



Celebrating Local Food

Sarasota, Charlotte, and the Bradenton Area



Our pages, online space and events offer rare access to the most influential and interested food and drink enthusiasts in the region. Adjacent to our trusted editorial voice and curated event partners, your brand will shine by association with our community, making *Edible Sarasota* magazine the perfect place for defining, revitalizing, and positioning your business.



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Pop Culture Sensation

Edible Sarasota magazine is at the center of the local-food movement, a pop culture sensation in which chefs and farmers are the new celebrities and food is entertainment—each issue delivering 40000 passionate readers who crave all that is new and exciting!

- Read by food and drink enthusiasts as well as the Food & Beverage industry, *Edible Sarasota* magazine is uniquely positioned as both a trusted consumer and trade publication
- Consumers, up and down the food chain, use *Edible Sarasota* magazine to find products, services, and ideas
- Readers take action based on what they see in the magazine, online, and at our events
- Food artisans and restaurateurs, winemakers and brewers, hotels and realtors and other supporters all tell us that their advertising through *Edible Sarasota* magazine generates new business.

“The interest in food has gone beyond mere fad and become a lifestyle shift.”

ADWEEK, 2012



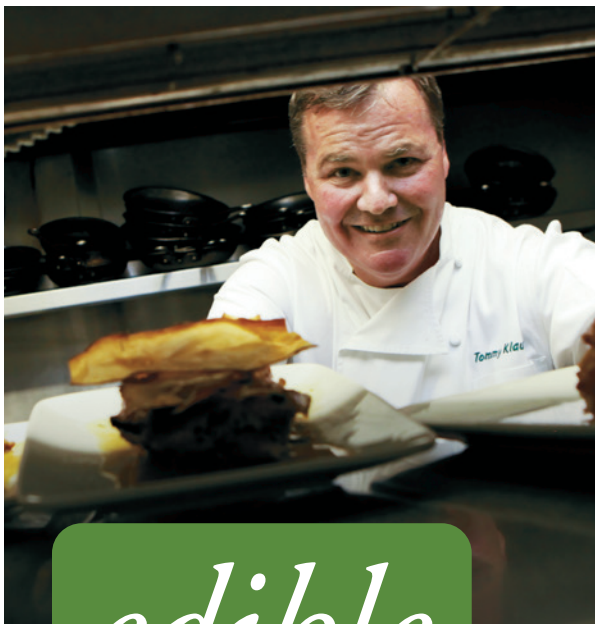
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It's Who You Want to Reach

Our audience spanning Charlotte, Sarasota, and the Bradenton area is a unique combination of influential food and drink decision makers and food enthusiasts in a market that sets the trends for the rest of the country.



- 54% are women, 46% are men
- Median reader age is 46
- Each copy of the magazine is shared with an average of 3.5 people
- Average household income is \$92,000
- 92% are college graduates
- 81% are professionals, educators, chefs/restaurateurs, or artists
- 89% would pay more for a product that was local, organic, humanely raised, sustainably made, or had a story behind it
- 52% enjoy beer, wine, or another drink nightly
- 50% dine out or order in more than three times per week
- 25% entertain at their home at least once a week
- 92% cook at home; 58% consider themselves "skilled" cooks, and 24% consider themselves "advanced" cooks



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It's What Works

12,500 Copies
4 Times a Year

Targeted Demographic

Our thoughtful, concerned readers are exactly the sorts of customers you want

High-Visibility Ads

Our readers tell us that they "read the magazine cover to cover—even the ads." That means more exposure for you

Trust

Because we don't review restaurants or lean on gossipy stories, our readers trust the businesses we write about and the businesses that advertise with us. That means they are more likely to become new customers for you

Exposure

We distribute a minimum of 12,500 copies of each issue throughout Sarasota, Charlotte, and the Bradenton area four times a year (that's more than 175,000 annual readers*)

Distribution

- Hundreds of top restaurants
- Grocers, gourmet stores, wine shops, butchers, and bakeries
- Every Farmers' Market throughout Charlotte, Sarasota, and the Bradenton area

A Familiar Taste!

Tourists know and trust *Edible*, using it as a resource while vacationing.

