



# Local Food Guide Magazine 2024 Media Kit



@abundantmontana



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abundantmontana.com



hello@abundantmontana.com

## WELCOME!

Abundant Montana's annual Local Food Guide is a free, full-color, magazine-style publication highlighting Montana's expansive local food offerings, including farms, food producers, restaurants, retailers, farmers markets, breweries, cideries, distilleries, and so much more.

This is the ultimate guide to eating locally in Montana. 25,000 copies of our 2024 Local Food Guide will be distributed to farmers markets, restaurants, grocery stores, libraries, and visitors centers across the state, starting in June 2024.



## WHY ADVERTISE WITH ABUNDANT MONTANA?

ONLINE LOCAL FOOD GUIDE READS

**2,000 +**

ANNUAL ONLINE USERS:

**96,000+**

DISTRIBUTED LOCAL FOOD GUIDES

**25,000+**

REACH ON SOCIAL MEDIA:

**200,000+**



**VIEW THE 2023 LOCAL FOOD GUIDE IN DIGITAL FORMAT:  
[ABUNDANTMONTANA.COM/LOCALFOODGUIDE](https://abundantmontana.com/localfoodguide)**

## AUDIENCE DEMOGRAPHICS

We are passionate about building authentic relationships, educating people about local food, empowering entrepreneurs, and supporting purpose-driven brands to sell more local food across Montana. This drives all our media content. As a result, Abundant Montana attracts a group of value-driven purchasers with an affinity for local food.

**75%** **25%**

FEMALE

MALE

AVERAGE AGE RANGE:

**25-34**

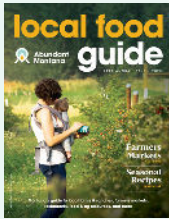


TOP AUDIENCE LOCATIONS

## DISTRIBUTION

The Local Food Guide will be available in both print and digital formats, creating permanent visibility and expanding the reach of your ad. It will be promoted extensively through our media channels. The digital Local Food Guide receives 1000s of views, in addition to the 25,000 print copies distributed around Montana.

- Breweries
- Restaurants
- Coffee Shops
- Farm Stands
- Farmers Markets
- Chambers of Commerce
- Libraries
- Tourist Destinations
- Local Businesses
- Hotels
- Food Pantries
- Museums



## IMPACT REPORT

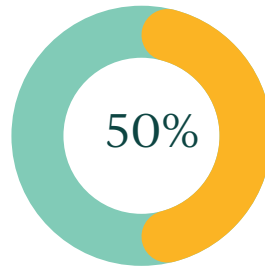


# 2023 Local Food Guide

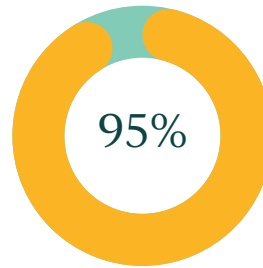
## READERSHIP STATISTICS & IMPACT METRICS



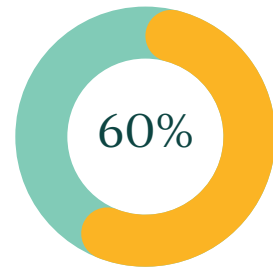
READ A STORY



SHARED THE  
MAGAZINE



LOOKED AT  
REGIONAL LISTINGS



LOOKED AT ADS



**68%** of readers read the magazine for **15-60 minutes**

**18%** read the magazine for **more than 1 hr**



**68%** of readers intend to keep the magazine for the **whole year**

Women

Men

87%

13%

Online

Hard Copy

24%

76%

**60%** of readers purchased local food from a business or producer because of the Local Food Guide

**47%** of readers visited an advertiser's website

**24%** of readers followed an advertiser on social media

**25k**

Printed

**714**

Online Reads

**173**

QR Code Scans

## DISTRIBUTION STATISTICS

### DISTRIBUTION ACROSS THE STATE

22% Missoula & Bitterroot Valleys  
20% Flathead Valley  
20% Bozeman & Southwest MT  
18% Helena & Great Falls  
16% Billings & Southeast MT

### PRIMARY PICK UP LOCATIONS

26% Farmers markets  
22% Grocery store  
14% Non-food local business  
12% From a friend or family  
5% Local restaurant

# ADVERTISING DEADLINES

EARLY BIRD	Sunday, Dec. 31, 2023	All rates discounted 10% until Dec. 31, 2023.
PAYMENT DEADLINE	Friday, March 29, 2024	
FINAL SUBMISSION DEADLINE	Friday, March 29, 2024	All ad work due.

