

# *edible* MADISON

## MEDIA KIT 2023

## Edible at a Glance

Edible Madison celebrates southern Wisconsin's local food culture and tells the stories behind the region's farms, restaurants, food and beverage artisans and makers.

### Flip through any issue and you'll find...

- Seasonal recipes featuring local ingredients
- Compelling writing concerning the Madison and Driftless food culture plus issues that affect our local food system.
- Profiles of the people who make our food culture rich and abundant: restaurants and chefs, farms and farmers, food and beverage artisans and producers.

## PUBLISHING SCHEDULE

Four times a year with the seasons.

### CIRCULATION: 12,500

12,500 copies are distributed to **100+ locations throughout our region**, where readers can take home a copy for **free**, and mailed to paid subscribers who don't want to miss an issue.

### READERSHIP: 30,000+

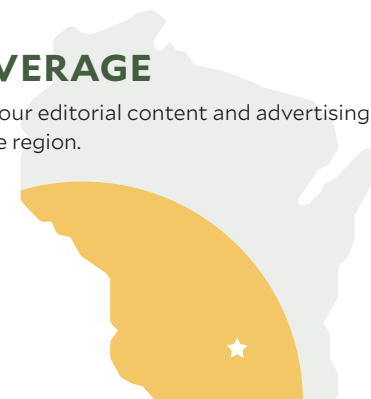
On average, each copy of Edible is read by 2.5 people, bringing the total readership to over 30,000. All of our content is also available online at [ediblemadison.com](http://ediblemadison.com).

### DIGITAL REACH: 12,000+

12,000+ across all social media channels plus our popular email newsletter.

## AREA OF COVERAGE

While based in Madison, our editorial content and advertising partners reflect our entire region.



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# edible MADISON

Celebrating the Abundance of Local Foods in Southern Wisconsin

Stonefruit • Preserving Pollinators • Tamales • Untitled Art

A member of Edible Communities

## Partner with Us

Because this publication is available for free for our readers, we rely on advertisers like you to support our magazine. When you partner with Edible Madison, you are joining a community of savvy, highly engaged readers who care deeply about local businesses.

Edible readers are concerned, connected, savvy, and community-minded. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why.

No other magazine devotes editorial exclusively to local foods and food culture, and our readers seek out, rely on, and regularly share our content.

## Why Advertise?

### 1 INCREASE YOUR VISIBILITY

Edible Madison's readers save and savor every issue. Our beautifully designed publications don't look or feel disposable, and careful control of the editorial-to-advertising ratio ensures your ad won't be missed.

### 2 GROW YOUR AUDIENCE

Supporting longterm brand strategy with both print advertising and nimble digital options is essential. We've engaged our curious, connected readers across multiple channels over ten years—and our partners benefit.

### 3 PARTNERSHIP

Because this publication is available for free for our readers, we rely on advertisers like you to support our magazine. Working with us goes far beyond the ad buy. You'll have access to an experienced team of writers, designers, and marketing pros who can offer unique opportunities to underwrite content, sponsor unique digital events, or create a social media campaign.

### 4 SUPPORT LOCAL

Consumer awareness and the desire to support local businesses is higher than ever before. Your partnership with Edible Madison creates a durable connection to the local community and ensures your message hits all the right notes.

*50% of readers say that their favorite thing about Edible is that it's local. Others enjoy the recipes, writing, or photography most of all.*





