|---|---|
| Size | 1-2x | 3-4x | 5x | GO LOCAL Members Save! |
| Premium Full Page Display Ad | $1,800 | $1,700 | $1,500 | *Media credit/ discount available to GO LOCAL members and supporters* |
| Full Page Display Ad | $1,400 | $1,300 | $1,200 | |
| Half Page Display Ad | $780 | $730 | $675 | |
| Quarter Page Display Ad | $500 | $460 | $415 | |
| Product Ad | $110 per product per issue, 5-issue commitment | | | |
| Restaurant Plate or Wine Label | $205 | | | |

## Product Ads

MADE LOCAL GOODNESS: claim a position to show off your product visually. No ad design required.

Feature your product for $550 for a 5-issue (1-year) commitment.

## Restaurant Plates and Wine Labels

Restaurants and wineries can participate with low-cost, attractive and highly effective display ads. No ad design required.

## 2020 Ad Deadlines

Mar/Apr 2020 – issue #32 – Release date: Feb 27. Ad submission deadline: Feb 6
May/Jun 2020 – issue #33 – Release date: May 1. Ad submission deadline: Apr 6
Jul/Aug 2020 – issue #34 – Release date: Jun 28. Ad submission deadline: Jun 6
Sep/Oct 2020 – issue #35 – Release date: Aug 30. Ad submission deadline: Aug 3
Nov/Dec 2020 – issue #36 – Release date: Nov 1. Ad submission deadline: Oct 5

## Specifications

See Advertising Spec Sheet.

## Contact:

Janeen Murray • 707-888-6105 ext. 2 • j.murray@golocal.coop

**MadeLocalMagazine.com**