

# MADE LOCAL<sup>TM</sup>

M A G A Z I N E

Vol. 1



Nº. 1

## Advertising 2021

## Magazine

Make•Grow•Eat•Drink

For 8 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.

Now in addition to our longstanding feature story sections covering EAT, DRINK and GROW, starting in 2020 we added a MAKE section to spotlight stories on local manufacturing and artisans.

The magazine has built on established and easily recognizable branding highlighting a 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 businesses and organizations 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 with hotlinks to their websites • Additional feature stories include additional photography • Promotion on [instagram.com/madelocalmagazine](https://www.instagram.com/madelocalmagazine) & [facebook.com/golocal](https://www.facebook.com/golocal)

[MadeLocalMagazine.com](https://www.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.



2021 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	\$1,450	\$1,350	\$1,250	
Half Page Display Ad	\$800	\$750	\$695	
Quarter Page Display Ad	\$515	\$470	\$425	
Food Truck Ad (4/page)	\$300 per truck per issue, 5-issue commitment.			
Restaurant Plate Ad (6/page)	\$200 per plate per issue, 5-issue commitment.			
Product Ad (10/page)	\$120 per product per issue, 5-issue commitment.			

### Product Ads

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

Feature your product for  
\$600 for a 5-issue (1-year)  
commitment.



### Restaurant Plates and Food Trucks

Restaurants and food trucks  
can participate with low-  
cost, attractive and highly  
effective themed ads. No ad  
design - just logo or photo.



### 2021 Ad Deadlines

Mar/Apr 2021 – issue #37 -Ad submission deadline: Feb 5. Release date: Mar 1.  
May/June 2021 – issue #38 -Ad submission deadline: Apr 8. Release date: Apr 30.  
Jul/Aug 2021 – issue #39 -Ad submission deadline: Jun 10. Release date: Jun 30.  
Sep/Oct 2021 – issue #40 -Ad submission deadline: Aug 10. Release date: Sep 1.  
Nov/Dec 2021 – issue #41 -Ad submission deadline: Oct 12. Release date: Nov 8.



## Specifications

See Advertising Spec Sheet.

### Contact:

Janeen Murray • 707-888-6105 ext. 2 • [j.murray@golocal.coop](mailto:j.murray@golocal.coop)

[MadeLocalMagazine.com](http://MadeLocalMagazine.com)