# *edible* AUDIENCE

**78%** rated sustainability in food systems their #1 most important food-related issue

**70%** are willing to pay more for brands with sustainable practices

**43%** visited an advertiser in person or online

**25%** purchased an advertiser's product

## DEMOGRAPHICS:



**83%**  
female



**77%**  
college  
educated



**\$128k**  
avg HHI



**80%**  
own their  
home

## INTERESTS:



**91%**  
love to cook



**71%**  
dine out at  
least 2x/week



**84%**  
have a garden



**70%**  
frequently drink  
or serve alcohol

# edible EDITORIAL CALENDAR 2023



## Spring

THEME: **WELLNESS  
+ GROWTH**

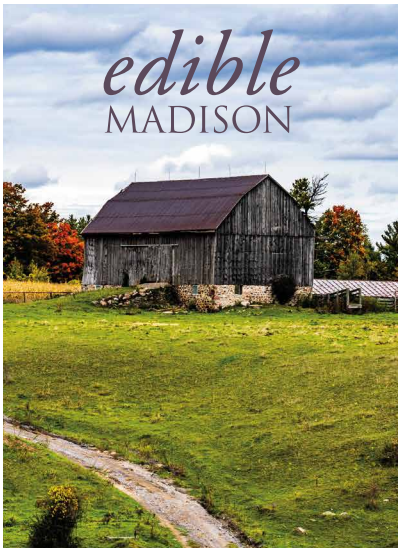
SPECIAL AD SECTION:

EDITORIAL PREVIEW:	Garden Planning Foodscaping Climate & Farming		Grain Bowls Honey Kernza		Thanksgiving Recipes Biodynamic Farming Barns of the Driftless		DIY Cheese & Yogurt Middle Eastern Food Charcuterie	
	JAN 13		APR 7		JUN 30		SEPT 22	
SPACE RES DEADLINE:	JAN 13		APR 7		JUN 30		SEPT 22	
AD MATERIALS DUE:	JAN 27		APR 21		JUL 14		OCT 6	
ISSUE PUBLISHED:	EARLY MAR		LATE MAY		LATE AUG		EARLY NOV	



## Summer

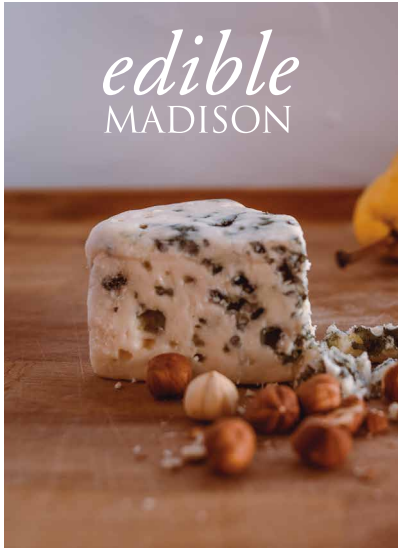
THEME: **NOURISHING  
COMMUNITY**



## Fall

THEME: **THE TRAVEL  
ISSUE**

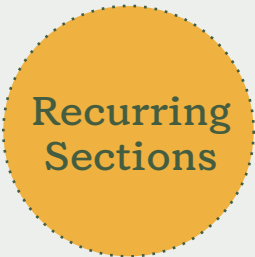
Destination Dining  
Guide



## Winter

THEME: **THE DAIRY  
ISSUE**

Holiday Entertaining  
and Gift Guide



### STARTERS

A digest of bite-sized bits of local food news and seasonal tidbits.

### DRINK LOCAL

Beverage-related content of all kinds, alcoholic and non-alcoholic.

### COOK AT HOME

Lauren Rudersdorf gathers recipes from food pros in our community.

### NOURISH

Laura Poe Mathes, registered dietician, spotlights a food or ingredient.

### FOODWAYS

Explores the social, cultural, and traditional dimensions of the foods we love.



# edible DIGITAL OFFERINGS



## Asparagus, Bacon & Herb Frittata



This quick spring frittata combines tender shaved asparagus with bacon, Parmesan, and a few fresh herbs for a simple weekday breakfast. The trickiest part is shaving the asparagus. Use your vegetable peeler, hold onto the thick stem of the asparagus and shave the spears until you have nothing left but one tender piece in the center. [GET THE RECIPE >>](#)



## SOCIAL MEDIA ACTIVATION

Engage with our social media audience through sponsored Instagram and Facebook posts, boosted posts, Instagram stories, highlights and takeovers, and more!