Edible Sarasota is part of Edible Communities, a network of more than 80 magazines (and growing) across the United States and Canada, telling our nations' food story, community by community.

* based on surveyed pass-on rate of 3.5 readers per copy



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Digital Edition

Edible Sarasota magazine is everywhere! Readers enjoy every issue page-by-page through our digital edition. As an advertiser you are a click away from our audience.



- *Edible Sarasota's* digital editions are available at ediblesarasota.com
- Over 2,500 readers view *Edible Sarasota* digital edition each month
- Advertisers will be included in digital editions at no additional cost
- Valid URLs are activated live across all advertisements at no additional cost
- Opportunity to enhance ad creative (such as click tag, hot spots, tappable content, photo gallery, minor animation, rotation) for a fee
- All back issues are online, allowing easy access for readers and additional exposure for advertisers

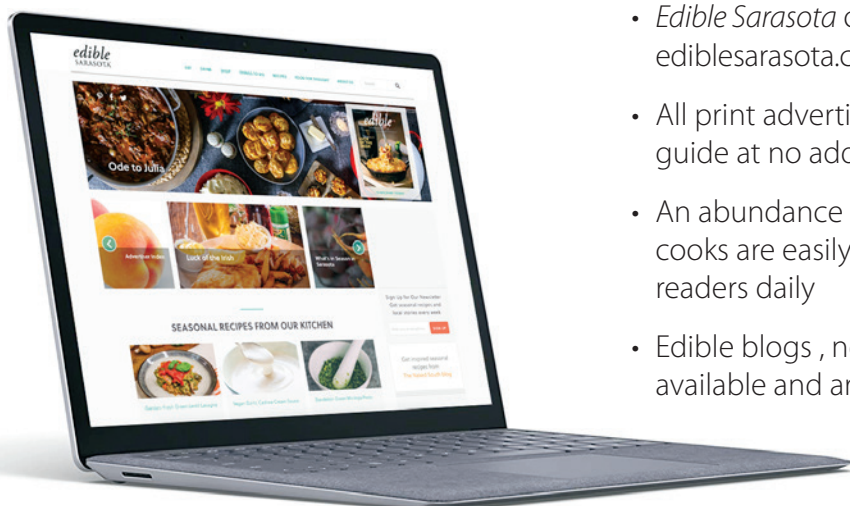


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Edible Online

As a stand-alone campaign, or as a complement to print advertising, *Edible Sarasota's* web space offers affordable access to the local and vacationing online consumer.

- Over 15,000 consumers visit us each month
- *Edible Sarasota* online editions are available at ediblesarasota.com
- All print advertisers are included in an online source guide at no additional cost
- An abundance of recipes from local chefs to home cooks are easily available and accessed by our readers daily
- *Edible* blogs, newsletters, and local events are available and are appreciated by our online readers





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eNewsletter

What better way to advertise than to connect with potential customers who anticipate receiving this free monthly update to plan their social calendar?



- Over 7,500 subscribers view the eNewsletter each month
- eNewsletter is also available at ediblesarasota.com
- Each edition is filled with "What's in Season" recipes, up-to-date news, and local events that are devoured by our readers
- An affordable addition or alternative to print advertising
- An effective avenue for time-sensitive advertising
- Opportunity to enhance ad creative (such as click tag, hot spots, tappable content, photo gallery, minor animation, rotation, video) for a fee
- Valid URLs are activated live across all advertisements at no additional cost



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Social Media

Edible Sarasota gets you noticed through a social media presence that includes Facebook, Twitter, Pinterest, and Instagram.

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- Over 25,000 social network followers and fans
- Our advertisers are promoted continuously
- We use a variety of social media, and help you build relationships with customers and potential customers
- We provide another way for potential customers to find you
- We help you create a recognizable identity for your product or service
- We get the word out about your products and services in a way that promotes online conversation
- We help market your products using word of mouth virtually



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Edible Events

Held in beautiful, off-the-beaten-path locations, our events are seasonal in nature and offer our readership an array of local edibles and drinks, cooking demonstrations, information on food-related nonprofits, music, and much more.

