

edible BERKSHIRES®

Celebrating Local Food Culture in Western Massachusetts



Our Mission

Edible Berkshires is the only publication dedicated to discovering and celebrating the best in local food culture across Western Massachusetts. We're a local, independently owned business, committed to telling the stories of farmers, growers, makers, brewers, chefs, restaurateurs, and others who contribute their energy and passion to creating a healthy, sustainable and delicious local food system for all. We offer our advertisers the opportunity to be part of an increasingly important conversation by aligning themselves with a brand that values our local food community.

Edible Berkshires Print Distribution

Print Run: 10,000 copies, Western Massachusetts

Readership: 25,000

Frequency: 4 times per year

Annual Reach: 100,000

Beyond Our Pages

Facebook: @EdibleBerkshires

Instagram: @EdibleBerkshires413

E-Newsletter sign up

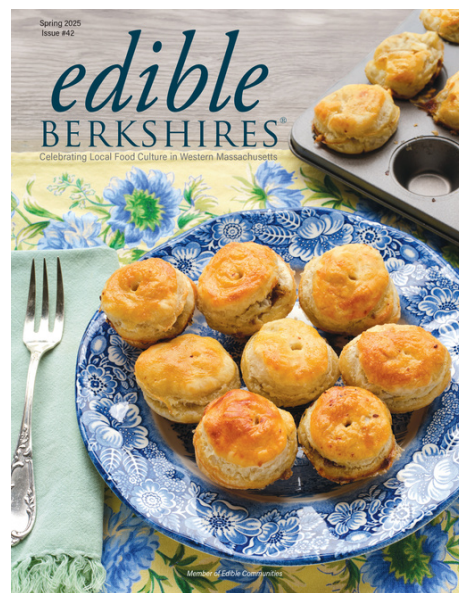
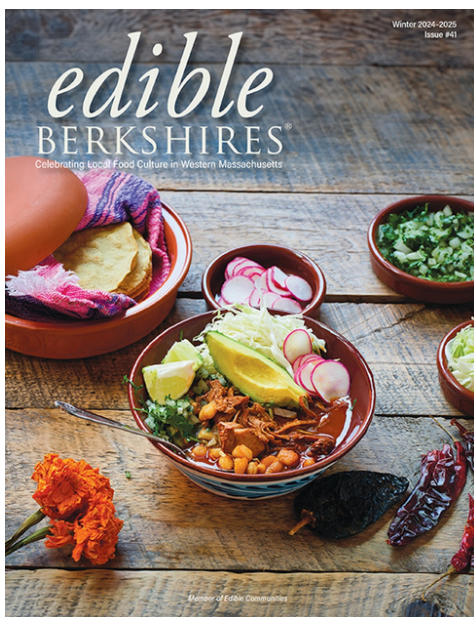
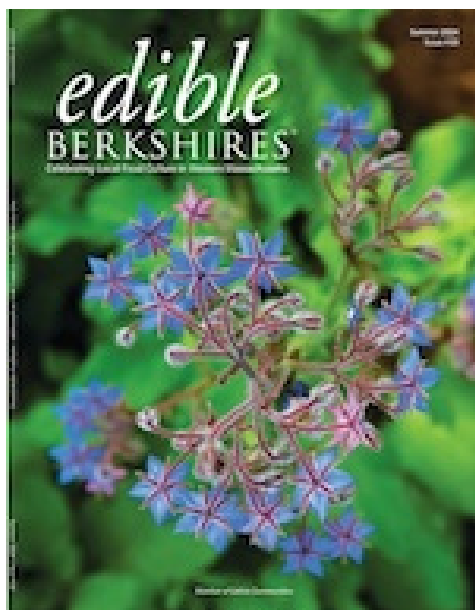
Website: EdibleBerkshires.com

Edible Berkshires magazine is distributed at more than 100 restaurants, grocers, gourmet markets, farmers markets, wineries, and breweries throughout Berkshire County.

