

MADE LOCALTM

M A G A Z I N E

Vol. 1



Nº. 1

Advertising 2017

Magazine **Made•Grow•Eat•Drink**

The definitive local print and digital magazine about our LOCAL food system produced by the folks at GO LOCAL. For eight years now, GO LOCAL and its members have established branding that is easily recognized by our logos and simple message: "Choose LOCAL First". GO LOCAL generates 500 million gross impressions annually.

LOCAL farmers, ranchers, food and beverage producers, restaurants, government agencies, non-profits and grocers have a role in how our daily food makes it to our tables. Made Local Magazine tells those stories. Increasingly people are showing interest in LOCAL food systems. We provide authentic LOCAL coverage that reflects the complexity in feeding nearly a half a million people every day.

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, farmer's markets and choose locally made products. They appreciate the fact that our advertisers identify themselves as local.

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.

General Information

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, distributed through GO LOCAL Grocers and Restaurants

DIGITAL MAGAZINE

Dedicated MADE LOCAL MAGAZINE website, also for tablets and mobile • Features additional links & photography



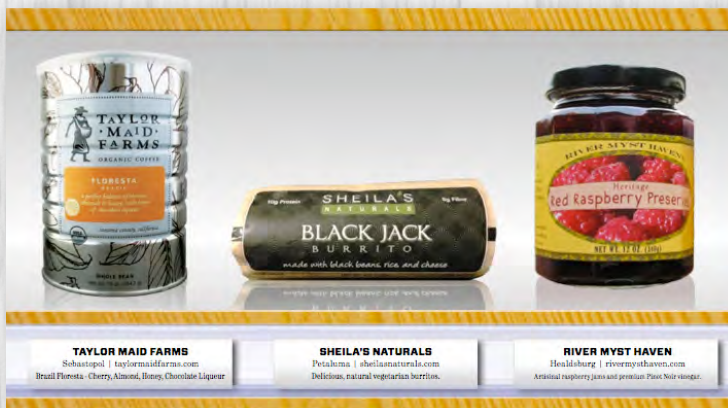
MadeLocalMagazine.com

Advertising Rates

With each consecutive issue run, you can pay the next lowest ad rate. The more you run the less it costs. Advertising agreements are available to get you the lowest rate right out of the gate.



| 2017 Pricing Made Local Magazine | Cost Each Time • Buy More, Pay Less for Each Ad | | | |
|-------------------------------------|--|---------|---------|------------------------|
| Size | 1-2x | 3-4x | 5x | GO LOCAL Members Save! |
| Premium Full Page | \$1,650 | \$1,500 | \$1,350 | \$100 off |
| Full Page | \$1,250 | \$1,150 | \$1,050 | \$100 off |
| Half Page | \$700 | \$645 | \$600 | \$75 off |
| Quarter Page | \$450 | \$410 | \$370 | \$40 off |
| Restaurant Plate | \$195 | | | |



Product Shelf Ads

Instead of small boxy ads cluttered on a page, buy a position on the shelf for your product. The whole shelf runs 1/2 page with three product facings across. Contact us for pricing and availability.



Specifications

See Advertising Spec Sheet.

Contact:

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Restaurant Plates and Wine Labels

Restaurants and wineries can participate with low-cost, highly effective display ads. Contact for pricing and availability.

