WELCOME TO LOCAL TABLE!
We Can’t Wait to Share Our Table, Hear Your Story and Discover Our Possibilities Together!

WE HAVE A HISTORY.
Our Readers Know It (& tell us they love us for it!)

Over the last 10 years, Local Table Magazine has become “the guide” for local and visiting readers. It has been their quarterly source for finding all of the best things in food, farms, events, artisans, crafters and... we'll just say it... Middle Tennessee!

Our region is growing in all respects. The Tennessee all-things-local world looks vastly different than it did ten years ago when we started. There are more players in the game – and it’s hard to know what to do, where to go and who to trust. Whether a local or visitor, our readers are always looking for the best and most delicious experiences they can have in our great state – and Local Table has been their “easy-to-find, get the best info” guide, all the while.

WHAT WE DO – AND WHY.
It’s Not Just Because We Love to Eat (though that is a definitely a plus!)

We bring Middle Tennessee amazingness to customers’ eyes and lives. That is why we do what we do—connect YOU with people who want you, find you, and then can't wait to come back to see you! We strive to connect “the want,” with “the find” and love it also when we have “a find” that becomes what everyone is wanting! It’s always up to you to keep them coming back for more - but Local Table helps get them to your door.

SHALL WE SET A PLACE FOR YOU AT “THE TABLE?”
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We Promise No Fine China, “Pinkies Up” Attitudes– Just Real Talk About Real Ways We Can Support Each Other and Tennessee!

Our readers are your future customers and they deserve the best from both of us. Simply put, we want places and people our readers can trust to deliver authentic and quality food, products and experiences– all coming from Tennessee. If you are reading this and this is what you offer, who you are and what you do—we have a place at “The Table” for you!

PULL UP A CHAIR IF YOU WANT TO LEARN MORE. (Deliciousness & Witty Repartee Guaranteed!)

We’ve got the table set, a fresh pot of greens on the stove and can’t wait to hear more about your business or organization. Pull up a chair, let’s sit a spell and get to know each other better.

Yours In Growing Tennessee Through All Seasons,

Lisa Shively Publisher/Editor
WHY INVEST IN LOCAL TABLE?
We are Everywhere You Want to Be • We Have Our Readers Trust & Loyalty • Tennessee is Growing & So Are We!

WE ARE EVERYWHERE YOU WANT TO BE.
We really are everywhere you want to be from an exposure/distribution perspective. Visit Tennessee’s iconic spots, popular food, farming, artisanal and craft purveyors, restaurants, signature events, up-and-coming new businesses and “mom & pop” shops alike—you’ll find a publication rack dedicated to Local Table in a prime location.

Distribution outlets tell us that customers let them know right away if they are low, or forbid, out of Local Table. Special events are something we love to help ensure you are well-stocked for also—and make a highly prized and FREE gift bag component as well!

WE HAVE OUR READERS TRUST & LOYALTY.
Our readers are some of the most passionate buyers of all things Tennessee. Our readers are smart and value quality goods and experiences over “trend of the moment,” (Cronuts vs. Hot Chicken...thoughts welcomed). Our readers trust our publication to bring the best to them and have proven that they will support Local Table’s “stamp of approval” businesses with their dollars and feet consistently over the last 10 years.

Our new readers tell us “Thank You!” for taking the mystery out of what to buy and where to go that result in quality, delicious and unique experiences—many of whom are new transplants to Tennessee. Our readers treat our Guide like a “not just for show,” well-loved coffee table book—they keep it, dog-ear it, and best of all... use it all year long.

TENNESSEE IS GROWING & SO ARE WE!
LOCAL TABLE MAGAZINE GOES ANNUAL GUIDE
Like Tennessee Whiskey – We Got Better with Age

Being around for over ten years, we've learned a thing or two. We've also realized that how long to stay in the barrel has a lot to do with your climate. The climate has changed and its time to open!

In 2017, we tested transitioning from a quarterly publication to an Annual Guide. Why? Candidly, there is SO MUCH to say about all of the amazingness happening related to food and farming in our area, having a quarterly print publication simply couldn't keep up!

We are thrilled to share that based on overwhelmingly positive feedback, in 2018, Local Table Magazine will fully evolve into an Annual Guidebook!

This means for you... more exposure in more ways, longer “life” and more opportunities to establish, grow or solidify your presence as one of the best and brightest that Middle Tennessee has to offer our local, regional, national and global residents and visitors.