TRUST

84%

of readers say they are more apt to buy from businesses that advertise in *Edible Berkshires*.



By the Numbers: Targeted Demographic



82% women
and 18% men

3.7

of readers
sharing
each *Edible*
magazine.

81%

are professionals,
educators, and
entrepreneurs

average
annual income
\$128,300

The *Edible* reader is typically

24 to 64
years old

77%

are college
graduates

80%

own their home

Reader Interests

Edible Publications attract an educated, affluent audience of thought leaders and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. *Edible* readers read each issue, and what they like best about the magazine is "that it's local." Among the top actions taken as a result of their bond with *Edible*:

72% of readers pick up their copies of *Edible* at local businesses.

82% of readers who read the magazine in print also engage with their local *Edible* website.

96% of readers stated that they would be likely to patronize a restaurant featured in *Edible*.

93% buy from advertisers in the magazine.

97% recommend products to people they know.

62% use *Edible* information to find the best local spots, markets, restaurants, bars etc.



71% dine out
2+ times/week



96% try to buy
locally grown food



70% purchase
alcohol



52 minutes: average
time spent per issue



91% cook
frequently
during the week



93% value food
as an essential
part of traveling

Testimonial:

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

—Julia Child



This data was derived from a survey of *Edible* readers across North America. Readers of *Edible* publications discover their communities and the businesses they want to patronize in the pages of *Edible* magazines. Territory data Source: Source: GfK/MRI study, January 2020

Print Advertising Rates

Premium Pages	size (width x height)	1x	4x
• Back Cover: (8.625" x 11.125" for full bleed)	8.375" x 10.875"	\$3450	\$2,675
• Inside Front Cover or page 1: (8.625" x 11.125" for full bleed)	8.375" x 10.875"	\$3100	\$2,500
• Inside Back Cover: (8.625" x 11.125" for full bleed)	8.375" x 10.875"	\$2,700	\$2,100

Display Ads

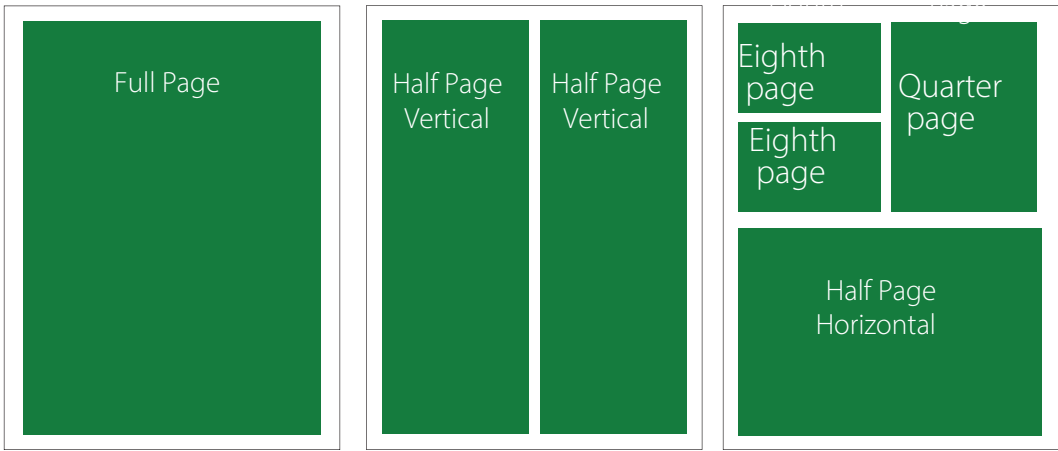
• Full Page: (8.625" x 11.125" for full bleed)	8.375" x 10.875"	\$ 2500	\$2050
• Half Page (horizontal):	7.5625" x 4.75"	\$1,730	\$1,365
• Half Page (vertical):	3.65" x 9.5"	\$1,730	\$1,365
• Quarter Page:	3.65" x 4.75"	\$ 900	\$ 725
• Eighth Page:	3.75" x 2.3"	\$ 550	\$ 450

All prices are cost per ad insertion.

