

Member of Edible Communities

# *edible*MADISON

Celebrating the Abundance of Local Foods in Southern Wisconsin



2012 Media Kit

[www.ediblemadison.com](http://www.ediblemadison.com)

## 2012 EDITORIAL PREVIEW

*Edible Madison* focuses on local, organic and sustainable food sources and the people who work the land to bring this bounty to our tables. Our readers are served a delicious array of information about what's in season, what's for sale and where to find it, and who toiled and tilled to put food in front of us. Additionally, we provide recipes that make the preparation of our local bounty a joy for the home cook. We also weave in stories from the national stage that impact our region. And for pure enjoyment, we include food as art through stunning photography and illustrations. *Edible Madison* is a feast for the eyes, the intellect and the palate.

### NOW IN SEASON

What foods are in season now? Each issue, we celebrate the season's bounty and include simple, delicious recipes that feature local, seasonal ingredients.

### NOTABLE EDIBLES

With a region packed with farmers, foragers and a wide variety of forward-thinking businesses working diligently to provide us with local and sustainable products, we couldn't resist the urge to focus on them in every issue. Notable Edibles highlights regional products and happenings, and encourages readers to get involved.

### EDIBLE CULTURE

What would *Edible Madison*, Wisconsin's first and only Edible publication, be like without a column that focuses on cheese? We simply can't imagine it. Edible Culture provides our readers with the latest cheese trends and spotlights our state's cheeses and hardworking, talented cheesemakers.

### COOKING FRESH

Ever wonder what the difference is between a sweet potato and a yam? Or how to properly cook Brussels sprouts? Cooking Fresh pays tribute to ingredients that are often overlooked and provides our readers with in-depth nutritional information, cooking and storage tips and recipes.

### BACK OF THE HOUSE

Served up in the form of photo essays, we go behind the scenes to capture first-hand the role of local, organic and sustainable foods in professional kitchens throughout the region.

### EDIBLE JOURNEY

Travel with us on a series of day trips that lead to exciting culinary surprises. Edible Journeys inspire our readers to explore food destinations throughout the Midwest.

### RESOURCES

We include a regional events listing and advertiser directory in every issue so that our readers have easy access to activities that they are interested in and the businesses that are aligned with their values.

## What They Are Saying About Edible Communities

"I just love reading [Edible Communities] publications cover to cover — they are some of the best things I've ever read."

— Julia Child

"I call what you are doing 'The Edible Phenomenon' — you've accomplished something that most publishers have not done. The concept and the publications are fantastic."

— Margo True, former Managing Editor, *Saveur* magazine (now the Food Editor for *Sunset* magazine)

"[Edible Communities publications] have become the unofficial literary journals of the farmer-writer movement."

— *The New York Times*

"Everything about the vibrant seasonal newsletters is local. [Edible Communities publications] aim to define a distinct regional cuisine for each [area they publish in]."

— *San Francisco Magazine*

"Your publications always leave me with a good feeling. One can easily recognize they are in the hands of a talented team of writers and designers as well as a caring publisher."

— John Thorne, publisher, *Simple Cooking*



In 2011, *Edible Madison*, and the family of nearly 70 Edible Communities publications across North America, received the first-ever **James Beard Publication of the Year Award**, which recognizes a publication that demonstrates fresh directions, worthy ambitions, and a forward-looking approach to food journalism.



## Things Our Readers Tell Us

"We never throw an issue away — we keep them all and use them over and over again."

"We pick up extra copies from local advertisers and mail them out to our family members who have moved away so they feel close to home still."

"I thought I knew everything about the local foods and farmers in my community, but I learn something new every time I read your publication."

"Every time I realize another issue is due, I start watching the mailbox for it. I can't tell you how much I look forward to reading it, and you have never disappointed me. Every issue is great."

## Why Advertise in *Edible Madison*?

- Our readers save and savor every copy of *Edible Madison*. Our magazines are valuable reference material and are not discarded like general interest or advertising-heavy publications—we always have more content than ads, so you will not get lost in the crowd.
- Our rates are the most cost effective in the region for reaching connected consumers who sincerely care about businesses like yours.
- Supporting *Edible Madison* aligns you with the local food community and allows us to continue to promote its businesses and bounty.
- Complimentary listing online at [www.ediblemadison.com](http://www.ediblemadison.com).
- Advertisers receive a supply of *Edible Madison* to give to their customers free of charge.

## What Makes Our Readers Special?

*Edible Madison* readers are concerned, connected, savvy and community-minded. They are active consumers who are passionate about local foods 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 it is of exceptional quality and there is a good story behind it. They are regular restaurant diners and terrific home cooks. They support their local farmers markets and understand that the best tasting foods are seasonal, fresh and local.

