

What is Edible Mendocino & Lake Counties?

Edible Mendocino & Lake Counties is an exciting new quarterly food and drink magazine that **launched** in September 2023. Our aim is to celebrate the journey of ingredients from farm to fork, vineyard to glass, and ocean to table – and the people behind them. We tell the stories of the farmers, fishermen, artisans, vintners, distillers, bakers, chefs, mixologists and budtenders who live and work in Mendocino and Lake counties and dedicate themselves to growing and preparing locally sourced, sustainable food and drinks.

Print Distribution

Print Run: 5,000 copies in Mendocino and Lake Counties

Readership: ~18,500 per quarter

Frequency: 4 times per year

Annual Reach: ~75,000

How We Reach Readers

Quarterly Print Magazine

Ediblemendocino.com

Social Media Channels  

Email Newsletter (Monthly)

In Every Issue

INSPIRATIONAL AND RICHLY RELEVANT STORIES:

Edible contributors are writers and photographers who are invested in our local communities and connected to the current issues of interest to residents of and visitors to the area. Some of the topics include eating seasonally, where to find the best locally produced food and drink, personal stories of food artisans and growers, and so much more.

RECIPES WITH LOCAL FLAVORS: Every issue offers a taste of the season, featuring local chefs and restaurateurs, inspired by locally sourced ingredients, and including cooking tips and practical advice for home cooks.

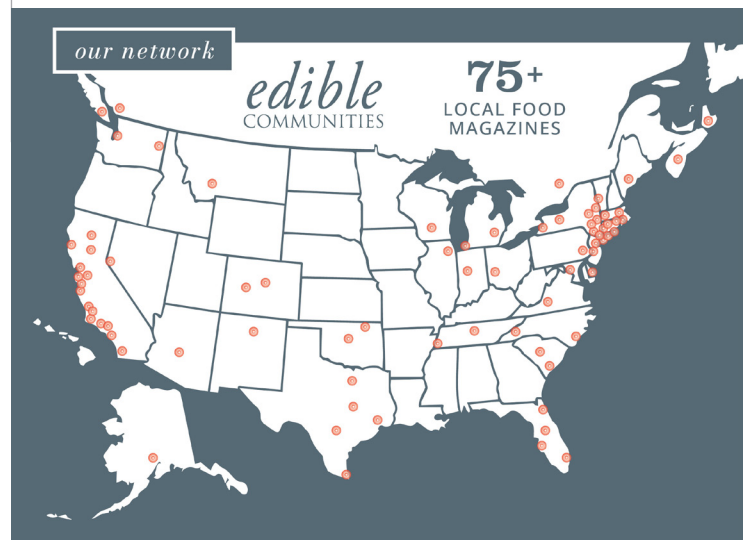
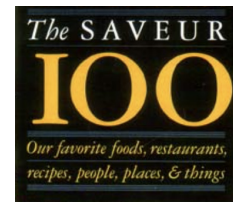
SHOPPING AND DINING GUIDES: Every issue presents insider guides and maps to the best restaurants, wineries, producers, purveyors, and other local food and drink resources.

SPECIAL SECTIONS: A couple of times a year we publish special themed sections related to topics such as weddings, holiday gifts, wellness, travel, and more.

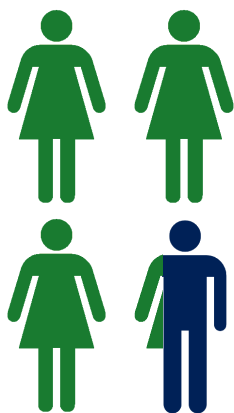
Edible Communities

We may look familiar – that's because *Edible Mendocino & Lake Counties* is part of a highly successful network of 75+ locally produced publications engaging more than 1.4 million readers across North America. Our roots are local, but our horizon is national.

