

edible FINGER LAKES

THE STORY ON LOCAL FOOD

MEDIA KIT 2016

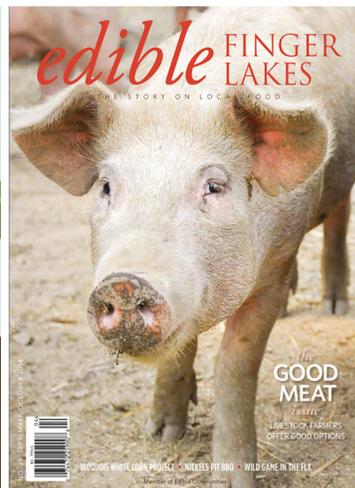
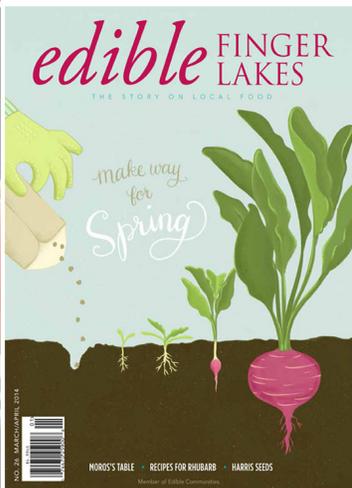
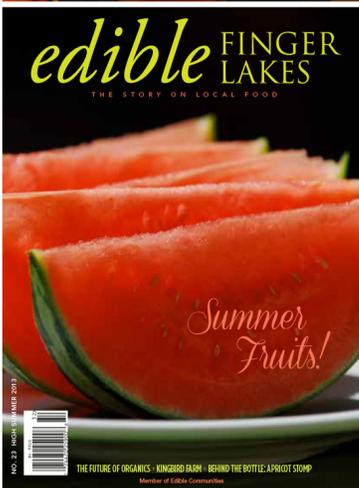
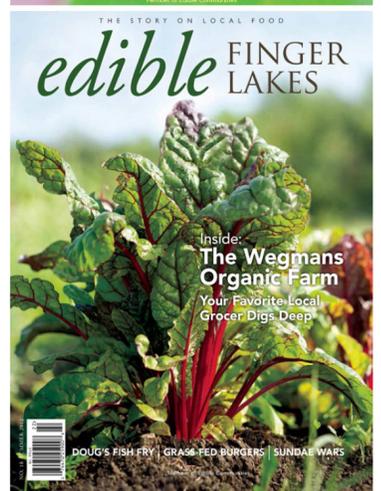
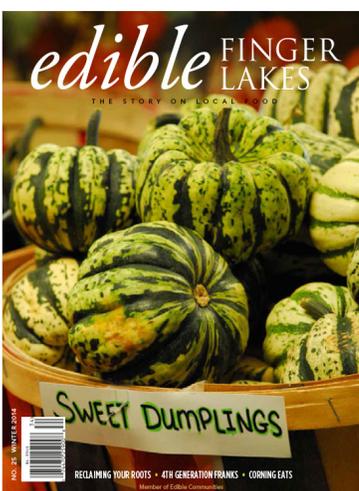
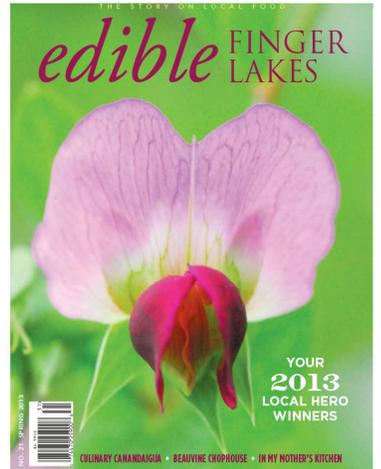
The magazine for people who love the food and wine of the Finger Lakes.

Let our readers be your best customers.

Be sure to check out our new digital and e-mail advertising options!

