



Made Local Magazine Advertising 2025 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 - FOUR ISSUES IN 2025:

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, 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)



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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 2025 Advertising Rates	Price Per Issue Commit to More in a Year, Pay Less Each Issue			
Size	1-3x	4x	4x print + 4x digital!	GO LOCAL Members Save
Premium Full Page - Back Cover	n/a	\$1,995	\$2,195	Media discount available to GO LOCAL members & supporters
Premium Full Page - p.2, p.3, Inside Back Cover	n/a	\$1,940	\$2,140	
Full Page Display Ad	\$1750	\$1,600	\$1,800	
Half Page Display Ad	\$950	\$860	\$1,060	
Quarter Page Display Ad	\$630	\$560	\$760	
Restaurant Plate Ad (6 per page)	\$250 per plate per issue. 4x commitment = \$1,000			
Get a <i>PRINT+DIGITAL</i> combo for a broader local reach! Digital ads of your choice: <i>*(4) FB/IG ad campaigns with custom audience targeting, OR</i> <i>*(4) Featured sections in GO LOCAL's eNews to 20,000+ Sonoma County locals.</i> <i>Schedule these digital campaigns during the 4 months of your choice.</i>				

Restaurant Plates

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



Publication Schedule & Deadlines

See Advertising Specifications at madelocalmagazine.com/ad-info

2025 Magazine Schedule	Ad Submission Deadline	Publication Date
May/Jun 2025 (Issue #57)	Apr 4	May 1
Jul/Aug 2025 (Issue #58)	Jun 5	Jul 1
Sep/Oct 2025 (Issue #59)	Aug 5	Sep 1
Nov/Dec 2025 (Issue #60)	Oct 8	Nov 6