

edible MICHIANA

We are the voice of local and sustainable food.

inspired | informative | influential

MEMBER OF EDIBLE COMMUNITIES



Magazine Advertising is Effective

Your advertising investment in Edible Michiana works. Not only is each issue filled with meaningful local stories, but research by the Association of Magazine Media also shows that:

- ★ **65%** of readers take action after seeing a print magazine ad*
- ★ **Print magazines are #1** in reaching affluent, influential consumers in more product categories than the Internet, newspaper, radio or television**
- ★ **Affluent magazine readers** take time to cook***

*Source: GfK MRI Starch Advertising Research, July 2016-July 2017 **Source: GfK MRI, Spring 2017 ***Source: Ipsos Affluent Survey USA, Fall 2017



REACH

ENGAGED MICHIANA READERS

Michiana is composed of thirteen counties bursting with farms, wineries, breweries, distilleries, restaurants, coffee shops, food artisans, specialty retailers and more. Edible Michiana is a quarterly magazine focused exclusively on telling the story of the area's local food culture.

Here's what some current advertisers say:

"Edible Publications have always been one of our favorites. When Edible Michiana began, we were thrilled to have it in our area. It has exceeded our expectations with beautiful photography, recipes worth adding to our portfolios and articles that inspire. Just like we've sought Edible publications, our customers do too. It's the only print we found worth advertising in because of its commitment to quality and the excitement that surrounds each new issue."

Pat and Ellie Mullins
*P&E Bottle Shop and Patellie's Pizzeria,
Three Oaks, MI*

"I advertise in Edible Michiana because I believe the vast majority of the people who read this are my potential customers. They are well educated, enlightened and understand the importance of supporting small businesses. Edible Michiana does a good job of presenting the articles tastefully and professionally. Just a great quality publication."

Ray Corum
Garden Patch Market, Mishawaka, IN

"We love this wonderful publication as much as all the readers! Wonderful staff to work with, too. And yes, our ads bring results. Many new customers are coming from nearby towns. Thank you Edible Michiana!"

Gene & Gini Bamber
Bambers Superette, South Bend, IN

"I started advertising with Edible Michiana's very first issue. I continue because there just isn't a better fit for advertising my business in the area. This beautiful magazine focuses on what we stand for and love: local farms and food, great recipes and new ideas all presented in a wonderful format. I'm treated like part of this family that is on a mission to bring good local food, great local farm markets, restaurant options and interesting articles to you. It's a magazine you just want to get lost in."

Karen Nelson
*Nelson's Herbs and Farm Market,
Cassopolis, MI*

MAP INSET AT TOP OF PAGE:

The counties we serve are: **Michigan:** 1. Berrien, 2. Cass, 3. St. Joseph, 4. Branch **Indiana:** 5. Lake, 6. Porter, 7. LaPorte, 8. St. Joseph, 9. Elkhart, 10. LaGrange, 11. Starke, 12. Marshall, 13. Kosciusko



READERS

Edible Michiana is targeted—demographically, geographically and with focused, relevant content—to engage the readers you want to reach. Edible readers are champions of local businesses. They look for value, but don't mind paying more for exceptional quality. They will discover your business in our pages.

TARGETED



78% have at least a college education



77% are employed full- or part-time



50% earn more than \$75,000 per year

ENGAGED



59% visited a specific store



51% used the advertiser directory as a shopping guide



32% purchased or ordered from an advertiser



82% are homeowners



88% visit a business to pick up a magazine



39% say ads are one of things they like best in the magazine

DISTRIBUTION

Edible Michiana flies off the shelves—it is distributed on a controlled basis and our advertisers get first dibs. Circulation is AAM audited.

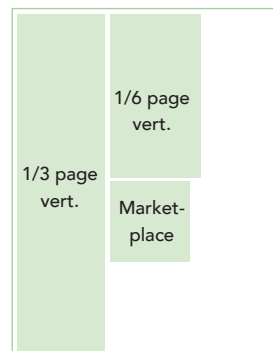
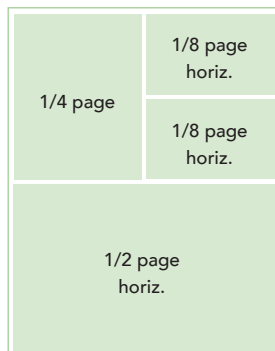
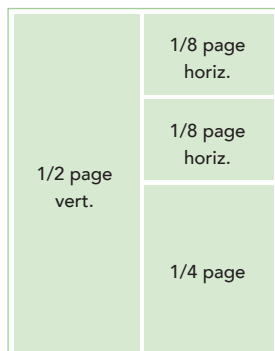
10,000 copies each quarter (at least)
2.7 readers per copy (pass along readership) each quarter
150+ distribution points

