

edible

SANTA BARBARA & WINE COUNTRY

MEDIA KIT



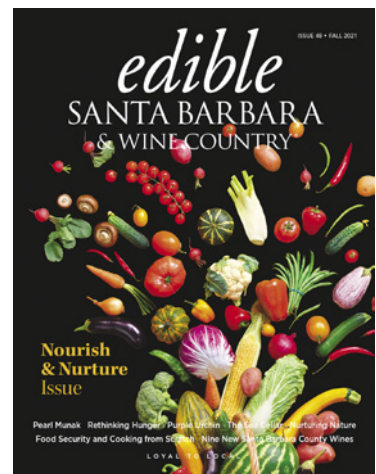
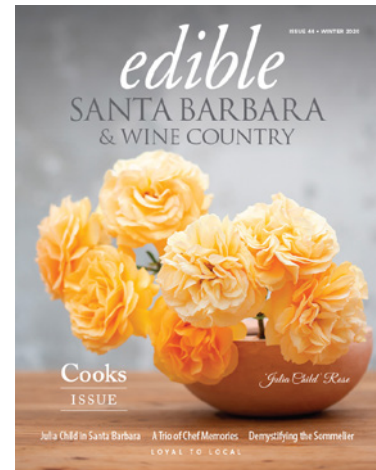
LOCALLY GROWN

Edible Santa Barbara partners with you to offer you a diverse array of ways to reach your audience.

Print Magazine
Social Media Channels
EdibleSantaBarbara.com
Email Newsletter
Marketing Support

Partnership Benefits:

- Complimentary copies of print magazines to give to your clients and customers, if you wish
- Combined print + digital packages
- Alignment with a local brand with national reach and local exposure throughout Santa Barbara County



Partner with us to build your brand and reach our dedicated and motivated readers!

edible

SANTA BARBARA
& WINE COUNTRY

Edible Santa Barbara is independently owned and operated with deep ties to Santa Barbara County. Yet we are also a member of Edible Communities, with 100 member publications and a shared mission to connect consumers to the farmers, ranchers, fishermen, chefs, winemakers and food artisans in our communities.

The Edible brand name is recognized by visitors from all over North America from the individual magazines and a strong online presence. Our message has wide appeal and is part of an important national discussion about sustainability, health and lifestyle.



Edible Santa Barbara has been awarded the 2011 Publication of the Year Award from the James Beard Foundation, along with the other titles currently publishing within the Edible Communities network of regional food magazines.

Our Readers Are Your Target Audience

Edible Santa Barbara readers are concerned, connected, savvy and community minded. They 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.

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.

Targeted Demographic (Based on 2019 MRI-Simmons survey)

\$128,300

Average household income

80%

Own their home

71%

Of Edible readers choose to dine out 2 times or more a week

62%

Readers who drank or served wine in the last 7 days, with most responding that they regularly enjoy wine with dinner.

95% *feel it's important to look for the best local restaurants when they travel*
62% *use Edible information to find the best local restaurants when travelling.*

Our Readers Trust Us

They know we are an honest, smart and aesthetically beautiful brand. They trust us because we don't review restaurants or trade editorial content for advertising dollars. Our readers trust the businesses that we write about and the businesses that advertise with us.

Readers per Copy:

2.5

(each copy is seen by a primary reader then passed along to 1.5 other people)

Edible Santa Barbara is a vibrant online community with original content on our website and a dedicated social media following. Through robust 360° marketing strategies, we cut through the clutter to convey clear messaging that resonates personally with our audience and your customers. Print advertisers can join our digital programs and custom content solutions.



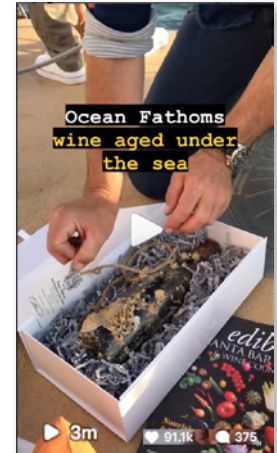
Custom Content

Edible Santa Barbara has a unique look and feel that resonates with our loyal readers and our website is a go-to for residents and especially for visitors planning a trip to Santa Barbara County. Let us create custom content that promotes what you do to our audience.



Social Media

Let us share your message with our influential audience on Instagram, Facebook and Twitter to extend the reach of your own posts.



Newsletters

Original content, interviews, and recipes are combined to create our weekly e-newsletter.



Santa Barbara and Beyond

How many authentic local brands have a national connection and reach? With over 80 publications in the Edible Community, our digital reach extends throughout Santa Barbara County across California and the rest of North America.

Our audience is growing rapidly with increases each month on our website, newsletter, Instagram, Facebook and Twitter.

Contact us for our current rate sheet and more information at: info@ediblesantabarbara.com