



2020 MEDIA KIT

FARMS · FARMERS MARKETS · SPECIALTY PRODUCERS · BREWERIES, WINERIES, DISTILLERIES · RETAIL STORES · RESTAURANTS



# YOUR LOCAL FOOD MARKETING EXPERTS



Taste the Local Difference<sup>®</sup> is a local food marketing agency. Every bit of work we do has one underlying mission—to sell more local food in your community. We promote the farms and producers that make all of the good food we eat. And we celebrate the restaurants, retailers, event organizers and many others that are making sourcing local a priority.

# OUR AUDIENCE

Taste the Local Difference attracts a targeted group of value-driven purchasers. The audience is majority female with an affinity for Food & Dining, Cooking, Media & Entertainment, Outdoor Lifestyle, Arts, Travel, Health & Fitness.

## 39%

Website Visitors from outside the State

## 125,000+

Annual Magazine Circulation

## 43%

Between the ages of 25-44

### UPPER PENINSULA

**1,230+ Unique Website Visitors**  
**20,000 Magazines Distributed**

Marquette, Houghton, Sault Ste. Marie

### NORTHEAST MICHIGAN

**1,640+ Unique Website Visitors**  
**15,000 Magazine Distributed**

Mackinaw City, Alpena,  
Alcona, Tawas City

### NORTHWEST MICHIGAN

**7,380+ Unique Website Visitors**  
**25,000 Magazines Distributed**

Petoskey, Harbor Springs, Traverse City,  
Bellaire, Frankfort, Cadillac

### WEST MICHIGAN

**4,100 + Unique Website Visitors**  
**25,000 Magazines Distributed**

Muskegon, Grand Haven, Holland,  
Grand Rapids, Kalamazoo, Battle Creek,  
St. Joseph

### SOUTHEAST MICHIGAN

**10,250+ Unique Website Visitors**  
**40,000 Magazines Distributed**

Flint, Detroit, Jackson, Ann Arbor

### MID MICHIGAN

**2,050+ Unique Website Visitors**  
**15,000 Magazines Distributed**

Lansing, Midland, Grayling, Gaylord



# MEDIA CHANNELS

GROWING PASSIONATE AUDIENCES



8,000+

Facebook Likes



11,800+

Instagram Followers



250K+

Monthly Facebook post reach

## PLUS

- 52, Annual Local Chef + Farmer Radio Interviews
- Local food and drink features on TV News
- Strong List of Regional and Statewide Media Contacts

## SOCIAL MEDIA SHOUT-OUTS

\$25 for a post shared across social channels



# LOCAL FOOD GUIDE

## LOCAL FOOD GUIDE

The Local Food Guide is published annually and considered to be one of TLD's most valuable tools. It serves as a go-to resource for connecting with the regional local food scene.

Put your brand on the map with over 1,900 other businesses promoting the incredible local food and drink culture in Michigan.

## DISTRIBUTION

Together the guides reach over 125,000 homes and businesses; distributed for free through a proven network of partners including CVBs, Chambers of Commerce, Retail Grocers, Restaurants, Institutions, Libraries, Hotels and Farm Stands all across the region.



### GUIDE FACTS



**125K+**

Guides distributed to homes & businesses across Michigan



**1,900+**

Farms & businesses participate in promoting local food & farm culture



**61%**

Of readers are from the State of Michigan

**120+ PAGES**

Of quality content and resources promoting local food and drink throughout Michigan

## PRINTED AD SPECS

	Rate	Size (width x height)
<b>1/8 Page</b>	\$870	3.375" x 2.25"
<b>1/4 Page</b>	\$1,344	3.375" x 4.75"
<b>1/2 Page</b>	\$2,137	7" x 4.75" or 3.375" x 9.75"
<b>Full Page, includes bleed</b>	\$3,862	8.375" x 11.125"
<b>Inside Covers</b>	\$5,250	8.375" x 11.125"
<b>Advertorial / 1 Page</b>	\$4,785	8.375" x 11.125"
<b>Advertorial / 2 Pages</b>	\$7,275	17" x 11.125"
<b>Business Map Listing</b>	\$250	

## FILE REQUIREMENTS

Local Food Guide is perfect bound, Trim size is 8.25" x 10.875"  
 File Format for Ads: PDF (no crop marks)  
 Resolution: 250-400 dpi (dots per inch)  
 Color: CMYK

## AD DESIGN

Need assistance creating your artwork?  
 Let us help! Prices start at \$75, and range depending on size.

PRINT & DIGITAL

# THE DIGITAL ISSUE

THE BEST OF BOTH WORLDS



## TRACKING IMPRESSIONS

The Local Food Guide digital issue is published and promoted online using ISSUU, a national media company with 100 Million+ unique visitors every month.

Readers are attracted through the ISSUU site and TLD's active web, print and social channels.

## CLEAR & SIMPLE REPORTING

TLD will link your advertisement in the digital issue to a direct web address of your choice. As readers interact with the publication, you'll receive data on reads, impressions, and click-through rates.

## BENEFITS OF PRINT & DIGITAL

When it comes to a resource like the Local Food Guide, print is critical to distribution and reaching a statewide audience. Digitally we can track effective campaigns and growth in brand awareness.

With the Local Food Guide, advertisers get the benefits of both.



