Taste the Local Difference® is a local food marketing agency and media company. 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 make sourcing local a priority.
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.

### Our Audience

#### Upper Peninsula
- **Visitors:** 4,862+
- **Distribution:** 15,000
- **Regions:** Marquette, Houghton, Sault Ste. Marie

#### Northwest Michigan
- **Visitors:** 11,292+
- **Distribution:** 30,000
- **Regions:** Petoskey, Harbor Springs, Traverse City, Bellaire, Frankfort, Cadillac

#### Northeast Michigan
- **Visitors:** 2,064+
- **Distribution:** 10,000
- **Regions:** Mackinaw City, Alpena, Alcona, Tawas City

#### West Michigan
- **Visitors:** 12,170 +
- **Distribution:** 30,000
- **Regions:** Muskegon, Grand Haven, Holland, Grand Rapids, Kalamazoo, Battle Creek, St. Joseph

#### Southeast Michigan
- **Visitors:** 19,296+
- **Distribution:** 30,000
- **Regions:** Detroit, Jackson, Ann Arbor

33% of Website Visitors from outside the State

125,000 Annual Magazine Circulation

43% of Website Visitors are between the ages of 25-44
SOCIAL CHANNELS

GROWING PASSIONATE AUDIENCES

@TASTETHELOCALDIFFERENCE
Our content continues to draw an audience of local food enthusiasts across the country. Please ask for updated statistics as this audience grows rapidly.

14,300+
Facebook Followers

10,700+
Instagram Followers

250K+
Monthly Facebook post reach

SOCIAL MEDIA SHOUT-OUTS
$25 for a post shared across social channels
MEDIA + CONTENT CREATION

THIRD PARTY MEDIA
Taste the Local Difference knows local food. That’s why we team up with other media sources to provide them with the most up-to-date content on all things local. Our media partners include TV News, Radio, Podcasts, Newspaper, and other print media. In several regions we host ongoing monthly feature segments.

CONTACTS
Our list of over 400 Regional and Statewide Media contacts are engaged with TLD, expecting great content, news and features about the local food scene in Michigan.

SPONSORED CONTENT
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 an emphasis on SEO gives TLD partners a platform to share great fun and informative content with a large local-loving audience.

blog.localdifference.org

Taste the Local Difference is also contracted to provide content on others’ platforms. We produce successful campaigns with Visitors Bureaus, Group Associations, Economic Development Agencies and Food Businesses.

FEATURES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Content</td>
<td>$350</td>
</tr>
</tbody>
</table>

Media features can be negotiated and written into contracts.

localdifference.org | MEDIA KIT
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 2,200 other businesses promoting the incredible local food and drink culture in Michigan.

DISTRIBUTION

Together the guides reach over 125,000 homes and businesses. All the guides are 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

2,200+
Farms & businesses participate in promoting local food & farm culture

67%
Of readers are from the State of Michigan

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

PRINTED AD SPECS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
<th>Size (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>$1000</td>
<td>3.375&quot; x 2.25&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1545</td>
<td>3.375&quot; x 4.75&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2457</td>
<td>7&quot; x 4.75&quot; or 3.375&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3862</td>
<td>8.375&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$5250</td>
<td>8.375&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Advertorial / 1 Page</td>
<td>$4785</td>
<td>8.375&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Advertorial / 2 Pages</td>
<td>$7275</td>
<td>17&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Business Map Listing</td>
<td>$300</td>
<td>Includes basic contact information</td>
</tr>
<tr>
<td>Guide Knockout Listing</td>
<td>$275+</td>
<td>Includes photo and 120 characters</td>
</tr>
</tbody>
</table>

THE GUIDE KNOCKOUT LISTING

Sara Hardy Downtown Farmers Market

The largest growers market in Northwest Michigan, in the heart of Downtown Traverse City.

231-922-2650
downtowntc.com
Cass St & Grandview Pkwy, Traverse City

localdifference.org | MEDIA KIT
THE DIGITAL ISSUE

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 can 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.

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.

33% Website Visitors from Outside of Michigan
Oregon, Illinois, Massachusetts, Ohio, California, Wisconsin, Texas, Tennessee, Virginia

6:06 Avg Read Time
3.8% Click-Rate

6:06 Avg Read Time
3.8% Click-Rate
**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 sources nearby, learn to cook with fresh ingredients, and gather tips and tricks. It is 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**

<table>
<thead>
<tr>
<th>Visitors to the site during May-August alone</th>
<th>Average monthly page views on localdifference.org</th>
<th>Average click-thru rate (industry average is 0.1%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>38,000+</td>
<td>15,395+</td>
<td>5.6%</td>
</tr>
</tbody>
</table>

**DIGITAL AD SPECS**

<table>
<thead>
<tr>
<th>Display Ad with Direct Link</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide Newsletter (12K Subscribers)</td>
<td>$300/month</td>
</tr>
<tr>
<td>Southern Regional Newsletter</td>
<td>$200/month</td>
</tr>
<tr>
<td>Northern Regional Newsletter</td>
<td>$200/month</td>
</tr>
</tbody>
</table>

Monthly reporting includes: Impressions and click-through rate

**FILE REQUIREMENTS**

- Size (width x height): 300 x 250px
- 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.
LOCAL FOOD & DRINK GIFTS
This website will debut in November as a resource for the holiday gift-giving season. Content will expand upon holiday-themed features of local Michigan food and drinks. Including a wide variety of products available for purchase, product listings are separated into categories like: Sweet, Savory, Wellness, and Drinks.

