



New Hampshire Made Buy Local Magazine (2019-2020)

A statewide guide to the best local finds in New Hampshire from artisan treasures and retail shops to food, attractions and services – all in one place! Produced by NH Made, with participation available for all current members.

Showcase your locally made product or service in NH Made's full color magazine! Every

region will have an overview with ideas on what to see and do and to help readers to discover the local businesses that help make each area unique. Each listing will also be featured in the magazine index. There are display ad and feature options available for every budget. **Sign up by June 30 to secure your space in this premium magazine.**

Eligibility: Ads and listings are only available to current NH Made members.

SEND US YOUR STORY!

We'll be featuring up to 14 members in this year's magazine. Our readers want to see who you are, why you produce what you do, and why you call NH home.

It's easy to be considered for our member story feature. Either complete the five question application in this packet, scan and submit; or, download the form from the members' section of nhmade.com.

Applications must be received by June 30 for consideration. We look forward to hearing your story!

WHY PARTICIPATE?

- NH Made's Buy Local NH magazine will explain how buying local helps support the creative, dynamic communities that visitors and residents love, and help make it easier for readers to buy local.
- This 68+ page guide is widely recognized by retail buyers and media professionals throughout New England as a reliable source for unique, high quality products and services.
- These full color magazines will be distributed in high traffic areas around the state, including New Hampshire Welcome Centers, Manchester Airport, regional events, community festivals, farmers' markets, attractions, galleries and dozens of NH Made member businesses. Circulation: 60,000.
- An online version will also be available on nhmade.com and promoted through media outreach and advertising.
- Launch date is mid September 2019 to kick off New Hampshire's harvest and holiday season.

LISTING DETAILS

- All basic listings will be categorized in easy-to-navigate regional sections. Each listing includes contact information, website, 30-word description and placement in the magazine index.
- Businesses wishing to enhance their visibility within the magazine can purchase a full color display ad or feature space (with logo and photo) in the regional Marketplace sections. See next page for Display Ad and Marketplace details.

Sample Listing

YOUR COMPANY NAME

*John Smith
100 Main Street, Epping, NH • 603-679-8800
youremail@yahoo.com • yourwebsite.com*

Listing will include contact information, website, 30-word description and inclusion in the magazine index. Enhance your presence with photos, story or an ad.

MARKETPLACE FEATURE

This premium space highlights a group of members within each region with a call to action to support NH Made local area businesses. The Marketplace feature includes a photo, a logo and contact information. This secondary placement opportunity is available on a first-come, first-served basis. Your purchase of a Marketplace feature includes one free listing.

Marketplace Feature (Actual Size)

2.25" W x 3.1875" H



DEADLINES

Submit your registration form & payment by these dates and be eligible for some great incentives!

Early deadline: June 15

- entry into a drawing to win a free Marketplace feature in next year's magazine

Regular deadline: June 30

- submit your member story for consideration for a feature in this year's magazine
- submit your product photos for possible display in this year's magazine
- all registration forms/payment, associated ad files, Marketplace logo & photo are due by this date

DISPLAY ADS

Display ads will be integrated throughout the magazine. You can choose from a range of display ad sizes: full page, 1/2 page, 1/4 page and 1/8 page. Inside front and back cover placement is limited and available on a first-come, first-served basis. Check *Ad Size and Artwork Guidelines* for details and pricing.

Ad design services are available for an additional fee. Please contact NH Made for more information at guide@nhmade.com.

PHOTOS WANTED

We are looking for member photos (products, shops and artisans at work) to bring the magazine to life. Photos will be integrated throughout the magazine and credited to the member who provided the photo. Any member purchasing a listing in the magazine is eligible to submit a photo for consideration. Providing a photo does not guarantee placement in the magazine. NH Made reserves the right to use any photo submitted in future marketing programs. Photos will be selected based on visual appeal, fit with page content and image quality. **Photos must be high resolution (300 dpi or higher)**. Please email all photos with a short description to guide@nhmade.com. There is no additional cost to submit a photo. Please submit by June 30.



WIN A FREE MARKETPLACE FEATURE IN NEXT YEAR'S MAGAZINE!

Members who register and pay for their listing and/or display ad/feature by June 15 will be entered into a drawing to receive a free Marketplace feature in next year's magazine. To expedite registration, we strongly encourage members to register electronically using the digital form on nhmade.com.

The form can be downloaded at **nhmade.com/buy-local-guide-member-registration**.

This form is in the members only section so you must log into nhmade.com to download the document. Completed forms should be submitted to **guide@nhmade.com**.

Please see *Ad Size and Artwork Guidelines* for file requirements and directions for submission.

Questions about magazine features or New Hampshire Made should be emailed to guide@nhmade.com or call **603-679-9800**.



NEW HAMPSHIRE MADE BUY LOCAL MAGAZINE (2019-2020) REGISTRATION FORM

Early Registration has its benefits! Submit your registration form and payment **by June 15**, and you'll be eligible for entry into a drawing for a free Marketplace feature in next year's Buy Local NH magazine.

Submit your registration form and payment by June 30, and you'll be eligible for consideration of your member story for a regional section and possible use of your product photos in this year's Buy Local NH magazine. Display ad files and Marketplace logo & photo are also due by this date.

Please check the sales sheet for details on these incentives, and follow the artwork and file submission guidelines provided with this form.