# 39%

Website Visitors from Outside of Michigan

Majority from New York, Vermont,  
California, Illinois

## FILE REQUIREMENTS

File Format for Ads: jpeg or png  
Resolution: 72 dpi (dots per inch)  
Color: RGB

## AD DESIGN

Need assistance creating artwork?  
Let us help! Prices start at \$75, and range  
depending on size'



# DIGITAL DISPLAY ADS



## BROADEN YOUR REACH AND GET MORE TRAFFIC TO YOUR WEBSITE

Digital is a great way to track the results of your marketing budget and bring people directly to your website.

Thousands of people use Taste the Local Difference – **localdifference.org** – as a resource year-round to find local food and learn to cook with new recipes. It's the people behind the business, the mission that defines the brand, and the value of local food systems that resonate with our audience. Let us connect them to you. ☐

## OUR DIGITAL SERVICES

As a full-service marketing firm specializing in local food businesses, TLD creates and promotes content using our own website, social media platforms, blog, email newsletter, and more.

### WEBSITE STATS



**22,600+**

Visitors to the site during June-August alone



**13,786**

Average monthly page views on localdifference.org



**5.6%**

Average click-thru rate (industry average is 0.1%)

CONNECT WITH MORE CONSUMERS ONLINE



## DIGITAL AD SPECS

### Website Ads

Rotation on TLD's homepage, interior pages, and blog

### Statewide Newsletter, Monthly

Michigan (2 spots available)

### Regional Newsletter, Monthly

Northern Michigan (2 spots available)

Southern Michigan (2 spots available)

**Rate**      **Size** (width x height)

\$450      300 x 250px

\$300      300 x 250px

\$200      300 x 250px

\$200      300 x 250px

## FILE REQUIREMENTS

File Format for Ads: JPEG or PNG  
Resolution: 72 dpi (dots per inch)  
Color: RGB

## AD DESIGN

Need assistance creating artwork?  
Let us help! Prices start at \$75, and range depending on size.

Monthly reporting includes: Impressions and click-through rate



# HOLIDAY GIFT GUIDE

## LOCAL FOOD & DRINK GIFTS

This e-catalog debuts in November as a resource for the holiday gift-giving season. The primary content will include advertorial features of local michigan food and drinks.

## LINKS TO PURCHASE

The Holiday Gift Guide will be published via ISSUU, a national media company with over 100 million+ unique visitors every month.

Direct links to purchase these gifts will be embedded in the digital issue to make your call to action even more effective.

## THIRD-PARTY PROMOTION

Taste the Local Difference will promote the gift guide using third-party media including radio, newspaper and social channels.



LOCAL IS THE PERFECT GIFT

## GIFT GUIDE SPECS

	Rate	Size (width x height)
<b>Product Listing</b>	\$400	8.5" x 2.25"
<b>Full Page</b>	\$3,110	8.5" x 11.125"
<b>2-page Spread</b>	\$4,730	17" x 11.125"

## FILE REQUIREMENTS

High-quality imagery of individual products or styled shoots are expected. Direct-order link and product info will also be collected. TLD will design layout.

File Format: PDF or JPEG (no crop marks)  
Resolution: 250-400 dpi (dots per inch)  
Specified Link to Purchase

## STYLED-SHOOT

If high-quality imagery is not available, TLD can help organize photography services starting at just \$300.



CUSTOM

# TARGETED E-BLAST



## CUSTOMIZED CONTENT

People are largely skeptical when businesses are seen promoting themselves and instead they look for recommendations from peers or trusted sources.

TLD partners can access our valuable network through a custom targeted e-blast that helps tell your story, by bringing in our perspective.

## CHOOSE YOUR AUDIENCE

The most important part of effective marketing strategy is knowing your audience. TLD's network is made up of very engaged local food buyers and sellers.

Whether your message aligns with the entire TLD audience or a specific segment, we can help you tell your story effectively to businesses and people that value the TLD brand.

## TARGETED E-BLAST

### Rate

**Custom Sponsored Content** \$450 + \$1 per recipient

Includes reporting on opens, clicks, performance, etc.  
Emails not exchanged.

## AUDIENCE

### Contacts

### Contacts

<b>Farms</b>	900+	<b>Breweries</b>	60+
<b>Farmers Markets</b>	200+	<b>Specialty Producers</b>	300+
<b>Restaurants</b>	215+	<b>Retail Stores</b>	170+
<b>Wineries</b>	60+	<b>Consumers</b>	5560+

CONNECT WITH  
YOUR TARGET  
AUDIENCE

SPONSORED

# BLOG CONTENT

## LOCAL FOOD COMPANION

TLD's Local Food Companion is the place for local food stories, recipes, tips and products. New content is posted every week and promoted through social media. The passion for local and emphasis on SEO gives TLD partners a platform to share great fun and informative content with a large local-loving audience.

[blog.localdifference.org](http://blog.localdifference.org)



### SPONSORED BLOG CONTENT

TLD writes content, directed/informed by sponsor

Rate

\$350

### PHOTOGRAPHY

Styled shoots available by request and with additional fee.

### EXAMPLES OF SPONSORED CONTENT

- Product Promotions
- Lifestyle Content
- Story-telling
- Event Details and Ticket Sales
- Mission-based Marketing
- Educational Resources