EdibleFingerLakes.com
 ads@ediblefingerlakes.com
 607-272-0989

since 2008



2016 EDITORIAL CALENDAR

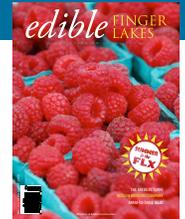
THE SPRING ISSUE – april/may/june

Ad Space Close: March 1 • **Materials Close:** March 15 • **Circulation Dates:** April 1 - June 15
The release of the spring issue is always a popular event with our readers as they come out of hibernation and look to us for getting them rejuvenated about the food and wine available in the warmer weather. In this issue we will focus on what's new and exciting in the Finger Lakes Wine, Beer, and Spirits industries.



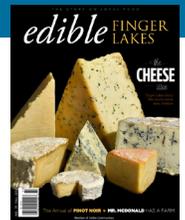
THE SUMMER ISSUE – june/july/august

Ad Space Close: May 15 • **Materials Close:** June 1 • **Circulation Dates:** June 15 - Aug 31
Farmers' markets are exploding, lake side parties are everywhere and people are excited to live in and visit this area for the delicious local wine and food. Extra copies of this issue are placed in select hotel rooms around the region ensuring that visitors see your advertisement.



THE FALL ISSUE – september/october/november

Ad Space Close: August 1 • **Materials Close:** August 15 • **Circulation Dates:** Sept 1 - Nov 31st
Back to school and back to cooking with all the delicious foods from the harvest. Our recipes and wine suggestions are perfect for people heading back to the kitchen. Every foodie and local supporter will want to get their hands on these stories.



THE WINTER ISSUE – december/january/february

Ad Space Close: Nov 1 • **Materials Close:** Nov 15 • **Circulation Dates:** Dec 1 - Feb 28
Our cold-weather issue, filled with stories highlighting local produce, artisan products and the wines, beers and spirits that are available when the temperatures drop. It's the perfect edition for getting people out and about during the winter.



IN EVERY ISSUE

Each issue of Edible Finger Lakes includes articles and essays to inform readers of the what, where, why and how of local eating and drinking. Our editorial quality is consistent from one issue to the next and readers appreciate our creative take on the many stories of people, places and products. The writing in Edible Finger Lakes is fresh, engaging and offers the best reading experience to be had in the region.

EDIBLE PROFILES

In each issue we will select a chef, a farmer, a culinary artisan and a beverage producer to highlight. Readers will love the images and the stories of the people who make our region the culinary hotspot in America.

LIQUID ASSETS

Reveals the people, methods, and ingredients behind all the delicious and award-winning beverages our region has to offer including wine, beer, cider, coffee and tea.

FIELDS OF PLENTY

Highlights the farmers, growers, foragers and others who ensure the sustainability of our local landscape and bring nature's bounty to our markets and our plates.

WINES OF THE SEASON

We help readers figure out what they should be drinking from Finger Lakes vineyards during that circulation, including dry rose's in the summer and fuller bodied reds in the winter.

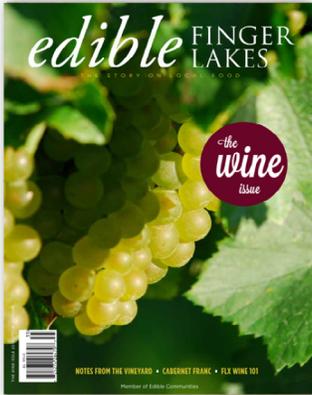
BACK OF THE HOUSE

A behind the scenes look at the professional chefs who are chopping up the goods and going local. Includes mouth-watering recipes, personal anecdotes and lively photos.

WHAT'S IN SEASON

Mouth watering recipes using local ingredients that are seasonal and fresh. We include a list of produce, meats, beans and grains that can be found in local farmers' markets and in grocery stores around the region.

Dates and editorial coverage are subject to change.

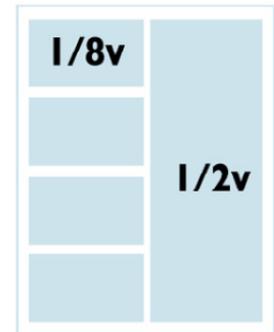
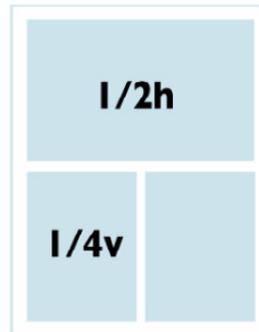
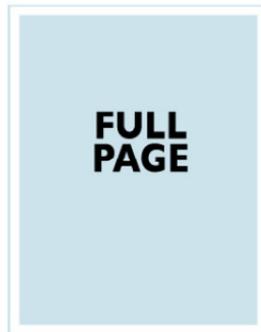