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As an advertiser, you have the opportunity to participate in our events. Additionally, we can work with you to create custom events that we promote to our readership—from farm-to-table dinners to product launch parties. Together we can create a recipe for success.



Calendar & Rates

Winter Issue	Spring Issue	Summer Issue	Fall Issue
February 1	April 24	July 23	October 9

Ad Size	Dimensions	1X	4X
Covers			
Back Cover	8.375" x 10.875"	\$2,625	\$2,100
Inside Front Cover	8.375" x 10.875"	\$2,300	\$1,875
Inside Back Cover	8.375" x 10.875"	\$2,200	\$1,775
Interior Pages			
Full Page	8.375" x 10.875"	\$2,000	\$1,575
Half Page	7.375" x 4.8125"	\$1,150	\$895
Half Page	3.5625" x 9.875"	\$1,150	\$895
Third Page	2.3" x 9.875"	\$950	\$675
Quarter Page	3.5625" x 4.8125"	\$750	\$525
Sixth Page	2.3" x 4.8125"	\$575	\$395
Eighth Page	3.5625" x 2.285"	\$425	\$275
Ninth Page / Marketplace	2.35" x 3"	\$275	\$175

Prices per issue. 4X advertisers may change ad size from issue to issue.

*Ask your sales representative about special pricing
on combining print and digital advertising.*



Digital Rates

Website

Ad Size	Pixels	1X	3X	6X	12X
Leaderboard	728 x 90	\$250	\$225	\$200	\$150
Web Badge	300 x 250	\$100	\$85	\$75	\$50

eNewsletter

Ad Size	Pixels	1X	3X	6X	12X
Horizontal Banner	600 x 200	\$150	\$125	\$100	\$85
Vertical Banner	200 x 600	\$100	\$85	\$75	\$60

Dedicated Email

Over 5000 subscribers	1X	3X	6X	12X
	\$250	\$200	\$175	\$150

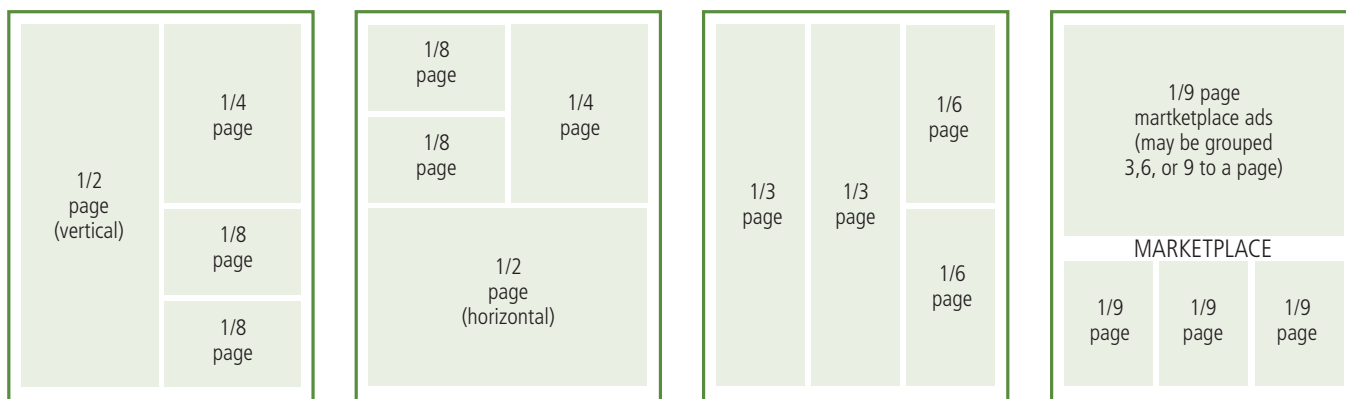
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Specs & Dates

Ad Dimensions



Ad Deadlines

Winter Issue	Spring Issue	Summer Issue	Fall Issue
January 9	March 22	June 27	September 15

Ad Specs

Please submit a high-resolution (300 dpi) PDF file.
Color must be CMYK not RGB.
ICC Profile should be US Web Uncoated V2.

Special Requests

Unique Sizes, Inserts, Business Reply Cards:
Rates available upon request.

Creative Services

Available upon request. Ask for rates