
edible

SANTA BARBARA & WINE COUNTRY

2025 *MEDIA KIT*



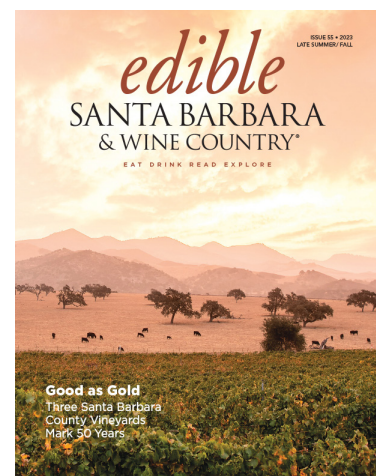
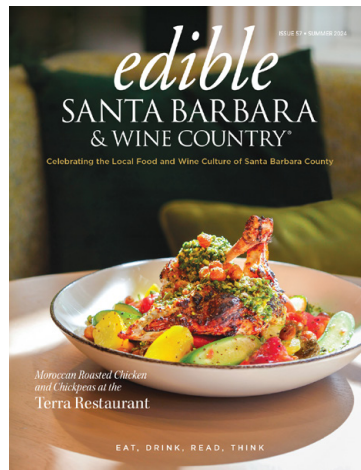
LOCALLY GROWN

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
- 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 over 80 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 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 Source: 2023 Edible Communities Reader Study; conducted by MRI-Simmons

\$129,200

Average household income

79%

Own their home

92%

Of Edible readers prefer to purchase brands that share their values.

88%

Of Edible readers are willing to pay more for a brand that is local.

Edible readers spent an average of \$298 on dining in the last 30 days, which is close to 4x what the average American is spending. Their advocacy for independent local restaurants has increased significantly since our 2020 survey, jumping from 74% to 92%!

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:

3

(each copy is seen by a primary reader then passed along to 2 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. We combine print with digital to create custom content solutions.



Santa Barbara and Beyond

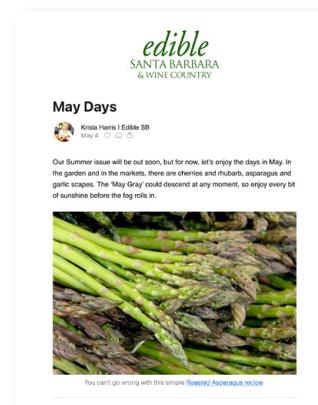
How many authentic local brands have a national connection and reach? With approximately 80 publications in the Edible Community, our digital reach extends throughout Santa Barbara County across California and the rest of North America.

A Trusted Source

Apple has chosen us as a trusted brand and partner to have us create editorially curated Guides on their Apple Maps app. Locals and travelers from all over the world use Apple Maps Guides to find great places to eat, drink, shop and explore in Santa Barbara County — created and curated by *Edible Santa Barbara*.

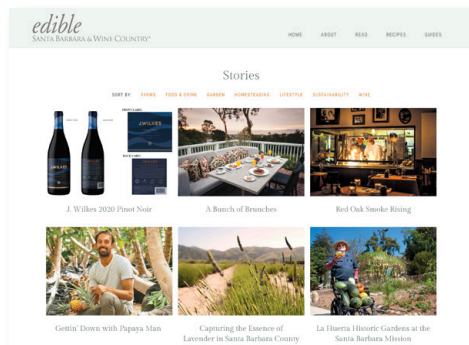
Newsletters

Original content, interviews and recipes are combined to create our e-newsletter, which has an average open rate of 50%–55%.



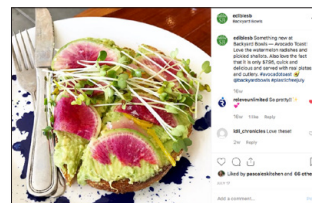
Custom Content

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.



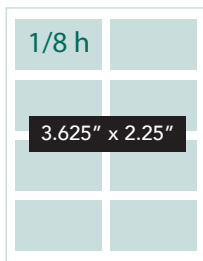
Social Media

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



Annual Marketing Packages

We can help you build your brand and reach the dedicated following of *Edible Santa Barbara* with a consistent approach in both print and digital offerings. We take a year-long approach that is more affordable and customized to your unique needs. Choose from one of the four packages detailed below:

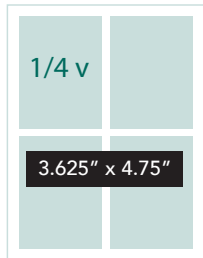


Starter

\$1,740 per year / \$435 per quarter / **\$145 per month**

Includes **1/8 page ad** (similar to a business card size) in *Edible Santa Barbara*. Ad will run in 4 issues, and the artwork can be changed each quarter. Plus the following benefits:

- Quarterly posts on Instagram, Facebook and Twitter customized to your unique marketing efforts.
- Listing in one of our Guides on EdibleSantaBarbara.com
- Copies of the magazine to give out to your customers.