## EMAIL OPPORTUNITIES

- **NEWSLETTER AD:** Place an ad in our monthly email newsletter, The Beet.
- **NEWSLETTER SPONSORSHIP:** As a part of our digital promotion package (see details below), sponsor a newsletter as exclusive advertiser with recognition at the top and bottom of the email.
- **DEDICATED EMAIL:** Send a dedicated email blast to promote your business or sponsored article.

## WEB ADS

Ad space is available on [ediblemadison.com](#) in a rectangular size or traditional banner ad format. Ads rotate and are served up across the site.

## LOCAL GUIDE: FEATURED LISTING

Get a priority placement in our online Local Guide, a list of Edible's recommendations across all categories of business. Locals and travelers alike use this guide to find the best local restaurants, shops, farms, and more! Add an image, up to 100 words of copy, and a link to your website.

*One-line listings complimentary for all advertisers.*

## DIGITAL PROMOTION PACKAGE

Bundle and save! Build brand awareness and bring exposure to a product or event over a month-long period. Our Digital Promotion Package includes:

- Newsletter sponsorship
  - Website banner ad
  - 2 Instagram posts
  - 2 Facebook posts
  - Posts shared to stories 2+ times
- Optional add-ons:**
- *Dedicated email*
  - *Instagram takeover with option to become a highlight*
  - *Boosted posts*



3.7k  
Instagram  
followers



6k  
Facebook  
followers



50k  
Website  
page views



2.5k  
Email  
subscribers

**NEWSLETTER HAS A  
41% AVG OPEN RATE**

ABOVE: An example of our newsletter featuring two ads.

Reach the *Edible Madison* audience in a fresh, creative way through sponsored articles that tell the stories of the people and passion behind your business.

SPONSORED CONTENT: THANK YOU TO OUR PARTNER, ORGANIC VALLEY

## Small Farms Thrive with Agritourism

By Emily McClahan

The breeze gently beats against the other end of the phone as Tucker Gretebeck guides his dairy cows across the ridge of All Seasons Farm in Cabot, Wisconsin, about 30 miles east of La Crosse. One of the following of his best, Gretebeck shares how a pumpkin patch changed the future of this organic, grass-based family farm.

"I never like to have all my eggs in one basket," says Gretebeck, who grew up farming the land 10 miles from All Seasons. "The dairy cows graze up on the ridge, and the valley below has so much energy to it. It made sense to put it to use."

So in 2010, the Gretebecks began to explore agritourism as a way to allow their neighbors to connect to the land and create opportunities for their two children to learn more about farming and their community.

Tucker and his wife, Becky, planted a quarter acre of pumpkins and invited a few friends to explore the patch and enjoy the late summer nights. A few years later, there was a pizza oven, hand axes, and a pumpkin patch for gold in the "rick," sugar rides, and visitors from across southern Wisconsin learning about the land and building relationships with each other.

"It's about evolving the farm," says Gretebeck, who went fully organic in 2006 when All Seasons joined Organic Valley, a farmer-owned cooperative based in La Crosse, Wisconsin. "It's farming differently than my dad did and my kids will farm differently than me. I want to create opportunities for them now so they can decide how they want to farm in the future."

As an Organic Valley farm, the Gretebecks benefit from the co-op's mission to create a more viable economic model for member farms, allowing them to explore things like agritourism.

"We offer our farms a stable price point," says Joshua Fairfield, Organic Valley public relations manager. "That means we're not passing market pressures on to our farmers. Farmers in our cooperative can plan further ahead to grow their farms and their livelihoods."

he valley at All Seasons Farm, taking the pumpkin patch place with it. Instead of giving up on the opportunity to show his two children the dairy operation overlooks the valley and he just from Organic Valley, Gretebeck was able to rebuild.

pizza oven, allowing local groups to do the pizza. The farm provides the ingredients and a lot of work the pizza and get to keep the profits. For making the pizza sauce. Last year they had equal to pre-food numbers.

upkin patch season as a vacation, something to someone to milk the cows at night as the pumpkin patch and make connections," he says. "I never, we let our kids get involved and it gives of it like figuring out how much food we need, taking of other experiences we can offer."