So what else are we doing to grow with and for you and our readers? We looked for opportunities to increase your “bang for buck.” We will be activating in new ways to engage that truly benefit our advertisers and marry them with Local Table’s strong commitment to bringing only the best to our readers and passionate fan base.

NEW OPPORTUNITIES & BENEFITS WITH LOCAL TABLE IN 2018.
LOCAL TABLE ANNUAL GUIDE BRINGS ADDED OPPORTUNITIES & BENEFITS IN 2018
Growing You & Tennessee All Year Long

SUPPORT AND TRANSCEND SEASONALITY.
We will continue to support our “tried and trues” – signature components of the magazine that were in every issue that our customers crave like; the seasonality calendar, farm guide, feature profiles, farmers market and grocer listings, farm-to-table restaurant guide and more.

Further, we’ll begin to transcend seasonality by utilizing our highly-visited website and devoted database in new ways to become more responsive to seasonal nuances, emerging markets and new developments while supporting the Annual Guide throughout the year.

Whether you’re flipping through our beautiful pages, visiting our website, or savoring the most recent digital editorial content from your phone—*Local Table* expands your presence rich and multifaceted ways.

*Local Table* is known for its beautiful, locally-sourced photography and artwork. Our readers say it’s another reason that they collect our editions and display the current issue as a coffee table book.

Our advertisers tell us the business-to-business referrals they receive from *Local Table* result in new affiliations amongst our business community and partner organizations in government, associations and nonprofits both in Middle Tennessee and statewide. Discover the possibilities when you join the *Local Table* family!

We know you want to get your efforts noticed by a passionate and discerning community of foodies, locavores, visitors and more who are attune with all of the growth and excitement around our great state. We love finding new ways to engage in growing you and Tennessee all year long!

MORE OPPORTUNITIES & BENEFITS WITH LOCAL TABLE IN 2018.
Growing You & Tennessee All Year Long

UP OUR/YOUR ENGAGEMENT OPPORTUNITIES.
Our readers don't want to get lost in Google, they want Local Table’s recommendations on where to go and what to do. In 2018, we will focus on how digital can make us (and you!) more fluid, “popped-out” and on everyone's radars.

Aside from enhanced features on our website, we will be sending e-letters, “hot lists” and more. Our dedicated e-letter fan base receives over double the number of opens than the industry average. Our readers have been asking for more digitally-delivered information in small bites and we are excited to do just that in 2018.

You'll see Local Table even more out and about!
By evolving from quarterly to annual print deadlines, this gives Local Table more time to be your ambassador across Tennessee sharing the wonderful things you do.

Local Table also facilitates and hosts; events, business networking opportunities, educational workshops, farm and facility tours, agri-tourism experiences and more. We work with many nonprofits, associations and governmental entities as well. We are everywhere you want to be!

Local Table serves as a credible source—guiding our readers and your customers to explore, taste, experience and discover the BEST of what Middle Tennessee has to offer!

LOCAL TABLE ANNUAL GUIDE BRINGS ADDED OPPORTUNITIES & BENEFITS IN 2018

We’re thrilled to share we receive an average of over:
50,000 visits to our website monthly
4.5 page views and clicks per visitor—well over a quarter of a million page views per month
12,000 new visitors stop by our site monthly

We surveyed our readers and asked them what they want from Local Table.
It was hands-down...digital content on “more of the same great stuff!”

Other key wants included:
• More clickable links that take them directly to you, your products, services and where to purchase
• Cooking skills info, tips tricks and recipes
• More profiles on farms, farmers and artisans

Our readers are excited about Local Table’s rich content and trustworthy recommendations delivered in new ways!
WE KNOW YOU HAVE CHOICES...

Choosing Advertising is Like Going To a Potluck.
You know going in that not everything available will be good. The best potlucks are where you find delicious “tried and trues” and new, flavorful surprises. **With our new format and digital focus, Local Table throws the best potluck around.**

In Local Table’s 10+ years of focus on Tennessee food and farming, we've had an opportunity to grow together. There are many people who have been with us since the beginning and our publication (and our state!) would not be the draw that it is without them.

People from all over are flocking to Tennessee – some just for a weekend and some for the rest of their lives. We love hosting our long-time supporters (and their guests!) and bringing new people to “The Table.”

Our mission has never been about the money. For us, it’s about connecting you with an audience that is (literally and figuratively!) hungry for what you have to offer. We do have to make money to stay free to readers and viable for us all – it’s just not the dollars that drive us the most.