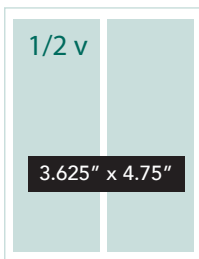
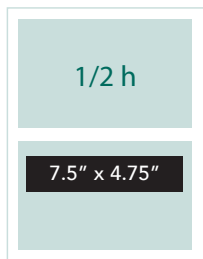
Essential

\$2,880 per year / \$720 per quarter / **\$240/month**

Includes **1/4 page ad** and the benefits of the Starter Package, plus:

- An ad in our email newsletter each quarter.

A quarter page ad gives you double the amount of space and allows you to include more text and photos in your ad.



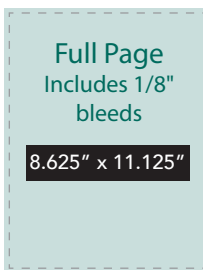
Select

\$4,800 per year / \$1,200 per quarter / **\$400/month**

Includes choice of **horizontal or vertical 1/2 page ad** and the benefits of the Essential Package, plus:

- We will create an Instagram Reel for your business or product.

A half page ad gives you the space and flexibility to tell your story to our readers in the best format for you.



Deluxe

\$7,800 per year / \$1,950 per quarter / **\$650/month**

Includes a **full page ad** and the benefits of the Select Package, plus:

- We will create a custom content article about your business or product on our website.

The full page ad gives you maximum visibility and exposure. You can use your full page ad to promote your business or product or work with us to create a sponsored content article in the magazine — a form of “native” advertising which looks similar to the rest of the articles in our magazine. Ask us for details.

Flexible Solutions

Premium Positions / Covers	Size (width x height)	Single	Annual (4 issues) (per issue)
Back Cover (size includes 1/8" for full bleeds)	8.625" x 11.125"	\$3,150	\$2,740
Inside Front or Back Cover (size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,625	\$2,500
Opposite IFC or TOC (size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,400	\$2,200

Interior Pages	Size (width x height)	Single	Annual (4 issues) (per issue)
Full Page (size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,200	\$1,980
Half Page (horizontal)	7.5" x 4.75"	\$1,400	\$1,170
Half Page (vertical)	3.625" x 9.75"	\$1,400	\$1,170
Quarter Page (vertical)	3.625" x 4.75"	\$900	\$720
Eighth Page (horizontal only)	3.625" x 2.25"	\$500	\$425

Ad Artwork Design/Set-Up Fees

If you aren't able to submit artwork, we can build the ad and create the artwork for you at a nominal one-time fee. You will then own the artwork to use as you wish. Full page: \$275 • 1/2 page: \$200 • 1/4 page: \$175 • 1/8 page: \$150

Sponsored Content Rates	Single	Contract (per issue) (as part of any 4 issue placement)
One Page (Plus any production fees, to be determined)	\$2,200	\$1,950
Two Pages (Plus any production fees, to be determined)	\$4,000	\$3,500

Digital and Social Media

Box Ad on EdibleSantaBarbara.com	300 x 250 pixels	\$200/quarter
Sponsored Social Media Post		\$175-\$300
Newsletter Ad (40-50 words + image)	600 w x 300 h pixels	\$200
Newsletter Dedicated E-blast		\$350
6-Week Event Package		\$499

Over a 6 week (or customized time) period, you will receive:

- Box ad on EdibleSantaBarbara.com
- Ad in our monthly newsletter
- Posts on our Facebook and Twitter platforms

Advertising Insertion Order and Contract

Payment and artwork are due by ad closing dates or date specified on invoice, payments not received by the due date may be subject to late charges (as specified on invoice). *Edible Santa Barbara* reserves the right to refuse any ad. Advertisers assume full responsibility to mail, email or phone copy changes to publisher by the advertising deadline. If new copy has not been received by the deadline, the advertiser's previous ad will be repeated. A proof of the ad and an invoice with stated deadline and terms will be emailed or sent to the contact person on file. If time is at a premium and we do not hear from the advertiser within 24 hours of delivering the proof, the publisher will use his or her best judgment as to the accuracy of the ad copy and assume that the advertiser has approved the content, design and layout of the ad. *Edible Santa Barbara* will not be held responsible for errors.

CONTRACT CANCELLATION: A contract may be canceled by the advertiser in writing 30 days prior to the next scheduled deadline. If a contract is canceled before the full contract period has been completed, cancellation is subject to repayment of any charges previously waived or discounted for any reason, such as discounts for contract/package advertisers. Discounts and waived charges will be added to and due upon receipt of final statement. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for payment due.

Advertiser Information:

Name _____

Business Name _____

Business Billing Address _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Package _____ Rate _____

Timeframe _____

Special Notes _____

Payment Information:

CHECK (we will email you an invoice)

CREDIT CARD (we will email you an invoice that you can pay online)

Signature _____ Date _____