Fairfield notes that agritourism is booming across the cooperative's 1,800 farms in 30 states and attributes much of it to technology and social media.

"Technology has made it possible for the small farmer to reach a broader audience and market their farms with things like social media, overnight stays and pizza nights," he says. "Before these channels were available, it wasn't possible to find the time and resources needed for advertising, scheduling and accounting."

He adds that the rise of domestic tourism during the COVID-19 pandemic drove the desire for experiences and connections, creating the perfect environment for small farmers and agritourism.

Overnight stays on farms have category that has seen a boom. According to Airbnb, nights booked at farms have doubled in the first quarter of 2022 compared with the same period in 2019, and there are now roughly 100,000 farms to choose from across the country on their site.

Dan and Samantha Price, owners of Sleeping Doves, an Organic Valley member farm in Appleton, Wisconsin, jumped at the chance to introduce travelers looking for a rural getaway to their dairy farm by turning a property on their land into a bed and breakfast. Guests can sleep on their farm bunks and help milk the cows, collect eggs or snuggle with other dairy calves. The Price's mission is to reconnect visitors with where their food comes from, either hands-on, through tours of the farm, or by just watching the animals go about their daily lives from the comfort of the front porch of the guest house.

Former chef Andy Watson and his family, owners of Sprouting Acres in Cambridge, Wisconsin, began considering agritourism in 2010 when they began to see declining interest in their community supported agriculture (CSA) program that had been the core of their small vegetable farm for years.

"All of a sudden there were so many organic delivery options like Hello Fresh and others offering more organic products. It got harder and harder to fill those 100 CSA boxes each year," says Watson. "We realized we were too dependent on our CSA and farmers' markets." The Watsons knew they wanted to keep their operation small yet sustainable, so instead of taking their food to people, they decided the answer was to bring people to the food.

Watson and his wife put together a 10-year plan in 2010 to diversify and explore agritourism. They built a structure to host events and meals, and as a former chef, Watson used into cooking classes and private dinners on the farm.

In 2018, the family hosted their first Pizza on the Farm event with a few friends. Four years later, typical Sunday crowd swells to 600. Watson encourages visitors to make an afternoon of it when the weather cooperates. Grab a picnic table, enjoy the hand set up on the small stage, let the kids wander through the mowed grass trails or watch bright lights swim in the pond.

"It's about creating this culture where people can slow down and experience their food and where it comes from," he says and notes that the average age of farmers is only getting older as children decide to leave farming behind. "But if they can do a haunted barn or a pizza night or an event space, it can help them diversify and find other interests on the farm. It's how we as the next generation continue."

"It's about creating this culture where people can slow down and experience their food and where it comes from."

—Andy Watson, Sprouting Acres Farm



Bottom right: The Gretebecks of All Seasons Farm. Other photos: Sprouting Acres Farm on the Farm courtesy of Ben Wilson.

Pizza on the Farm is one of the many ways the Watson Family supports their dairy farm, Sprouting Acres, located in Cambridge.

EDIBLEMADISON.COM 29

## SPONSORED ARTICLES

Have a story you'd like to share about or related to your business? This is the perfect way to ensure your story gets shared with the *Edible Madison* community! Digital and print options available. You can supply the finished article and photos, or you can work with the Edible team to find the right writer and photographer to capture your vision. For an even broader reach, we can promote your digital article in the magazine, on social media and through our email newsletter, The Beet.

*Above: An example of a sponsored print article in partnership with Organic Valley.*

*Left: An example of a digital article in partnership with the Wisconsin Alumni Research Foundation's UpStart program.*

STORIES | RECIPES | RESOURCES | MAGAZINE | CONNECT | EVENTS

# Soul Journey: Perfect Imperfections Founder Jasmine Banks

by Rose Brookins  
September 6, 2022  
LOCAL UPSTARTS



(SPONSORED CONTENT) *Local Upstarts* is a new, quarterly digital column that celebrates local entrepreneurs who have participated in the Wisconsin Alumni Research Foundation's UpStart program, a free entrepreneurship program for women and people of color.