When you make an investment in your business with Local Table you are not just “an advertiser,” or “an account.” You become part of the Local Table family (and family gets invited to our new annual potluck party!) We care about you and want to know how you are doing. Having a place at our Table means we’re always here to listen, support, guide, share and celebrate you!

CLAIM YOUR SEAT AT “THE TABLE”
THE $ PART (YOU KNEW IT WAS COMING...)
Just Like Tennessee Strawberries, Local Table Should Be Available to be Deliciously And Joyously Experienced by All.

Our pricing is designed to be affordable for small and large businesses and organizations. We get it – we’re business owners ourselves! If a bundled, custom or longer-term contract works best for you, just let us know and we’re happy to work it out together.

Your investments make and keep Local Table a FREE and widely available publication. Whether it’s the amount of money someone would have to spend, time spent waiting in line to pay or adding another thing to manage and process – these can all become barriers to whether or not the valuable information we have to share about you gets out there.

FREE makes it easy for people to get it, savor it and best of all – USE it to find you. Other than letting us know if they need more print copies or have a special event they will need extra for; distribution outlets don’t have to do anything (aka “easy-peasy”).

We consider our approved advertisers as receiving the Local Table “Stamp of Approval.” We want places and people our readers can trust to deliver quality food, products and experiences—all coming from Tennessee. So if this is who you are and what you do—we’re a great fit.

JOIN US AT THE TABLE
JOIN US AT THE TABLE

Local Table 2018 Print Advertising Rates

All ads are full color and space is reserved on a first-come, first-served basis. The print publication’s first-run is estimated to be 35,000 issues and will be available at hundreds of locations throughout Middle Tennessee including retailers, grocers, restaurants, farms, farmer’s markets, and other businesses passionate about Tennessee’s vast offerings. For more information contact Shana Dellos at shana@localtable.net

2018 ANNUAL GUIDE PRINT SCHEDULE
Contract Deadline: February 1, 2018
Art Deadline: February 14, 2018

PREMIUM AD SPACE
Inside Front or Back Cover $2500
Back Cover $2900

FEATURED AD SPACE
Full Page* $1800
*Please include 1/8" bleed on all sides for trim. Final image sent in should be 8.5"w x 11"h
Half Page (horizontal or vertical) $900
Quarter Page (horizontal or vertical) $500

MARKET PLACE AD
Market Place ad locations in the Guide are designated by geographical area and contain 3-9 blocks of ads and/or content.
Single Market Place Ad (2 ½"w x 3"h) $250/ad

GUIDE LISTINGS
Farm-to-Table Restaurants $250/listing
Artisan Producers $250/listing
Other $300/listing

If you are interested in becoming a distribution outlet for Local Table Annual Guide contact lisa@localtable.net

DIGITAL ADVERTISING RATES
JOIN US AT THE TABLE

Local Table 2018 Digital Advertising Rates

Digital advertising rates below. All ads are full color and space is reserved on a first-come, first-served basis. All digital ad rates are for a period of one month between February 2018 and February 2019. If you are interested in custom packages (print/digital or multi-ad) or in longer-term agreements contact lisa@localtable.net

2018 DIGITAL SCHEDULE
Contract Deadline: Minimum 30 days prior to publish
Art Deadline: Minimum 14 days prior to publish

WEBSITE
Home Page Banner (one rotation) $100.00/month per rotation
Home Page Sidebar Premium $100.00/month static
Home Page Sidebar Prime $50.00/month per rotation

E-LETTERS
Sponsored E-letter* $300.00/month
*includes up to 3 images and sponsor profile
E-letter Banner $100.00/month
E-letter Premium Ad Space $75.00/month
E-letter Prime Ad Space $50.00/month
“Hot List” Premium Ad Space $100.00/list dissemination
“Hot List” Prime Ad Space $75.00/list dissemination
“Hot List” Feature $50.00/list dissemination

We will be happy to help you develop ads for our publication, with two revisions for an additional 10% surcharge per ad. Note: If Local Table creates your ad, it becomes the sole property of Local Table and can’t be used in any other print or digital publication.

Requested Art formats: 300 dpi JPEG, TIFF or EPS file with TIFF preview with fonts embedded or converted to outlines; a QuarkXPress or InDesign file for PC or Mac document with all fonts and supporting files. Please make sure your ad is the correct dimension, and is grayscale or CMYK.

Ask us about putting together a print/digital package designed just for you! Contact lisa@localtable.net