

COMMUNITY
EDUCATION



**Abundant
Montana**



LOCAL FOOD GUIDE MAGAZINE 2026 Media Kit



@abundantmontana



(406) 443-7272 ext 1



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. 35,000 copies of our 2026 Local Food Guide will be distributed to farmers markets, restaurants, grocery stores, libraries, and visitors centers across the state, starting in June 2026.



WHY ADVERTISE WITH ABUNDANT MONTANA?

ONLINE LOCAL FOOD GUIDE READS*

1,700 +

ANNUAL ONLINE USERS:

75,000+

DISTRIBUTED LOCAL FOOD GUIDES

35,000+

REACH ON SOCIAL MEDIA:

108,000+



**VIEW THE 2025 LOCAL FOOD GUIDE IN DIGITAL FORMAT:
[ABUNDANTMONTANA.COM/LOCALFOODGUIDE](https://abundantmontana.com/localfoodguide)**

SOCIAL MEDIA 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.

76% **24%**
FEMALE MALE

PREDOMINANT AGE RANGE:

35-44



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 35,000 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



2024 Local Food Guide

READERSHIP STATISTICS & IMPACT METRICS*

“

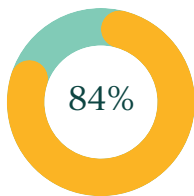
“Thank you for your hard work; I love that you guys do this. It makes it so much easier to find locally grown food in the areas closer to me. As well as making it easier to support local farms and businesses.”

- Local Food Guide Reader

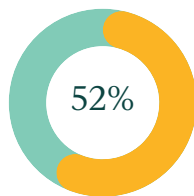
”



LOOKED AT
REGIONAL LISTINGS



READ A STORY



LOOKED AT ADS

53%

of readers read the magazine for 15-60 minutes

37%

of readers read the magazine for more than 1 hr

58%

of readers intend to keep the magazine for the whole year

63%

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

47%

of readers visited an advertiser's website

Women

Other

89.5%

10.5%

Online

Hard Copy

10.5%

89.5%

35k

Printed

1,700+

Online Reads

DISTRIBUTION STATISTICS

DISTRIBUTION ACROSS THE STATE

- 23% Helena & Great Falls
- 21% Billings & Southeast MT
- 20% Missoula & Bitterroot Valleys
- 19% Flathead Valley
- 17% Bozeman & Southwest MT

PRIMARY PICK UP LOCATIONS

- 26.3% Local restaurant
- 21.1% Grocery store
- 10.5% Non-food local business
- 10.5% From family or a friend
- 31.6% Other

ADVERTISING DEADLINES

EARLY BIRD	Monday, Dec. 31, 2025	Rates discounted 10% until Dec. 31, 2025.
PAYMENT DEADLINE	Thursday, March 19, 2026	Payments due.
FINAL SUBMISSION DEADLINE	Thursday, March 19, 2026	Ad work due.

DISCOUNTS

EARLY BIRD	10%	Rates discounted 10% until December 31, 2025
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 2026 standard prices.



1/4 Page



1/2 Page



Covers + Full Page

PRINT ADS + SPECS

ITEM	PRICE	3-YEAR DISCOUNT*	SPECS
Advertisements			
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)
Full Page Recipe	\$1,800	\$1,440	Full page example on p. 7. Only 6 available!
Premium Placement Advertisements			
Inside Back Cover	\$2,400	\$1,920	8.6255" x 11.125" (includes .125" bleed)
Back Cover	\$3,000	\$2,400	8.6255" x 11.125" (includes .125" bleed)
Inside Front	\$2,100	\$1,680	8.6255" x 11.125" (includes .125" bleed) Two available!
Sponsored Content			
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 2026 standard prices.

Full Page Recipe example.
Find details on p. 6.

SUMMER

Huckleberry Lemon Drop Martini

INSTRUCTIONS

Prepare: In a cocktail shaker, add Cold Spring Huckleberry Vodka by Bozeman Spirits Distillery, lemon juice, and simple syrup. Add ice, secure lid, and shake. Wet the rim of a glass with Cold Spring Huckleberry Vodka by Bozeman Spirits Distillery, and dip the rim into sugar. Muddle (gently crush) fresh huckleberries in the glass and pour the mixed drink into the glass. Garnish with a lemon slice, and enjoy!