When a person is doing the work of their soul, you can hear it in their voice.

This is true of Jasmine Banks, who founded Perfect Imperfections six years ago with the mission of empowering women to appreciate daily life and the rituals of self-care with safe, chemical-free soaps, scrubs, lotions, and more.

# edible **ADVERTISING RATES**

## Print

	1x/year	2x/year	3x/year	4x/year
<b>BACK COVER</b>	\$3250	\$2900	\$2725	\$2500
<b>INSIDE COVER</b>	\$2900	\$2700	\$2500	\$2300
<b>FULL PAGE</b>	\$2700	\$2425	\$2275	\$2100
<b>1/2 PAGE</b>	\$1650	\$1465	\$1370	\$1260
<b>1/3 PAGE SQUARE</b>	\$1100	\$990	\$935	\$880
<b>1/4 PAGE</b> <i>Limited quantity available.</i>	\$875	\$825	\$775	\$725
<b>1/6 PAGE VERTICAL</b>	\$495	\$440	\$410	\$380
<b>MARKETPLACE</b>	\$300	\$300	\$300	\$300
<b>SPONSORED ARTICLE: 2 PAGE</b>	\$3500+	\$3325+	\$3150+	\$2975+
<b>SPONSORED ARTICLE: 1 PAGE</b>	\$2000+	\$1900+	\$1800+	\$1700+
<b>SPONSORED ARTICLE: 1/2 PAGE</b>	\$1500+	\$1425+	\$1350+	\$1275+
<b>EAT &amp; DRINK GUIDE LISTING</b>	n/a	n/a	n/a	\$250

## Digital

<b>DIGITAL PROMO PACKAGE</b>	\$1025
<b>DEDICATED EMAIL</b>	\$750
<b>E-NEWSLETTER AD</b>	\$325
<b>SOCIAL MEDIA SPONSORED POST</b>	\$250
<b>SOCIAL MEDIA TAKEOVER</b>	\$250/day +\$150 to be a highlight (optional)
<b>WEB AD: BANNER</b>	\$450/quarter or \$1500/year
<b>WEB AD: RECTANGLE</b>	\$350/quarter or \$1200/year
<b>LOCAL GUIDE: FEATURED LISTING</b>	\$500/year
<b>SPONSORED ARTICLE: 750 WORDS</b>	\$400 + cost of writing and photography
<b>DEDICATED EMAIL: SPONSORED ARTICLE</b>	\$500 (optional add-on for sponsored digital or print articles)

# edible AD SIZES & SPECS

## Print

Please submit your print ad as a high resolution (300 dpi or higher) JPEG, PNG or PDF file in CMYK color.

BACK COVER	8.375" W x 10.875" H	1/8" bleed
INSIDE COVER	8.375" W x 10.875" H	1/8" bleed
FULL PAGE	8.375" W x 10.875" H	No bleed
1/2 PAGE HORIZONTAL	7.3875" W x 4.9125" H	No bleed
1/2 PAGE VERTICAL	3.6" W x 10.0125" H	No bleed
1/3 PAGE SQUARE	4.8625" W x 4.9125" H	No bleed
1/4 PAGE	3.6" W x 4.9125" H	No bleed
1/6 PAGE VERTICAL	2.3375" W x 4.9125" H	No bleed
MARKETPLACE	2.5" W x 3.0" H	No bleed
EAT & DRINK	Logo + 25 words	

## Digital

Please submit your digital ad as a screen resolution (72 dpi) JPEG or PNG in RGB color.

WEB AD - RECTANGLE	670px W x 416px H
WEB AD - BANNER	1030px W x 174px H
NEWSLETTER AD	1080px W x 1080px H
FEATURED LISTING	670px W x 411px H + 75-100 words
SOCIAL MEDIA POST	1080px W x 1080px H + caption