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



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

Advertising Rates

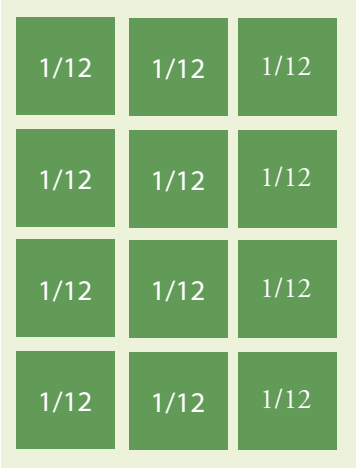
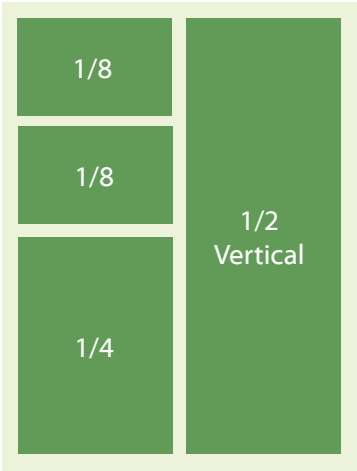
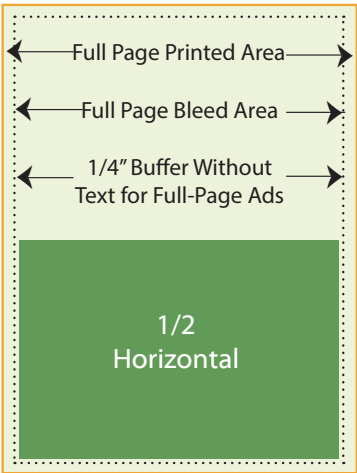
PREMIUM	SIZE: w x h	1-2 issues	3-4 issues
Back Cover**	8.625" x 11.125"	\$1,850	\$1,550
Inside Front or Back Cover**	8.625" x 11.125"	\$1,650	\$1,350

DISPLAY

2 facing pages**	17.25" x 11.125"	\$2,600	\$2,300
Full Page**	8.625" x 11.125"	\$1,350	\$1,050
Half Page (horizontal)	7.5" x 4.75"	\$750	\$600
Half Page (vertical)	3.625" x 9.75"	\$750	\$600
Quarter Page (vertical)	3.625" x 4.75"	\$550	\$400
Eighth Page (horizontal)	3.625" x 2.275"	\$350	\$275
Marketplace (1/12)	2.375" x 2.25"	\$150	\$100

DIGITAL/WEBSITE		One Month	Multiple Months
Leaderboard Banner	728 x 90 pixels	\$300	\$250
Footer Banner	728 x 90 pixels	\$200	\$150
Sidebar Box	300 x 250 pixels	\$250	\$200
Homepage Carousel	800 x 400 pixels	\$500	\$350

**These ad sizes include a .125" bleed.



Ad Deadlines & 2024

Editorial Calendar:	Spring 2025	Summer 2025	Fall 2025	Winter 2025-26
Release Date	MARCH 20	JUNE 20	SEPT 20	DEC 20
Space Reservation Deadline	FEB 14	MAY 16	AUGUST 15	NOV 14
Payment/Ad Deadline	FEB 28	MAY 30	AUGUST 29	NOV 28

Advertiser Agreement



Welcome! We're glad to have you on board.

Please complete this checklist:

Deadlines

<input type="checkbox"/> Fill out the Advertising Agreement Form.	Feb 14, May 16, August 15, Nov 14
<input type="checkbox"/> Send the Ad Artwork. <ul style="list-style-type: none">• Send us the file (PDF with outlined text or 300+ DPI CMYK image).• Send ads to ads@ediblemendocino.com.	Feb 14, May 16, August 15, Nov 14
<input type="checkbox"/> • Send payment by mail or via credit card (details will be in your invoice)	Feb 28, May 30, August 29, Nov 28
<input type="checkbox"/> Follow us on Facebook and Instagram. We'll follow you back! Add yourself to our mailing list at ediblemendocino.com . Add us to your press contact list so we can stay informed on your news!	

Ad File Format Specifications:

- 300+ DPI TIF or highest-quality JPG with CMYK color
- EPS or PDF file with fonts embedded or outlined
- Please make sure your ad is the correct dimensions (see page 1) and is CMYK, not RGB.
- Full-bleed ads: Please make sure no text is within ¼ inch of the trim line.

Important terms to know:

- **BLEED** - To print right up to the edge of the page, printers print past the edge of the page, then cut it to size. The area that's printed on, but is cut off, is called the bleed.
- **HIGH-RES/DPI** - Dots Per Inch, also called resolution. This describes how many dots are printed in one square inch of paper. Computer monitors have much lower resolution (72) than print (300+), so images that look big on your computer need to look huge on your computer to look good in print.
- **CMYK/RGB** - Our printer combines Cyan, Magenta, Yellow, and Black to make colors. Computers use Red, Green, and Blue.
- **TIFF** - An image file format that is very large, but doesn't compress the image to save space, and so is great for print.
- **JPG** - A compressed image file format that trades quality for a smaller file size. JPG's can be used as long as they are set to high quality (low/no compression) and are at least as big as the size required (see the opposite side for pixel dimensions for ads).

edible
MENDOCINO &
LAKE COUNTIES

Issue date of first insertion _____ Ad changes contact person _____

I	Year	Item	Deadline/notes	Rate

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

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