

Edible Santa Barbara 2017 Media Kit

Edible Santa Barbara is entirely locally owned and operated, and with our membership in Edible Communities, we are able to combine the synergy of a national publication and a hip, locally written insider's view of the food and beverage producers and purveyors throughout the region.

What Makes Our Readers Special

Edible Santa Barbara readers are concerned, connected, savvy and community minded. They are active consumers who are passionate about the environment and sustainability. They are champions of local, independent businesses. They care about the quality of the food they eat and where it comes from. They look for value but don't mind paying more for something if its quality is exceptional, and there is a good story behind it. They are regular restaurant diners, terrific home cooks and avid gardeners. They support their local farmers markets and understand that the best tasting foods are seasonal, fresh and local.

Why Do They Value *Edible* Magazines?

Frankly, they trust us. They know that we care as deeply as they do about our food communities. They know we are an honest, smart and aesthetically beautiful publication. No other magazine devotes editorial exclusively to the local foods of Santa Barbara and the surrounding region, so we bring readers the information they are looking for. And that makes our advertisers that much more attractive.

Demographics (Based on 2015 GfK MRI survey)

- Kids read our magazine, but most of our readers are between 18–64 years old
- 73% own their home
- 87% are college educated
- Edible readers are more than 3x as likely to “typically drink wine with dinner”
- 97% say that it is important when they travel to know where to find local food
- 64% regularly rely on Edible to find local food options in the places they visit
- Our readers regularly dine out, visit farm stands and purchase artisanal foods

Distribution and Circulation

Find *Edible Santa Barbara* at over 120 locations throughout Santa Barbara County: Grocery stores, natural food markets, bookstores and newsstands, specialty food merchants, wine and beer retailers, restaurants, cafes, bakeries, boutiques, hotels, culinary schools, exhibitions and events, garden nurseries, festivals and farmers markets. We print and distribute 20,000 copies per quarter. With a conservative pass through rate of 3.5, that's 70,000 readers each quarter. And unlike other publications, every issue is sought after and often kept.

Benefits to You

Your ad gets read. Our readers seek out, save and savor every copy of *Edible*. These magazines are valuable reference material that are not discarded like general interest or advertising heavy glossy publications—we always have more content than ads so you will not get lost in the crowd.

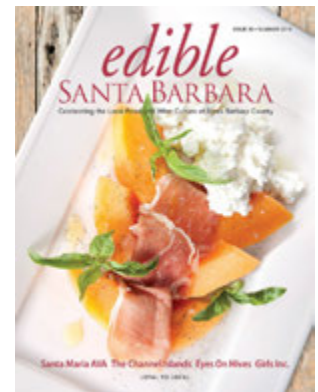
You get complimentary listings in both our print and online Source Guides. Readers use this directory like a second phone book.

Get a steady supply of *Edibles* for your customers. They'll thank you for it and come back for more.

You get visibility all across Santa Barbara County, and beyond. You get exposure from Carpinteria to Santa Maria. We choose our distribution points carefully, offering them at unique locations throughout the area. And we have a number of paid subscribers all across the nation.

Get added value. Because getting noticed in an ever-shifting media landscape often takes more than the printed ad. That is why *Edible* offers not only valuable, content-rich advertising real estate, but the chance to have a presence on our website, in our e-newsletter and social media, at our events and to connect with our food community. Think of your ad as a mini-PR campaign.

You support the local food community. Supporting *Edible Santa Barbara* aligns you with the local food community and allows us to continue to promote its bounty.



Edible Santa Barbara 2017 Rate Sheet



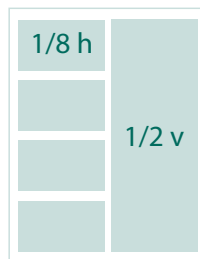
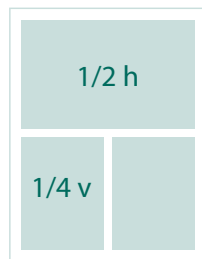
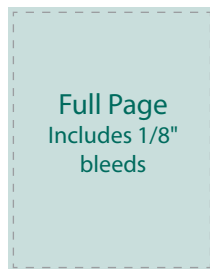
Purchase any size display ad and receive:

- Copies of *Edible Santa Barbara* for your members and customers.
- Listing in our Source Guide, a text only section where you can present the details, schedules and information about your business in an easy to reference format.
- Listing in our online Source Guide with a direct link to your website.

Premium Positions/Covers	Size (width x height)	1 issue	4 issues (per issue)	6 issues (per issue)
Back Cover (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$3,090	\$2,780	\$2,470
Inside Front Cover (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,880	\$2,590	\$2,260
Inside Back Cover (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,780	\$2,500	\$2,160

Interior Pages	Size (width x height)	1 issue	4 issues (per issue)	6 issues (per issue)
Full Page (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,285	\$2,049	\$1,800
Half Page (horizontal)	7.5" x 4.75"	\$1,365	\$1,188	\$1,029
Half Page (vertical)	3.625" x 9.75"	\$1,365	\$1,188	\$1,029
Quarter Page (vertical only)	3.625" x 4.75"	\$900	\$798	\$699
Eighth Page (horizontal only)	3.625" x 2.25"	\$501	\$445	\$399

Special Advertising Sections (ask for specs and availability)



IMPORTANT DATES

Ad Deadline:

Spring
February 27

Summer
May 29

Fall
August 29

Winter
November 8

AD SPECS: Please submit your ad as a high resolution pdf file or contact us with any questions you may have.