## Why Do Readers Value *Edible Madison*?

Frankly, they trust us. They know that we care as deeply as they do about our local communities. They know we produce honest, smart and aesthetically beautiful publications. No other magazine devotes editorial exclusively to the local foods of Southern Wisconsin, so we bring them the information they are seeking.

## Reader Demographic

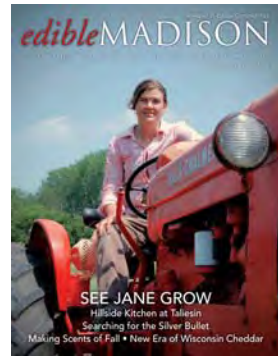
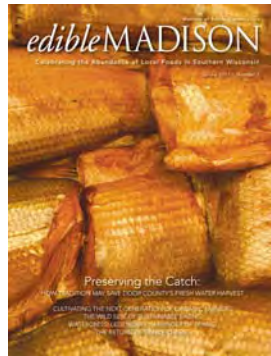
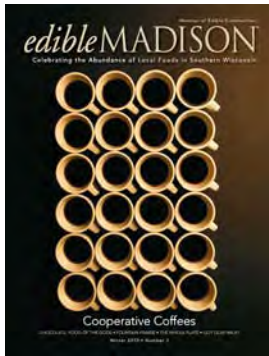
(Based on 2010 Edible Communities' reader survey)

- 54% are **women**, 49% are **men**
- 63% of our readers are between **25-40 years old**
- Median reader age is **34**
- Each copy of the magazine is shared with an average of **3.5 people**
- Average household income is **\$105,000**
- 92% are **college graduates**
- 81% are **professionals, educators and entrepreneurs**
- 89% would pay more for a product that has a story behind it
- Our readers travel for pleasure an average of 14 days per year
- When planning a trip, 76% make a **restaurant reservation** before they make a hotel reservation
- Our readers regularly **drink wine**, visit **farmstands** and purchase **artisanal foods**



# edibleMADISON

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## 2012 Advertising Rates

|                               | Open    | 2X      | 3X      | 4X      | Ad Sizes   |
|-------------------------------|---------|---------|---------|---------|--|
| <b>COVERS (COLOR)</b>         |         |         |         |         |  |
| Back Cover                    | \$3,000 | \$2,850 | \$2,700 | \$2,425 | 8.375 w x 10.875 h<br>add 1/8" bleed on all four sides   |
| Inside Covers                 | \$2,750 | \$2,600 | \$2,450 | \$2,225 | 8.375 w x 10.875 h<br>add 1/8" bleed on all four sides   |
| <b>INTERIOR PAGES (COLOR)</b> |         |         |         |         |  |
| Full Page                     | \$2,500 | \$2,400 | \$2,225 | \$2,025 | with bleeds: 8.375 w x 10.875 h<br>add 1/8" bleed on all four sides<br>without bleeds: 7.75 w x 9.75 h |
| Half Page (vertical)          | \$1,475 | \$1,425 | \$1,350 | \$1,150 | 3.625 w x 9.75 h   |
| Half Page (horizontal)        | \$1,375 | \$1,325 | \$1,225 | \$1,075 | 7.75 w x 4.75 h  |
| Quarter Page                  | \$775   | \$750   | \$700   | \$640   | 3.625 w x 4.75 h   |
| Eighth Page                   | \$450   | \$425   | \$400   | \$375   | 3.625 w x 2.25 h   |
| Marketplace                   |         |         |         | \$250   | 2.5 w x 3.0 h  |

|  | Winter '11 | Spring '12 | Summer '12 | Fall '12 | Winter '12 |
|--|------------|------------|------------|----------|------------|
| Advertising Space Reservation Deadlines: | Nov 2      | Feb 8      | May 9      | Aug 1    | Oct 31     |
| Advertising Materials Deadlines:         | Nov 4      | Feb 10     | May 11     | Aug 3    | Nov 2      |
| Publication Dates:                       | Dec        | Mar        | June       | Sep      | Dec        |

**AD SPECS:** Please submit your ad in one of the following formats: High resolution (300 dpi or higher) tiff, jpeg or eps file with fonts embedded or a high resolution pdf file. CMYK color. Please make sure your ad is the correct dimension and is not RGB. Just call or email us prior to the ad materials deadline, and we will be happy to answer any questions you may have.

**SPECIAL REQUESTS:** Unique ad sizes, inserts, business reply cards and online ads are available.

CREATIVE AND PRODUCTION SERVICES AVAILABLE

Includes FREE listing on [www.ediblemadison.com](http://www.ediblemadison.com)



edible Madison Region