



edible MARIN &
WINE COUNTRY

CELEBRATING THE HARVEST *of* MARIN, NAPA *and* SONOMA COUNTIES, SEASON *by* SEASON

2024 MEDIA KIT



ABOUT US

Edible Marin & Wine Country tells the stories of the extraordinary farmers, ranchers, cheesemakers, fisherfolk, bakers, brewers, winemakers, chefs and other food and drink artisans in Marin, Napa and Sonoma counties. We are a quarterly print magazine, distributing 80,000 copies per year (with a readership of 280,000) in more than 130 locations and via subscription. We are also available online, and in our free app for every platform.

OUR MISSION

We believe knowing the story behind local food is a powerful way to connect and inspire members of our local community. By sharing those stories with compelling narrative and beautiful imagery, we foster the connection between producer and consumer. We seek to educate and inspire our readers in a way that feels meaningful to them—so that they know and care where their food is sourced and how it gets to their table.

OUR READERS

77%

Women

23%

Men

73%

College Graduates

35%

Post-Graduate Degree

81%

Professionals, Educators,
or Entrepreneurs

WE EARN

THE TRUST OF

OUR READERS

BY TELLING

THE STORIES

THEY CARE ABOUT.

EDIBLE COMMUNITIES



Edible Marin & Wine Country magazine is part of [Edible Communities](#), a hyperlocal network of 80+ locally produced publications engaging more than 1.4M readers across the U.S. and Canada. Our roots are local, but our reach is national.



HERE'S WHAT DEFINES OUR AUDIENCE:

TRUST

96% TAKE ACTION AFTER READING

- 9 out of 10 are more likely to purchase a product endorsed by us.

VALUES DRIVEN

92% PURCHASE BRANDS THAT SHARE THEIR VALUES

- 89% look for environmentally conscious brands
- 94% will pay more for brands that align with their values

SUSTAINABILITY-MINDED

88% WILL PAY MORE FOR BRANDS DEDICATED TO SUSTAINABLE PRACTICES

- 91% seek sustainably-sourced products when making a purchase

LOYAL TO LOCAL

91% PREFER TO SHOP LOCAL

- 88% will pay more for local
- 85% seek brands that give back to the local community
- 70% source magazines at local businesses

LOVE TO EAT OUT

EAT OUT **4X** MORE THAN THE NATIONAL AVERAGE.

- 92% favor local independent restaurants

...AND EAT IN

- 92% cook most meals at home
- 33% shop organic
- 44% have used grocery/meal delivery in last month

LOVE TO TRAVEL

92% PRIORITIZE FOOD EXPERIENCES WHILE TRAVELING

- 81% took a domestic trip in last 12 months

LOVE US IN PRINT

51 MINUTES AVERAGE SPENT READING EACH ISSUE

- 87% of our readers read our content in print (a 3% increase since 2020).
- 60% have read 3 of the last 4 issues/ 45% have read ALL issues

...AND DIGITAL

- 82% of e-newsletter readers ALSO read the print magazine.
- 57% of readers engage with Edible online.

Source: MRI-Simmons Readership Survey, November 2023.

EDIBLE MARIN & WINE COUNTRY

Our readers are informed and passionate community members who place a premium on sustainably-sourced food, locally-made products, travel, restaurants and lodging. They know we produce an honest, smart and beautiful publication. No other magazine devotes editorial exclusively to local foods and food culture. This means you are reaching a precisely targeted and energized audience with your advertising dollars.

THREE-COUNTY ACCESS TO INFORMED READERS

We are the only magazine covering Marin, Napa and Sonoma counties, reaching readers who care passionately about food and drink...and are willing to pay more for quality products and experiences.

POSITIVE BRAND POSITIONING

Your Edible partnership demonstrates support of—and participation in—a strong local food economy. *Edible Marin & Wine Country* magazine believes that locally sourced, sustainably produced food matters to our health, our lifestyle, our communities and the future of the world around us.

QUALITY ENVIRONMENT FOR YOUR AD MESSAGE

We print on heavy-weight recycled paper. More than 50% of each magazine is dedicated to editorial so your advertisement receives optimal positioning.

COMPLIMENTARY MAGAZINES FOR YOUR CLIENTS AND CUSTOMERS

We distribute 100% of our magazines through our advertising clients and industry leaders.

HIGHLY TARGETED, CONTROLLED CIRCULATION

Edible magazines are a model in permission-based marketing. Our only readers are those who voluntarily pick up our magazine to read it. By producing top quality print content, we effectively connect with readers who trust in the products and services we feature.

YOUR AD IN PRINT AND DIGITAL

All print ads are included in our digital editions, in a library of our issues online, and in our app for iPad, iPhone, Android and amazon devices. Digital ads are hyperlinked to your website, sending customers directly to your business while they read.

DIGITAL-SOCIAL-NEWSLETTER CAMPAIGNS

All advertisers receive complimentary digital support via our website, through social media, and/or in our newsletters. See the following page for details. Additional digital support is also available for purchase.

COMPLIMENTARY LISTING IN OUR ADVERTISER DIRECTORY

A live link to your site will be included in our online [advertiser directory](#).