Ad Specs: If you are submitting a camera-ready ad, dimensions need to be correct and the ad must be a 300 dpi PDF with fonts embedded or converted to outlines. Color mode must be CMYK only (no RGB or spot colors), and it's best to apply the US Web Uncoated v2 print profile for export. Only full page ads use bleed. If we are designing the ad, we encourage you to provide all of your specifications and 300 dpi logo, images and other art as soon as possible.

Design Services: We can design simple ads using your components (logo, photos, text, contact info) for a small fee, charged at time of booking. EB will design first ad gratis and provide 0.5 hours of revisions gratis; with the second and all subsequent ads, design charges of \$45 per hour for revisions and redesign beyond .5 hour will be paid by client unless client is increasing ad size. Ad design is complimentary with a 4-issue ad contract.

Local Guide to Good Eats and Drinks	\$250	\$175
-------------------------------------	-------	-------



Editorial

Featuring local stories on...

Farmers	Gardening
Chefs	Sustainability
Dining	Artisans
Food and Drink	Recipes

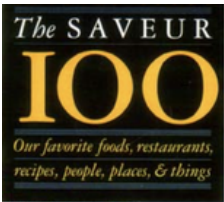
Print Calendar

Issue	Summer	Fall	Winter	Spring
Space reservation	May 1	Aug 1	Oct 9	Feb 5
Artwork due	May 12	Aug 11	Oct 16	Feb 14
Issue on stands	late June	late Sept	early Dec	early April

Edible Communities

Edible Berkshires is part of *Edible Communities*, a network of more than 90 independently owned food magazines (and growing) in the United States and Canada, telling our nation's food story, community by community. Red state, blue state. Rural, urban. Gourmand or food novice. Our message has wide appeal.

James Beard Foundation: 2011 Publication of the Year
Saveur Magazine: Top 100 in 2004 & 2006



Advertiser Agreement



Business _____ Primary Contact/Name _____

Phone _____ E-mail _____

Billing Name _____ Billing E-mail _____

Mailing Address _____

Issue date of first insertion _____ Ad changes contact person _____

Date to Run	Year	Item	Deadline/notes	Rate
Total Full Insertion:				

Please provide a sentence describing your business for promotion in our online Local Source Guide (we will edit for clarity and brevity):

Billing

QUARTERLY ___ **MONTHLY** ___

Method of Payment **CHECK** ___; **Venmo (@EdibleBerkshires)** ___; **Zelle (donna@edibleberkshires.com)** ____

A. This agreement is for advertising space and does not constitute purchase of editorial space. We welcome story suggestions, but to the strictest ethical standards, highest quality editorial content and maximum readership for each issue, advertising and editorial content are kept strictly separate.

B. An advertisement may be canceled by the advertiser in writing prior to our print reservation deadline. Cancellations cannot be accepted *after* this date.

C. *Edible Berkshires* seeks to be as accommodating as possible to client needs and desires with ad placements. However, exact positioning of advertisements is at the discretion of EB unless EB agrees in writing to a placement guarantee.

D. All contents of advertisements are subject to approval by EB. We reserve the right to reject or cancel any advertisement, advertising agreement or space reservation at any time. EB also reserves the right to insert the word "advertisement" at the top of any ad.

E. Advertiser will be billed quarterly unless monthly billing is requested. Please indicate preference above.

F. Advertiser must register a credit card with EB to confirm reservation of ad space and guarantee payment. Payment is due on receipt or within 10 days of invoice date. If a payment goes 30 days past due, the card on file will be charged for the balance owed.

G. By signing this agreement, advertiser agrees to pay EB's invoices in a timely way.

H. This contract will auto-renew unless client indicates otherwise.

Name on Card: _____ Card Number _____ Expiry _____

Signature _____ Date _____

TO RESERVE YOUR AD, COMPLETE, SIGN AND SUBMIT THIS FORM TO: ads@edibleberkshires.com