

the

Natural Buzz

Concord Cooperative Market & Kearsarge Cooperative Grocer



Newsletter Advertising

Have you considered advertising in the Concord Cooperative Market and Kearsarge Cooperative Grocer newsletter? The *Natural Buzz* offers a great opportunity to connect with like-minded New Hampshire residents who care about natural foods, holistic health, and green living.

We hope you'll consider the advantages of advertising with us.

- Connect with local shoppers
 - 96% of our members live in New Hampshire
 - 35% of our members live in Concord
 - More than 200 new members in the New London area within one month of the Kearsarge Cooperative Grocer opening
- Reach a targeted, well-educated audience interested in holistic and environmentally conscious businesses
- Approximately 6,000 member-subscribers
- Distributed through mail and email
- Published on our website for the public
- Approximately 1,000 web-based downloads per issue
- Beautiful full-color newsletter
- Variety of advertising package plans
- Substantial discounts for ad frequency
- Additional 10% discount for ad packages that are paid for up front

Read on for our advertising rates, and learn how you can place your ad in the Natural Buzz today!

If you would like to place an ad or have any questions, please contact me.



Maria Noel Groves
Newsletter Editor
603.410.3099
maria@concordfoodcoop.coop



Ad Rates:

Business Card 3.5"x2"

Frequency	Price per issue	Total Price*
1 issue	\$80	\$80
3 issues	\$75	\$225
6 issues	\$70	\$420
12 issues	\$60	\$720



Quarter Page 3.75"x5"

Frequency	Price per issue	Total Price*
1 issue	\$150	\$150
3 issues	\$140	\$420
6 issues	\$130	\$780
12 issues	\$120	\$1,320



Half Page 8.5"x 4"

Frequency	Price per issue	Total Price*
1 issue	\$275	\$275.00
3 issues	\$255	\$765.00
6 issues +	\$235	\$1,410.00

*** Add a 10% discount for package plans that are paid for up front!**



Full Page 8.5"x 11"

Frequency	Price per issue	Total Price
1 issue	\$600	\$600.00

All prices subject to change



Acceptable Ad Formats:

All ads should be submitted in CMYK high resolution or at least 300 dpi

- PDF
- EPS
- JPG
- TIFF

Submission:

Email ads to: maria@concordfoodcoop.coop or call 603.227.9696. Ads may be placed two months before the issue date. For example, ads for the July issue should be received and paid for by May 1. The newsletter generally arrives in mailboxes near the first of the month.

Ad Design:

If you'd like an ad designed for the Co-op newsletter, one of our design staff would be more than happy to help. We offer business card-sized ad design for a reasonable rate of \$85. Additional sizes are available and priced upon request. If you would like to use the ad for purposes outside the Co-op *Natural Buzz* newsletter, there is an additional \$85 charge. Checks should be made to the "Concord Cooperative Market" and mailed to: Concord Co-op, Attn: Marketing, 24 South Main Street, Concord, NH 03275



About Our Stores



The Concord Cooperative Market is a full-service natural foods grocery store and café with an active membership of nearly 3,000 households in the greater Concord area. Our current space of 6,800 square feet allows us to provide customers with a large variety of high quality organic foods and environmentally responsible products.



The Kearsarge Cooperative Grocer is our sister store in New London. The 2,000-square-foot store opened in the summer of 2009 and offers similar products to our Concord store.

The Co-op is proud to carry a strong selection of local and regional products, helping to support the local farms and businesses of our area.



We aim to...

- Provide our community with high quality natural and organic foods and environmentally sound products at reasonable prices.
- Create a personable and friendly place to shop, with the product diversity to satisfy the grocery needs of most ecologically and health-conscious households.
- Support environmentally and socially responsible producers and suppliers, including purchasing local and regional products where available within our price and quality standards.
- Provide service that is cheerful, courteous and knowledgeable.
- Be a resource to our membership by providing information on health and nutrition, and social, political and economic issues related to food, and by promoting awareness of the value of consumer control through the cooperative system.
- Conduct our affairs according to consumer cooperative and financially sound principles and act as a supportive and caring employer.