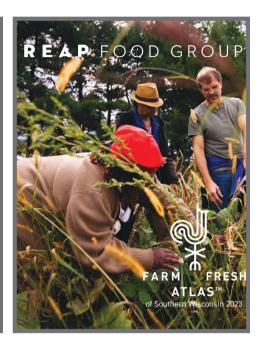


## Advertising Opportunities







## About The Farm Fresh Atlas

Since 2002, REAP's Farm Fresh Atlas of Southern Wisconsin has connected consumers to good food throughout the region. Last year, this beloved publication listed over 300 farms, farmers' markets, grocers, restaurants, and other food-related organizations throughout Southern WI. As our community of members grows, so does the demand for our Atlas.

This year, The Farm Fresh Atlas will print a single publication covering all 72 counties, home to 5.9 million people across Wisconsin. There has never been a better way to reach Wisconsin consumers looking for local food.

## The Farm Fresh Atlas Connects Consumers to Local Food

- 80% of listees said the Farm Fresh
   Atlas increased their profits

# Why Advertise? FARM



## **Atlas Readers Are:**

- Curious, connected, and community-minded.
- Passionate about Wisconsin's sustainable local food system.
- Seek out local farms, growers, grocers, marketplaces, restaurants, and businesses
- Influencers who share where to shop, eat, and drink across the state of Wisconsin.

## Print Advertising Reach

Print Distribution
50,000 Copies
Expected Views 125,000+
Across All 72 Counties in Wisconsin

Farm Fresh Atlas Readers know that this is THE guide to local food in Wisconsin.

# Why Advertise? FARM



## **Going Above & Beyond**

By investing in an advertisement, not only are you getting exposure to Wisconsinites hungry for all things local food, but you are joining a growing community. REAP regularly promotes the Farm Fresh Atlas on <a href="https://www.reapfoodgroup.org">www.reapfoodgroup.org</a>, social media pages, and our eNewsletter. You'll also be invited to join us for networking, celebratory, and educational events to support our mission to increase local food consumption throughout Wisconsin.





## Additional Reach Opportunities



### Web Presence

74,000 Annual Pageviews

### Social Media



Facebook - 2,500 Followers Instagram - 2.800 Followers

### Newsletter



REAP Newsletter - 2,500 Subscribers Farm Fresh Atlas - 530 Subscribers









### Wonka's Harvest, LLC





## **Ad Options**

Exlusive Back Page Ad - Limit One \$2,700



Full Page \$2,000



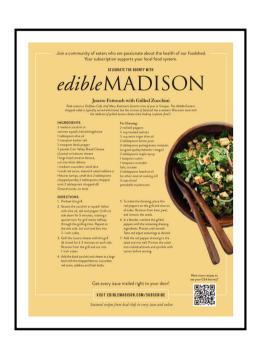
Half Page \$1,500



Third Page \$500



Sixth Page \$200







## Ad Sizes & Specs

Exclusive Back Page Ad - Limit One - 7.375" x 9.375" S2,700

**Full Page - 7.375" x 9.375"** \$2,000

**Half Page - 3.5" x 9.375"** \$1,500

Third Page - V- 3.5" x 6.125" H - 7.375" x 2.875" S500

**Sixth Page - 3.5" x 2.875"** S200

Deadline: January 31st
Contact:
atlas@reapfoodgroup.org