# DISCOUNTS

EARLY BIRD	10%	All rates discounted 10% until December 31, 2023
3-YEAR DISCOUNT	20%	Purchase any product for a set of three years, billed annually, and receive 20% off.

# PRINT AD INFO

All ad rates are for full-color ads, and include 1 round of revisions. Ads can be designed by Abundant Montana staff, or by the purchaser. Final design subject to approval by Abundant Montana.

**\*3-Year Discount:** Purchase an ad for the next 3 years of the Local Food Guide. Invoiced annually with a 20% discount off 2024 standard prices.

1/4 Page

1/2 Page

Covers + Full Page

## PRINT ADS + SPECS

ITEM	PRICE	3-YEAR DISCOUNT*	SPECS
<b>Advertisements</b>			
1/4 Page Ad	\$720	\$576	3.5" x 4.75"
1/2 Page Ad	\$1,200	\$960	7.25" x 4.75"
Full Page Ad	\$1,800	\$1,440	8.625" x 11.125" (includes .125" bleed)
<b>Premium Placement Advertisements</b>			
Inside Front Cover	\$2,400	\$1,920	8.625" x 11.125" (includes .125" bleed)
Inside Back Cover	\$2,400	\$1,920	8.625" x 11.125" (includes .125" bleed)
Back Cover	\$3,000	\$2,400	8.625" x 11.125" (includes .125" bleed)
<b>Sponsored Content</b>			
1 Page Advertorial	\$2,100	N/A	8.625" x 11.125" (includes .125" bleed)
2 Page Advertorial	\$3,000	N/A	17" x 11.125" (includes .125" bleed)
3 Page Advertorial	\$4,200	N/A	
4 Page Advertorial	\$4,800	N/A	

\*3-Year Discount: Purchase product for the next 3 issues of the Local Food Guide. Invoiced annually with a 20% discount off 2024 standard prices.

# PARTNERSHIP

## WANT EXCLUSIVE BENEFITS?

**Gain access to upgraded benefits by becoming an Abundant Montana Partner today!**

When you become an Abundant Montana Partner, you get an upgraded Local Food Guide listing, access to affordable marketing services, and more.

- 1 Login to your Abundant Montana account at:  
*montana.localdifference.community*
- 2 Click "Upgrade" next to your listing

### Annual Pricing

Farms & Ranches	\$50
Farmers Markets & Food and Ag	\$100
Retailers & Specialty Producers	\$250

ITEM	PRICE	3-YEAR DISCOUNT*	SPECS
Abundant Montana Partner Exclusives			
Guide Knockout	\$300	\$240	Stand out in the Local Food Guide! Add a description and photo to help your listing shine. Example on p. 8
Must-Try Product Call Out	\$475	\$380	Elevate your product with dedicated space at the beginning of your region! Only 6 Must-Try Products per region. Example on p. 9
Full Page Recipe	\$1,800	\$1,440	Make sure your delicious ingredients are noticed! Full page, example on p. 10 Only 6 available!

\*3-Year Discount: Purchase product for the next 3 issues of the Local Food Guide. Invoiced annually with a 20% discount off 2024 standard prices.

# PARTNER EXCLUSIVES

## MUST-TRY PRODUCT CALL OUT

**Make sure your product isn't missed by elevating it to the status of "Must-Try"!**

*\*Partner Exclusive! See p. 9 for close-up*

- Dedicated section located within each region
- Space is limited! Only 6 products per region
- Includes social media promotion after publication



## GUIDE KNOCKOUT

**Level up your listing with a Guide Knockout!**

- 1 Lister: Free to all
- 2 Partner: Included with Partnership
- 3 Guide Knockout: For Partners Only!