LINKS TO PURCHASE
The Holiday Gift Guide is published at michiganlocalgiftguide.com with a new design debuted in 2020 including easy navigation and search functionality for a convenient locally-driven gift buying experience.

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

GIFT GUIDE SPECS
<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gift Guide Feature</td>
<td>$475</td>
</tr>
</tbody>
</table>

Includes:
- Business Feature Page with 2 sentence bio + photo
- (2) Product Listings with 1 sentence bio + photo
- TLD Social Media Post featuring your Business
- TLD Guide Promotion through a minimum of 10 Third-party Media Features

ADD ONS
<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Additional Product Feature (max 3)</td>
<td>$50</td>
</tr>
<tr>
<td>Additional Social Media Post</td>
<td>$25</td>
</tr>
<tr>
<td>Recipe Feature</td>
<td>$250</td>
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<td>Blog Post Feature</td>
<td>$350</td>
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FILE REQUIREMENTS
- High-quality, square imagery of individual products
- Content for business and product descriptions
- Direct links to purchasing the product online
- (2) physical products available for product placement in Third Party Media
B2B MARKET DEVELOPMENT

RELATIONSHIPS & EXPERTISE TO GROW YOUR BUSINESS

Taste the Local Difference is perfectly positioned to facilitate food systems relationship development with locally based staff across the state, extensive knowledge of the food system and years of experience in the field. Working with TLD will save you time and help you build long-lasting business relationships.

CONSULTING PACKAGE

$525 for the first 5 Hours + $375 for an additional 5 hours
Includes: Strategy meeting, Introductions and List of Lead Contacts
First 5 hours limited to a single regional territory focus.

DESIGN

Our marketing expertise, emphasis on design and local food know-how make us the perfect partner for your design needs. Whether it’s a sell sheet, post card, logo or point-of-sale material. Let us help you!
Rates start at $75/hr

2,200+
Businesses in TLD’s Local Food Buyer & Seller Network

13+
Local Food Coordinators across the state, working for you

$13.5M
combined annual revenue growth of partners attributed the impact of TLD’s activities
Taste the Local Difference has worked with a diverse group of food and farming businesses across the entire state looking to build an online sales presence. We support them through the entire process: research, decision-making, onboarding, training and more. This network of local food businesses and our hours of experience result in extensive knowledge about the best practices for entrepreneurs entering into this new market.

SELECTING A PLATFORM
From third-party resources, internal research and platform comparisons, TLD can help you select the platform that works best for your business.

TECHNICAL ASSISTANCE
Sales have long been transitioning online, but the need for this type of investment has changed rapidly. Taste the Local Difference staff is knowledgeable, tech-savvy and experienced, tech-savvy and ready to be your support system, helping you balance the time and energy needed to focus on the web presence or e-commerce component of your business.

Our technical assistance is customizable to fit the needs of our diverse food and farming partners and includes services such as: building out the inventory of the site, training farmers and vendors on the process, and marketing the platform to the right audience.

CONTRACTING RATE
After an initial discovery meeting, TLD will put together a proposal with quotes and recommendations. You can purchase a block of contracted hours to use over time.

<table>
<thead>
<tr>
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<th>Cost</th>
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<tr>
<td>1-hour Consultation</td>
<td>$75</td>
</tr>
<tr>
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</tr>
<tr>
<td>50 Hours</td>
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</tr>
<tr>
<td>Training Webinar (recorded)</td>
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BEST PRACTICES

The time has come for local food producers to harness the power of online sales platforms to reach a wider audience. TLD can help you select the platform that works best for your business.

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</tr>
<tr>
<td>Training Webinar (recorded)</td>
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</tr>
</tbody>
</table>
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.

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

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

TARGETED E-BLAST

<table>
<thead>
<tr>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Sponsored Content</td>
</tr>
<tr>
<td>$450 + $1 per recipient</td>
</tr>
</tbody>
</table>

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

AUDIENCE

<table>
<thead>
<tr>
<th>Farms</th>
<th>990+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers Markets</td>
<td>215+</td>
</tr>
<tr>
<td>Restaurants</td>
<td>240+</td>
</tr>
<tr>
<td>Wineries</td>
<td>60+</td>
</tr>
<tr>
<td>Breweries</td>
<td>60+</td>
</tr>
<tr>
<td>Specialty Producers</td>
<td>330+</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>180+</td>
</tr>
<tr>
<td>Consumers</td>
<td>12,300+</td>
</tr>
</tbody>
</table>

CONNECT WITH YOUR TARGET AUDIENCE