SPONSORED CONTENT

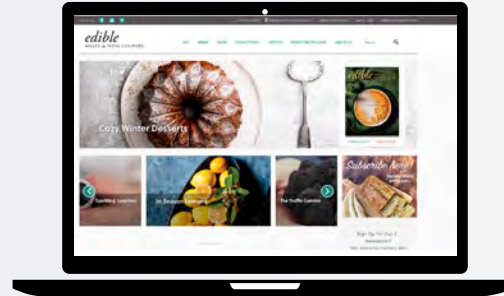
We also offer custom print editorial, product placement and sponsored content, plus social media campaigns, recipe development and custom newsletter promotions. Contact us for information.

READERSHIP & DISTRIBUTION

Circulation per issue.....	20,000
Audience per issue	70,000
Audience per year.....	280,000
Frequency	Quarterly
Points of distribution	130+



PRINT & DIGITAL



We offer a comprehensive print + digital ad integration. All advertisers receive free placement in the Advertiser Directory on our website, in our digital issues, and in our app for the iPad, iPhone, Amazon and Android devices. All digital issues contain live links to your URL.

In addition, annual advertisers can expect the following digital integrations per ad space:

PRINT AD SIZE	WEBSITE AD	E-NEWSLETTER	SOCIAL MEDIA
Full-page premium	x	8 x year	4 x month
Full-page regular		6 x year	4 x month
Half-page		4 x year	3 x month
Quarter-page		2 x year	2 x month
Eighth-page		1 x year	2 x month
Marketplace		1 x year	1 x month



E – Newsletter	3,500 subscribers
Instagram	5,500 followers
Facebook	3,200 followers

Additional digital integrations and dedicated e-blasts are available for purchase. Contact us for rates: info@ediblemarinandwinecountry.com

PRINT SPECS & RATES

Premium Pages (includes full bleed)	Size	1x	4x
Back Cover (includes full bleed)	8.625" w x 11.125" h	Ask for pricing!	Ask for pricing!
Inside Front Cover/Back Cover/Page 2 (includes full bleed)	8.625" w x 11.125" h	Ask for pricing!	Ask for pricing!
2 Facing Pages In Premium Position		Ask for pricing!	Ask for pricing!

Interior Pages	Size	1x	4x
Full Page (includes full bleed)	8.625" w x 11.125" h	Ask for pricing!	Ask for pricing!
Half Page (horizontal)	7.5" w x 4.75" h	Ask for pricing!	Ask for pricing!
Half Page (vertical)	3.625" w x 9.875" h	Ask for pricing!	Ask for pricing!
Quarter Page	3.625" w x 4.75" h	Ask for pricing!	Ask for pricing!
Eighth Page	3.625" w x 2.25" h	Ask for pricing!	Ask for pricing!
Marketplace	2.5" w x 3" h	Ask for pricing!	Ask for pricing!
Eat Local Guide*	50 words and logo	Ask for pricing!	Ask for pricing!

Issue	Distribution Begins	Ad Reservation Deadline	Ad Art Deadline
Spring	March 1	Jan 30	Feb 6
Summer	May 15	April 11	April 18
Fall	August 23	July 18	July 25
Winter	Nov 18	Oct 17	Oct 24

Digital Ads	Size	Cost
Skyscraper	160PX w x 410PX h	Ask for pricing!
Button	160PX w x 160PX h	Ask for pricing!

*Eat Local Guide

- Advertising in the Eat Local Guide must be for a full year (4 issues)
- Applicable advertisers with display ads are included in the Eat Local Guide at no additional charge.
- Each listing is a maximum of 50 words including address, phone, website and hours.

For customer convenience credit card payments are accepted.

Ad specs

Please submit your ad in one of the following formats: 300 dpi, greyscale (B+W), CMYK (Color), tiff or eps file with fonts embedded, a high resolution pdf, or an InDesign document with all fonts and links included.

Creative and production services are available. Edible Marin and Wine Country reserves the right to reject any advertising if we deem it inappropriate in any way.

Contact us for rates!

ads@ediblemarinandwinecountry.com
707-386-6846

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2024 EDITORIAL CALENDAR

Edible Marin & Wine Country is a quarterly culinary magazine about people and their contribution to our local food culture. Each issue spotlights the farmers, artisans, producers, chefs, vintners, distillers, fisherfolk and others who make the most of all our region has to offer. Our content is seasonally-driven, subject to change, and not limited to the following topics. There's no shortage of fantastic stories! Here's what we have planned for 2024 so far:



SPRING	SUMMER	FALL	WINTER
Chefs' Spring Farmers Market Recipes	Travel	Family	Wellness
In Season: Rhubarb	Barbecue	Heirloom apples	Crab Fishing
MALT and Young Farmers	Microbrews	Fermentation	2024 Gift Guide
Yountville's Most Beloved Bar	In Season: Tomatoes	Italian Family Restaurants	Holiday Cocktails and Mocktails
School Gardens	Wine and culinary education	Olive Harvest	In Season: Winter Produce
Agritourism	Paletas	Heritage Turkey	Cured Meats
Tabletop Artisan	Napa Family Winery	Heritage Seed Saving	California Caviar
Composting	Petaluma's Best Cookware Store	In Season: Fall Produce	Artisan Distillery
	Sustainable Lodging	Sonoma Vintner	



ADVERTISING CONTRACT

Name _____ Ad Size _____ Ad Rate _____

Business Name _____

Business Address _____

Phone _____ Email _____ Signature _____

Starting Issue _____ Number of times ad will run _____

Payment Options: Invoice Credit card (If you would like to pay by credit card, please fill in the information below.)

Credit Card Number _____ Expiration Date _____ Security Code _____

Name on Credit Card _____

Billing Address for Credit Card _____

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