**1 YES Compost**  
yescompost.com

**2 Shields River Farm & Nursery**  
26 Becker Ln, Wilsall  
(406) 589-8801  
shieldsriverfarm.com

**3 Abraxas Farm**



Mangalitsa pork and grass fed lamb raised with organic practices. Real, clean meat. Order online for local delivery!  
45420 Vinson Ln, Big Arm  
(406) 210-8850  
abraxasfarm.com

## RECIPE FEATURE

**Feature one of your products or recipes as a full page recipe!**

*\*See p. 10 for close-up*

- Located in the MT Plate (recipes) section
- Only 6 full page recipes available in the 2024 Local Food Guide
- Includes social media promotion after publication



## When in the Northwest region, make sure to try these products.



### FARM TO FORK

Organic Plant-Based Meal Service. Too busy to cook or eat healthy? Farm To Fork creates thoughtfully prepared plant – based meals, made to nourish your body & soul from the inside out. Local food is the basis of our mission, our menu changes weekly showcasing Northwest Montana's seasonal organic produce.

[farmtoforkmt.com](http://farmtoforkmt.com)



### FLARE POPS

Farm-to-paleta treats created with our farm's organic fruit. Perfect for those long and sun-filled summer days! Pick yourself up one (or many!) at: Stores: Good Food Store, Mission Mountain Natural Foods, Guild, The Camino; Farmers Markets: Polson, Whitefish, and Columbia Falls; Festivals: Red Ants Pants, Under the Big Sky, and MSLA Made Fair.

[flarepops.com](http://flarepops.com)



### MONTANA LONGHORN

Must Try Local Beef: Our commitment is to deliver premium longhorn beef from our family ranch to your family table. Premium means a grass-fed, grass-finished, free-grazing, sustainable product; by a team committed to improving the land through regenerative agriculture practices. Clean beef is our promise. We will never use an mRNA vaccine. We guarantee a lean, high protein, mouth watering beef, that you can trust.

[montanalonghorn.com](http://montanalonghorn.com)



### TRIPLE DIVIDE ORGANIC SEEDS

Triple Divide Organic Seed Cooperative offers certified organic seed online and in stores around Montana. Our mission is to find and offer plant varieties that grow well in Montana and other northern latitudes. Our co-op members are committed to improving and adapting open-pollinated, locally resilient seed crops using organic practices. Find our seeds at:

[tripl divideseeds.com](http://tripl divideseeds.com)

Full Page Recipe  
example.  
Find details on p. 8.



# Summer Steak Salad

Servings: 4-6  
*Recipe & photo by  
Stick Leg Ranch*

- SALAD INGREDIENTS**
- 15-20 oz spring mix
  - ¼ cup red onions, sliced
  - 1 cup roasted beets
  - 1 cup strawberries
  - 1 cup goat cheese or feta
  - 1-2 lbs top sirloin, Denver, flank, or flat iron steak

- DRESSING**
- ½ red onion, chopped
  - ¼ cup rice vinegar
  - ⅓ cup oil, olive or avocado
  - ¼ cup honey or sugar
  - 1 tsp salt
  - ¼ tsp ground mustard

**INSTRUCTIONS**

To make the dressing, blend together all the ingredients and let chill in the refrigerator.

Cut your beets into cubes and roast in olive oil in a pan. While your beets are cooking, slice your strawberries. Set both aside.

Either grill or pan fry your steak. Cook until the internal temp reads 125°F for rare, 135°F for medium, or 145°F for well done.

Remove steak from heat source and place on a plate or cutting board. Cover with foil and let rest for 5-10 minutes. After it has rested, slice thinly against the grain of the meat and set aside.

To assemble the salad, lay the spring mix on a large platter. Top with red onion, beets, strawberries, and cheese. Drizzle the dressing across the top. Lay slices of steak over the top of the whole salad. Serve and enjoy!

**VARIATIONS**

For a more savory salad, omit the strawberries or reduce the amount of honey used in the dressing.

For a sweeter salad, omit the beets and add more strawberries.



**About Stick Leg Ranch**

We are Seth and Jennie Becker, owners of Stick Leg Ranch. We started Stick Leg Ranch in 2020 when we saw a need for accessible and nutritious food that could be sourced directly from the producer.

We focus on regenerative practices and animal wellbeing. We raise Grass-fed and Finished Beef and Pasture Raised Pork. We deliver locally and ship all over Montana and nationwide!

You can find all our information at [sticklegranch.com](http://sticklegranch.com). Or email us at [info@sticklegranch.com](mailto:info@sticklegranch.com) & follow us on social media @sticklegranch.



## Ready to Advertise?

Contact us today to get started!



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