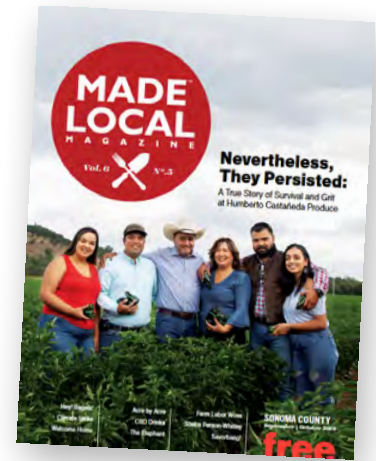




# Made Local Magazine Advertising

## 2024 Media Kit



## Make • Grow • Eat • Drink

Made Local Magazine is the definitive local print and digital magazine about our LOCAL food system and economy, produced by GO LOCAL since 2013. With a pulse on real food, beverage, and entrepreneurial culture of Sonoma County, the high quality content of this special mag is more on par with national publications, while being FREE to consumers.

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.

Our feature story sections covering EAT, DRINK, GROW and MAKE spotlight stories from food, beverage and farming to local manufacturing and artisans.

Built on established and easily recognizable branding, we underscore the simple message to "Choose LOCAL First". GO LOCAL generates 500 million gross impressions annually and has 13 years of strength to it.

## Audience

Approximately 53% of Sonoma County residents buy according to "Shop Local" values. Relationships, sustainability and local business ownership matters, and they make a conscious effort to identify businesses and organizations that meet their standards.

Predominantly 25-64 year old females, 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

### DISTRIBUTION

12,000 copies each issue with no waste • 60,000 issues annually, 180,000 annual circulation  
FREE to consumers • In racks at GO LOCAL grocers and other major local retailers

### FREE DIGITAL MAGAZINE

As a free added value to advertisers, the magazine flipdoc is at [madelocalmagazine.com](http://madelocalmagazine.com), featuring hotlinks on all ads to advertiser websites • Feature stories include additional photography • Promotion on [instagram.com/madelocalmagazine](https://www.instagram.com/madelocalmagazine) & [facebook.com/golocal](https://www.facebook.com/golocal)

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

# 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.

Made Local Magazine 2024 Advertising Rates	Price Per Issue			
	Commit to More in a Year, Pay Less Each Issue			
Size	1-4x	5x	5x print + 5x digital!	GO LOCAL Members Save
Premium Full Page - Back Cover	n/a	\$1,900	\$2,100	Media discount available to GO LOCAL members & supporters
Premium Full Page - p.2, p.3, Inside Back Cover	n/a	\$1,850	\$2,050	
Full Page Display Ad	\$1,675	\$1,525	\$1,725	
Half Page Display Ad	\$910	\$825	\$1,025	
Quarter Page Display Ad	\$600	\$540	\$740	
Restaurant Plate Ad (6 per page)	\$240 per plate per issue. 5x commitment = \$1,150			
Product Ad (5 per half page)	\$140 per product per issue. 5x commitment = \$625			

Get a **PRINT+DIGITAL** combo for a broader local reach! Digital ads of your choice:

- \* (5) FB/IG ad campaigns with custom audience targeting, OR
- \* (5) Featured sections in GO LOCAL's eNews to 20,000+ Sonoma County locals. Schedule these digital campaigns during the 5 months of your choice.

# Publication Schedule & Deadlines

See Advertising Specifications at [madelocalmagazine.com/ad-info](http://madelocalmagazine.com/ad-info)

2024 Magazine Schedule	Ad Submission Deadline	Publication Date
Mar/Apr 2024 (Issue #52)	Feb 2	Mar 1
May/June 2024 (Issue #53)	Apr 2	May 1
Jul/Aug 2024 (Issue #54)	Jun 5	Jul 1
Sep/Oct 2024 (Issue #55)	Aug 5	Aug 30
Nov/Dec 2024 (Issue #56)	Oct 8	Nov 6



## Restaurant Plates

Restaurants can participate with low-cost, attractive and highly effective themed ads. No ad design - just logo and short description needed.



## Product Ads

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