Listing Information (as you wish it to appear in the magazine)

- Use same listing as last year - no changes.
- I have some changes to last year's listing, or I am providing a new listing:

Business Name: _____

Contact Name: _____

Street/P.O. Box: _____

City/Town: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

Please include 30-word description on reverse side. If you have multiple listings with different contact information or description, please submit additional forms.

How to Register

By Email*: (preferred method)
Send completed form to
guide@nhmade.com.

Step 1: Go to nhmade.com/buy-local-guide-member-registration

Step 2: Click the "More Info and Registration Form" link at the bottom of the page.

Step 3: Download the form to your computer, and open it in Adobe Acrobat Reader.

Step 4: Complete the form by typing into the fillable fields.

Step 5: Save the form on your computer with a title that includes your business name, and email it to guide@nhmade.com

By Mail - Send completed form with payment to:

NH Made
539 Calef Hwy, #104
Epping, NH 03042

*Email registrations can still be paid by check. Checks must be received by June 30.

Select Listing Category \$95 per listing per category

NH Made reserves the right to combine categories as necessary depending on the level of member participation in each category.

- Artists, Craftsmen & Musicians
- Attractions, Tours & Experiences
- Farms & Food Markets
- Food & Beverage
- General Stores, Gift Shops & Boutiques
- Health & Beauty
- Restaurants & Lodging
- Services
- Specialty Products

Photo submitted for consideration (emailed to guide@nhmade.com)

Photo description:

Buy Local Guide Options

- Listing Only: \$95
- Listing and Marketplace Feature: \$375
Must submit photo and logo with this option. (One free listing with purchase of Marketplace feature)
- Listing and Display Ad (One free listing with purchase of display ad)
- Extra Listing(s) ____ (\$95 per listing)

Display Ad Information

- Full Page (8.125"W x 10.875"H + 1/8" bleed): \$1,900
(No bleed 7.125"W x 9.875"H)
- Half Page (7.125"W x 4.8125"H): \$1,200
- Quarter Page (3.4375"W x 4.8125"H): \$725
- Eighth Page (3.4375"W x 2.3125"H): \$495
- Inside Cover, Full Page (8.125"W x 10.875"H + 1/8" bleed): \$2,200
Select Preference: Front Back
- Inside Cover, Half Page (8.125"W x 4.8125"H + 1/8" bleed): \$1,300
Select Preference: Front Back
- Back Cover (8.125"W x 10.875"H + 1/8" bleed): \$2,400

Total Due: \$ _____

Please see payment instructions on reverse side.

Description for Listing (30-word maximum)

(Reminder: If you have multiple listings with different contact information or description, please submit additional forms.)

Save time - Renew Your Membership Today!

NH Made membership dues are valid for one year from the month you joined (your anniversary date). If you are unsure of when your membership comes due, you can find out by logging into your member profile on nhmade.com or by calling 603-679-9800.

Choose your appropriate level:

- \$75 Nonprofit Organization (For 501(c)(3) registered nonprofits only)
- \$75 Solo Entrepreneur
- \$100 Business of 1-5 Employees
- \$150 Business of 6-20 Employees
- \$200 Business of 21-50 Employees
- \$250 Business of 51+ Employees
- \$500 Platinum Sponsor

See rates on reverse side.

\$ _____ Listing Only

\$ _____ Listing and
Marketplace Feature

\$ _____ Listing and Display Ad

\$ _____ Extra Listing(s) in
Additional Categories

\$ _____ Membership

\$ _____ Total Due

Only current NH Made members are eligible to participate in the Buy Local NH magazine.

Payment Instructions

- Enclosed is a check made payable to NH Made.

Checks should be sent to NH Made, 539 Calef Highway #104, Epping, NH, 03042
Please include "2019 Magazine" on the memo line.

- Please charge my credit card the full amount due: Visa MC AMEX

If emailing this form, we recommend not including credit card information and instead calling the NH Made office to provide.

Card # _____ Exp. Date: _____ / _____ Security Code: _____

Name (as it appears on the card): _____

Signature: _____

Billing Address (for card holder): _____

Additional Comments and/or Questions:

Registration form, For Office Use Only

Date received: _____ Story submitted: Y N

Active membership: Y N Photo submitted: Y N

Month: _____ File name: _____

Listing final/approved: _____ MP logo/photo received: Y N

Payment processed: _____ File name: _____

Listing/ad entered: _____ Ad received: Y N

Comments: _____ File name: _____



539 Calef Highway #104
Epping, NH 03042
603-679-9800
guide@nhmade.com
nhmade.com

Ad Sizes and Artwork Guidelines

Ad artwork guidelines

All ads must be submitted electronically ready-to-go in correct ad size, in high resolution (300 dpi or higher).

Submit by email to guide@nhmade.com.

File format can be a PDF, TIFF, or EPS saved as CMYK. All fonts need to be changed to outlines in EPS, TIFF, or embedded in the PDF.

Ad design services are available for an additional fee. Please contact NH Made for more information at guide@nhmade.com.

MARKETPLACE FEATURE

Send a logo and a color image. Minimum size: 2.5" W x 2.5" H

Please follow artwork guidelines above.

FULL PAGE

Without bleed
7.125" W x 9.875" H

With bleed
8.125" W x 10.875" H
(plus .125" bleed)

QUARTER PAGE

3.4375" W x 4.8125" H

HALF PAGE

7.125" W x 4.8125" H

EIGHTH PAGE

3.4375" W x 2.3125" H



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