

Member of Edible Communities

edible BERKSHIRES™

Celebrating the Food Culture of Western Massachusetts, Season by Season

www.edibleberkshires.com

MISSION STATEMENT

Edible Berkshires is a local, independently owned publication dedicated to covering the unique culinary culture of the region. The complimentary publication will report on the growers, artisans, vintners, purveyors and taste makers who play a role in the region's culinary scene. Readers will be encouraged to explore the food community and surrounding landscape, discover seasonal events and indulge in the diverse offerings of art, music and culture available.

EDIBLE SEASON

We celebrate what's in season by taking readers to visit local farms, farmers markets and home gardens throughout our county.

FROM THE GOOD EARTH

In each issue we will profile the unique farmers, foragers and forward-thinking farm businesses, and artisans that work diligently to provide us with local products in a sustainable way. These are the faces of our local food.

EDIBLE TRADITIONS

Food memories seem to linger longer than any other. Let's relive them through a celebration of the past and present. Mom's ice tea, grandma's cookie jar, holiday customs – these are the little things that make food and life endearing.

EDIBLE RECIPES

Each issue will include seasonal recipes from local growers, chefs and artisans that are delicious and easy to make in the home kitchen.

CREATIVE LIBATIONS

We examine the art and science of beverages being crafted in our backyard, from age-old cocktails to innovative micro brews. Here we include the establishments with the mixologists who make it happen to where to buy the products, and profiles of who is making them.

EDIBLE DISCOVERIES

The latest food related finds from the region. Look for tips on where to eat, shop for kitchen gadgets and find ingredients, as well as, other bits of culinary information.

EDIBLE TRAVEL

A series of day trips that lead to memorable culinary discoveries.

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] are the New Yorker of food — smart, witty, and attractive."

— The Ventura County Reporter

"[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

"[Edible Communities publications] are magazines with a mission!"

— The East Hampton Star

"Beyond the printed word, their mission is to connect consumers with local growers, chefs, and food artisans of all kinds..."

— Cape Cod magazine

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

— John Thorne, publisher, *Simple Cooking*



What Makes our Readers Special?

Edible Berkshires 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 its quality is exceptional 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.

Demographic (Based on Edible Communities survey)

- Even readership between men and women
- Over 50% of our readers are between 25-40 years old
- Each copy of the magazine is shared with an average of 3-5 people
- Over 80% are professionals, entrepreneurs, educators and artists
- Majority audience would pay more for a product that has a story behind it

Why do They Value Edible Communities?

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 our local foods, so we bring them the information they are looking for. And that makes our advertisers much more attractive to them.

Why Advertise in *Edible Berkshires*?

Participation in the *Edible Berkshires* advertising program will align your business with our mission and create an ongoing relationship with a community of discriminating readers who are passionate about food, culture and the arts.

- Our readers save and savor every copy of *Edible Berkshires*. These magazines are valuable reference material that 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.
- Complimentary listings online at www.edibleberkshires.com.
- Businesses that advertise with *Edible Berkshires* will receive multiple copies of the magazine to distribute to customers, patrons and guests.

Other 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."

"Out of all the magazines we subscribe to, *Edible Communities* publications are our favorites."

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

"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."

Advertising Contract

Name: _____ Ad Size: _____ Ad Rate: _____

Business Name: _____

Business Address: _____

Phone: _____ E-mail: _____ Signature: _____

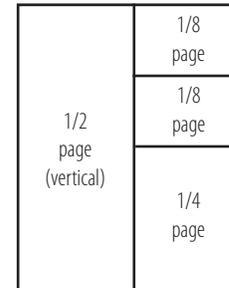
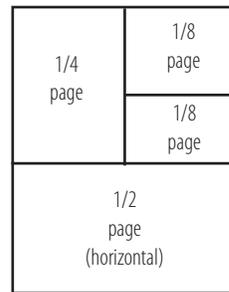
Starting Issue: _____ Number of times ad will run: _____

Payment due with first time ad commitment (one issue), check or credit card.

Credit Card Number _____ Expiration Date _____ Security Code _____

2012 Advertising Rates

	SIZE	1 x	4 x
Covers (Color)			
• Back Cover: (plus 1/8" for full bleeds)	8.375" x 10.875"	\$2,750	\$2,300
• Inside Front Cover:	8.375" x 10.875"	\$2,400	\$2,000
• Inside Back Cover: (plus 1/8" for full bleeds)	8.375" x 10.875"	\$2,100	\$1,800
Interior Pages (4-color)			
• Full Page	7.5" x 9.5"	\$1,900	\$1,600
• Half Page (horizontal):	7.5" x 4.75"	\$1,300	\$1,050
• Half Page (vertical):	3.75" x 9.5"	\$1,300	\$1,050
• Quarter Page:	3.75" x 4.75"	\$ 800	\$ 650
• Eighth Page	3.75" x 2.3"	\$ 450	\$ 350
• Twelfth Page "Markerplace"	2.375" x 2.25"	\$ 275	\$ 225



Issue:	Summer 7/1	Fall 10/1	Winter 12/1	Spring 5/1
Ad Deadlines:	May 15	July 30	September 30	March 15

Ad Specs: Please submit your ad in 300 dpi, CMYK color and with all fonts embedded. The file format can be tiff, jpg, eps, or pdf, but pdf is preferred. Please make sure your ad is the correct dimension. If you have any questions on these specs, please do not hesitate to call or e-mail us prior to the ad deadline. We will be happy to answer any questions you may have.

Upon Request: Ad production and layout service available, ask for rates.

Included in your ad price is a listing on www.edibleberkshires.com

edible BERKSHIRES

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Edible Berkshires is a proud member of Edible Communities

Don't Take Our Word For It



Edible Communities Publications are the proud recipients of the 2011 James Beard Foundation Publication of the Year Award. The award recognizes a publication—in magazine, newspaper, or digital format—that demonstrates fresh directions, worthy ambitions, and a forward-looking approach to food journalism.

Strength in Numbers

Edible Berkshires is part of Edible Communities, with a shared mission to connect consumers to the farmers, chefs and food artisans within a community.

Praise from Peers

Edible magazines have become a recognized brand name in the food world. A complete list of press clips is shown at www.ediblecommunities.com and includes: Bon Appetit, Gourmet, The Los Angeles Times, The New York Times, Saveur and more.

Recently, Folio has named founders of Edible Communities Publications, Tracey Ryder and Carole Topalian among the 40 most influential people in magazine media. And they were winners of the Hot 10 people, companies and products setting new standards of culinary excellence in food, drinks, travel, and design in 2009 by Bon Appetit Magazine.



Contact

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