Servings: 1

INGREDIENTS

1.5 oz Cold Spring
Huckleberry Vodka by
Bozeman Spirits Distillery

1-2 oz fresh-squeezed
lemon juice

Splash of simple syrup

A spoon full of fresh
huckleberries (around 1 Tbsp),
or to taste



BOZEMAN SPIRITS DISTILLERY

Inspired by Bozeman's rugged charm and outdoor ethos, the spirits created by Bozeman Spirits Distillery capture the essence of Montana's untamed beauty and adventurous lifestyle. For over 10 years, they've proudly embraced local roots, growing and harvesting barley from their farm and sourcing grains from Montana Milling, located in Conrad. Each bottle reflects their commitment to quality, rooted in hard work, passion, and Montana's natural beauty. Visit bozemanspirits.com to learn more and schedule a tour.

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. 9
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. 10

*3-Year Discount: Purchase product for the next 3 issues of the Local Food Guide. Invoiced annually with a 20% discount off 2026 standard prices.

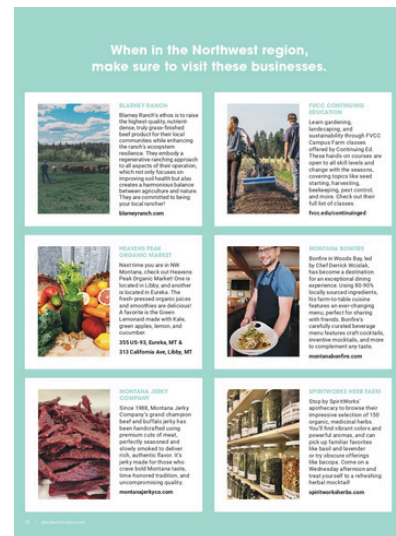
PARTNER EXCLUSIVES

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. 10 for close-up*

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



GUIDE KNOCKOUT

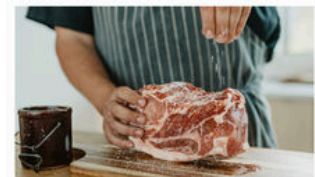
Level up your listing with a Guide Knockout!

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

YES Compost
yescompost.com

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

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

Must-Try Product example.
Find details on p. 8

in the Northwest region,
make sure to visit these businesses.



BLARNEY RANCH

Blarney Ranch's ethos is to raise the highest-quality, nutrient-dense, truly grass-finished beef product for their local communities while enhancing the ranch's ecosystem resilience. They embody a regenerative ranching approach to all aspects of their operation, which not only focuses on improving soil health but also creates a harmonious balance between agriculture and nature. They are committed to being your local rancher!

blarneyranch.com



FVCC CONTINUING EDUCATION

Learn gardening, landscaping, and sustainability through FVCC Campus Farm classes offered by Continuing Ed. These hands-on courses are open to all skill levels and change with the seasons, covering topics like seed starting, harvesting, beekeeping, pest control, and more. Check out their full list of classes.

fvcc.edu/continuinged



HEAVENS PEAK ORGANIC MARKET

Next time you are in NW Montana, check out Heavens Peak Organic Market! One is located in Libby, and another is located in Eureka. The fresh-pressed organic juices and smoothies are delicious! A favorite is the Green Lemonaid made with Kale, green apples, lemon, and cucumber.

355 US-93, Eureka, MT &
313 California Ave, Libby, MT



MONTANA BONFIRE

Bonfire in Woods Bay, led by Chef Derrick Wcislak, has become a destination for an exceptional dining experience. Using 80-90% locally sourced ingredients, his farm-to-table cuisine features an ever-changing menu, perfect for sharing with friends. Bonfire's carefully curated beverage menu features craft cocktails, inventive mocktails, and more to complement any taste.

montanabonfire.com



MONTANA JERKY COMPANY

Since 1988, Montana Jerky Company's grand champion beef and buffalo jerky has been handcrafted using premium cuts of meat, perfectly seasoned and slowly smoked to deliver rich, authentic flavor. It's jerky made for those who crave bold Montana taste, time-honored tradition, and uncompromising quality.

montanajerkyco.com



SPIRITWORKS HERB FARM

Stop by SpiritWorks' apothecary to browse their impressive selection of 150 organic, medicinal herbs. You'll find vibrant colors and powerful aromas, and can pick up familiar favorites like basil and lavender or try obscure offerings like bacopa. Come on a Wednesday afternoon and treat yourself to a refreshing herbal mocktail!

spiritworksherbs.com



Ready to Advertise?

Contact us today to get started!



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abundantmontana.com



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