Purchase any size display ad in the magazine and we'll give you FREE:

- Print listing in our Advertiser Directory
- Web listing in our online Local Resources Guide
- Inclusion of your events in our Edible Events calendar, an advertisers-only section on our website
- Social Media Support-Your Tweets appear on our Home Page and your business will be “liked” by us on Facebook, Pinterest and Instagram, getting many followers connected to your social media efforts.

AD SIZE	SIZE (INCHES)	1X PLACEMENT	4X PLACEMENT
Full Page	7.75 X 9.75	\$1,600	\$1,350
Half Page	7.75 X 4.75 (Horiz) 3.75 X 9.75 (Vert)	\$1,100	\$935
Quarter Page	3.75 X 4.75	\$705	\$600
Eighth Page	3.75 X 2.25	\$500	\$425

PREMIUM ADS	SIZE (INCHES)	1X PLACEMENT	4X PLACEMENT
Back Cover	8.375 X 10.875	\$2,000	\$1,700
Inside Covers	8.375 X 10.875	\$1,800	\$1,500



IMPORTANT DATES	SPRING ISSUE	SUMMER ISSUE	FALL ISSUE	WINTER ISSUE
Ad Deadline	March 1	May 15	August 1	November 1
Publication Date	April 1	June 15	September 1	December 1

HOW TO SEND AD ARTWORK

Up to 10MB email your ad to ads@ediblefingerlakes.com.
 If over 10MB please email us for Dropbox information.
 Ad building services are available for very reasonable rates.

PRINT AD SPECS

Acceptable formats:
 PDF (preferred), TIFF, JPEG. High resolution
 (300 dpi). All files must have CMYK color settings.

edible FINGER LAKES 2016 DIGITAL & EMAIL ADVERTISING OPTIONS

EdibleFingerLakes.com



PageViews
105,555
Per Month

Unique Sessions

8,500
Per Month

Facebook:
5,066

Time on Site

1:40
Average.

Twitter:
5,734

Social Media Audience

12k
Collectively

Instagram:
1,267

Pinterest:
202

WEBSITE



EMAIL NEWSLETTER



EMAIL BLAST.



WEBSITE ADVERTISING

IMAGE SIZE	PIXELS	1 MONTH	MULTIPLE MONTHS
Leaderboard	720 X 90	\$100	\$80 each month
Rectangle (Right Column)	300 X 250	\$75	\$60 each month

MONTHLY E-NEWSLETTER

Sent to 2,000 email subscribers and our social media audience of over 12k

	INDIVIDUAL ISSUES	MONTHLY	ANNUAL
Banner Leaderboard	\$100	\$350	\$4,000
Right Column rectangle	\$50	\$175	\$2,000

WEEKLY INSIDER E-MAIL BLAST

Dedicated E-mail service sent to 2,000 email subscribers (also shared via our social media audience of over 12k)

EACH
\$200

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CONTACT US 607-272-0989 • ads@ediblefingerlakes.com

LOCALLY DRIVEN Edible Finger Lakes readers care about the quality of their food and supporting local farmers and businesses. Our readers are affluent, educated, active and they appreciate the finer things in life that the local producers of our region have to offer. They are home cooks, gardeners, travelers and wine, beer and spirit enthusiasts. They consider Edible Finger Lakes a vital resource in keeping them connected to everything happening in the Finger Lakes food scene.

10,000 PRESS RUN X2.5 = 25,000 READERS

PRESS RUN/RATE BASE 10,000

VIP mail and Subscribers	2,000
Newsstand (Wegmans, etc)	5,000
Select hotel rooms	2,000
Event/Promotion copies	1,000

Each copy is shared with at least 2.5 people
95% say they share their copies with friends and family

 95% of our readers have a college degree or higher

 60% of our readers have a HHI of \$50k to \$150k

 90% of our readers say they value local products when making food purchases and 95% said they would be willing to pay more for these products

