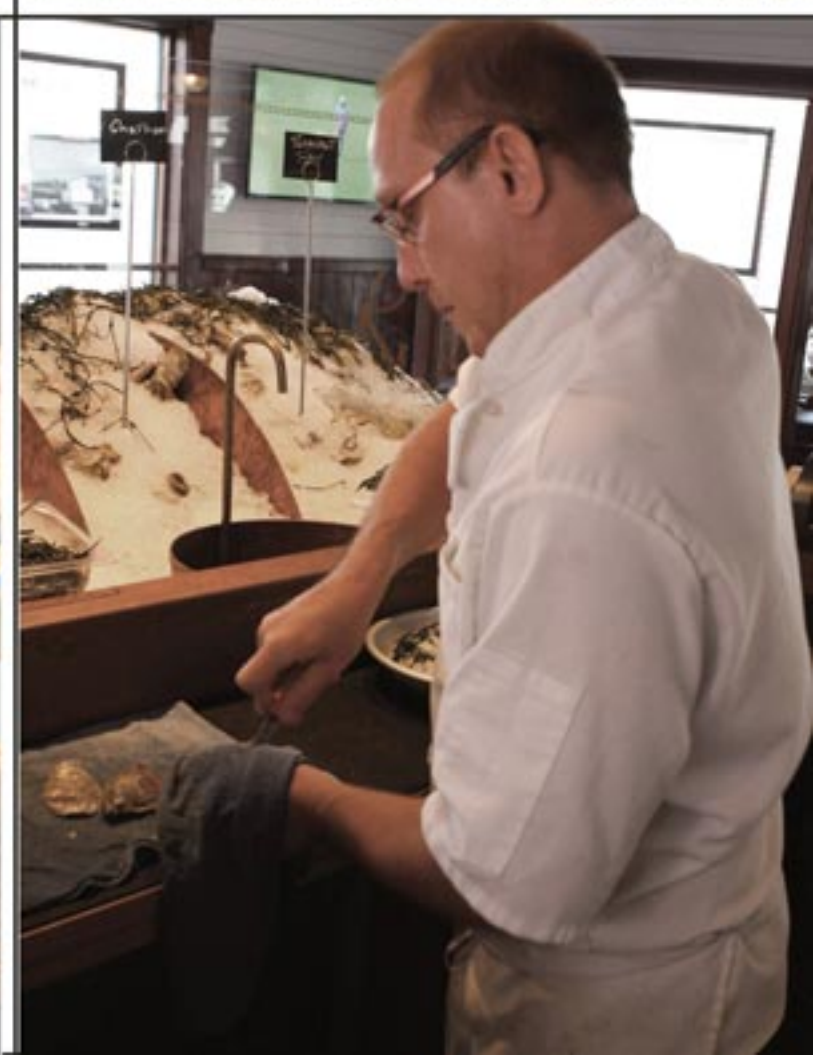




edible CAPE
COD®

2017 MEDIA KIT





Celebrating the abundance of Cape Cod's food shed.

*E*dible Cape Cod is a seasonal food magazine that delivers the best the region has to offer. With a topnotch team of writers and photographers, we produce a high quality magazine that aims to be the definitive word on local food and drink.

Our goal is to inspire, inform, and entertain. We use the powerful art of storytelling to introduce readers to the region's farmers, fishermen, beverage and food artisans, and chefs.

Our magazine is designed to be read cover to cover. We pack each issue with pages of stunning photos and captivating articles. We take pride in every page, using quality materials and expert printing to create a lasting work of art. In fact, many of our readers tell us they save every issue.

Edible Cape Cod is part of an award-winning network of independently owned Edible magazines. With more than 90 titles across North America, locals and visitors alike recognize the brand and seek out copies wherever they are available.

We invite you to join us and be part of the story.

Dianne & Doug Langeland
Publishers



Why Advertise With Us?

- We are the region's go-to resource for local, season, sustainable food and drink information.
- We reach consumers who sincerely care about supporting local businesses like yours.
- Your ad gets read. Our readers seek out, save, and savor every copy of *Edible Cape Cod*. Our magazines are valuable reference material that are not discarded like general interest or advertising heavy glossy publications--we always have more editorial content than advertisements, so your ad will not get lost in the crowd.
- You'll get visibility all across Cape Cod, and beyond. From the canal to Provincetown, *Edible Cape Cod* is available free of charge exclusively through our advertisers. We also have a number of paid subscribers across the nation.
- You'll be aligning your business with the movement to strengthen and rebuild our local food communities. Your support allows us to continue to promote its bounty.

But That's Not All

With any size print display ad you also receive:

- A steady supply of *Edibles* for your customers. They'll thank you for it and come back for more.
- Direct web links from your ad in the online, digital edition of the magazine.
- A complimentary listing in the Source Guide section of *ediblecapecod.com*.
- Our services to promote your special offers and events, via online media. *Edible Cape Cod* has a fast-growing social media fan base.
- Our services to build one ad from logo, images and text supplied by you.

Distribution

- Our print run fluctuates with the seasonal ebb and flow of the local population, peaking in summer (25,000 copies) and tapering in winter (10,000 copies). In spring and fall we print 20,000 copies. Regardless of the season, they get snapped up fast.
- We distribute a quality grocery stores, gourmet product stores, wine shops, breweries and wineries, farmers' markets, restaurants, and special events.
- A growing number of copies are mailed to paying subscribers and food professionals.

Our Readers

- Our readers tell us they keep our magazine and refer back to recipes and tips.
- Our readers tell us they read *Edible Cape Cod* from cover to cover.
- Our readers tell us they value the ads because "they are relevant."
- Our readers are concerned, connected, and community-minded. They look for value, but don't mind paying more for something of exceptional quality with a good story behind it. They are more likely to support a local store than shop online or at a giant box store.

Demographics*

- 77% women
- Age 18-64
- 87% college educated, professional, with a mean household income of \$94,000
- Average reader is a 48 year-old who regularly drinks beer, wine or spirits, eats out at least once per week, and purchases artisanal food from farmers' markets.
- Pass along readership = 3.5 per copy

* Survey information collected by Edible Communities

Our distribution numbers are third party audited by the Alliance for Audited Media.

Edible Cape Cod 2017 Rate Sheet

Premium Positions/Covers

	Size (width x height)	1 issue	4 issues (per issue)
Back Cover (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,685	\$2,415
Inside Front Cover Full Page (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,325	\$2,120
Inside Front Cover Half Page (Horizontal only)	8.5" x 5.5"	\$1,325	\$1,275
Inside Back Cover Full Page (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$2,150	\$1,965
Inside Back Cover Half Page (Horizontal only)	8.5" x 5.5"	\$1,300	\$1,175

Interior Pages

Full Page (final size includes 1/8" for full bleeds)	8.625" x 11.125"	\$1,625	\$1,475
Half Page (horizontal)	7.5" x 4.75"	\$950	\$875
Half Page (vertical)	3.5" x 9.5"	\$950	\$875
Quarter Page (vertical only)	3.75" x 4.75"	\$625	\$575
Eighth Page (horizontal only)	3.75" x 2.3"	\$325	\$305

IMPORTANT DATES

	Spring	Summer	Fall	Winter
Ad Deadline:	March 15	May 15	July 15	October 15
Publication Date:	May 1	July 1	September 1	December 1

Ad File Format Specifications:

- 300 dpi TIF or PDF file format with embedded fonts
- Please make sure your ad is the correction dimensions and is CMYK not RGB.
- Full-bleed ads, be sure no text is within 1/4 inch of the trimline