



Advertising 2023

Make • Grow • Eat • Drink

Made Local Magazine

For 10 years, 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.

In addition to our longstanding feature story sections covering EAT, DRINK and GROW, we've 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 13 years strong and generates 500 million gross impressions annually.

Audience

Approximately 1/2 of Sonoma County residents, or 212,000, buy according to "Shop Local" 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 and service providers, farmers' markets and choose locally made products. They appreciate the fact that our advertisers identify themselves as local.

General Info

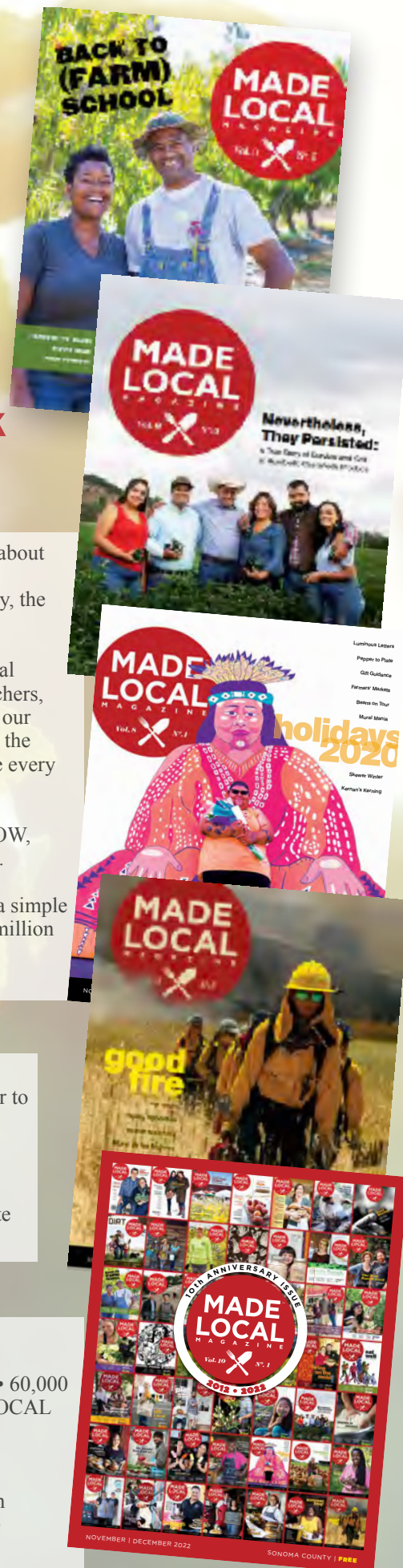
PRINT MAGAZINE ISSUES

March/April, May/June, July/August, September/October, November/December
8.375" 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 and other major local retailers

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



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.



2023 Pricing Made Local Magazine	Price Per Issue Commit to More in a Year, Pay Less Each Issue				
Size	1-2x	3-4x	5x	5x print + digital!	GO LOCAL Members Save
Premium Full Page Display Ad	\$1,900	\$1,800	\$1,700	\$1,850	Media credit/ discount available to GO LOCAL members and supporters
Full Page Display Ad	\$1,640	\$1,550	\$1,475	\$1,625	
Half Page Display Ad	\$950	\$900	\$825	\$975	
Quarter Page Display Ad	\$620	\$560	\$515	\$665	
Food Truck Ad (4/page)	\$350 per truck per issue, 5-issue commitment.				
Restaurant Plate Ad (6/page)	\$220 per plate per issue, 5-issue commitment.				
Product Ad (10/page)	\$130 per product per issue, 5-issue commitment.				

Get a PRINT+DIGITAL combo for a wider local reach! FIVE digital ads of your choice:

*Facebook/Instagram ad campaigns with custom audience targeting. OR

*Featured sections in GO LOCAL's eNews to 20,000+ Sonoma County locals.

Schedule these 5 digital campaigns in conjunction with each issue release, or on your preferred schedule during the year.

Product Ads

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

Feature your product for \$650 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.



2023 Ad Deadlines

Mar/Apr 2023 – issue #47 -Ad submission deadline: Feb 3. Release date: Mar 1.
May/June 2023 – issue #48 -Ad submission deadline: Apr 7. Release date: May 2.
Jul/Aug 2023 – issue #49 -Ad submission deadline: Jun 9. Release date: Jun 29
Sep/Oct 2023 – issue #50 -Ad submission deadline: Aug 4. Release date: Sep 1.
Nov/Dec 2023 – issue #51 -Ad submission deadline: Oct 12. Release date: Nov 8.

Specifications

See Advertising Spec Sheet.

Contact:

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