Print Advertising (All ads are 4-color)

COST PER ISSUE

	Size	1 issue	4 issues
Covers			
Back Cover	8.375 x 10.875"*	\$2,730	\$2,320
Inside Cover	8.375 x 10.875"*	\$2,650	\$2,250
Interior Pages			
Full Page	8.375 x 10.875"*	\$2,550	\$2,170
Half Page (Horizontal)	7.64 x 4.75"	\$1,310	\$1,120
Half Page (Vertical)	3.75 x 9.64"	\$1,310	\$1,120
Third Page (Vertical)	2.45 x 9.64"	\$920	\$780
Quarter Page	3.75 x 4.75"	\$680	\$580
Sixth Page (Vertical)	2.45 x 4.75"	\$460	\$390
Eighth Page (Horizontal)	3.75 x 2.3"	\$390	\$330
Marketplace	2.375 x 2.625"	\$240	\$210

* plus .125" on all sides for the bleed on full pages. No type within .25" of trim edge.



Ask about special pricing for farms, farmers markets not-for-profits and pre-paid ad packages.

Ad Deadlines

Issue	Winter	Early Summer	Harvest	Holiday
Space reservation	January 10	April 10	July 10	October 10
Ad and payment for issue	January 15	April 15	July 15	October 15
Distributed by	February 15	May 15	August 15	November 15

Ads must be 300 dpi, CMYK color, with no crop marks and all fonts embedded. The file format can be jpg, pdf, eps or tiff; however, **jpg is preferred**. If you have questions about these specs, please call or email us prior to the issue deadline. We are happy to answer your questions.

We offer free ad development for four-time advertisers. Ask about special inserts, bound-in cards and fliers.

Questions?

Just let us know. Contact info@ediblemichiana.com and we will reply quickly!



DIGITAL ADVERTISING

Edible Michiana offers digital opportunities to reach an engaged, focused audience with website or Food Notes email newsletter ads. Save on digital ads by advertising in Edible Michiana!

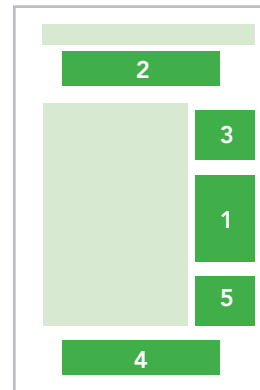
► WEBSITE

People use our website as a resource, engaging with hundreds of seasonal recipes and local food stories.

[Average monthly visits **8,018**, up **77%** over prior year]

Ad sizes and rates:

No.	Name	Size	Price	With Print Ad
1	Right Rail Large	(300x600 pixels)	\$350	\$298
2	Leaderboard Top	(728x90 pixels)	\$295	\$251
3	Right Rail Small Top	(300x250 pixels)	\$225	\$191
4	Leaderboard Bottom	(728x90 pixels)	\$200	\$170
5	Right Rail Small Bottom	(300X 250 pixels)	\$190	\$162

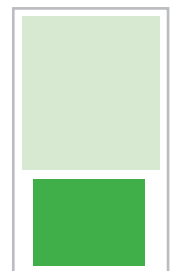


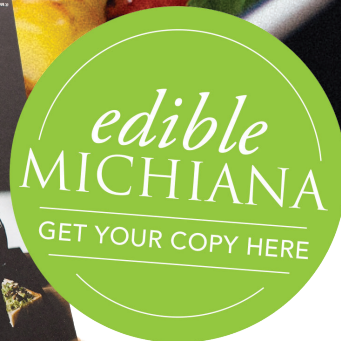
► Food Notes Email Newsletter

Our monthly email newsletter features a single advertiser and boasts a growing list of engaged readers, and an open rate more than double industry benchmark rates.

Ad Size: 500 x 417 pixels
Price: \$250 With Print Ad: \$213

[More than **1,900** subscribers
Average open rate **43%** vs.
industry standard rate of **18%**]





YOU GET MORE

Every Advertiser Gets:

- Listing in advertiser directory
- Copies of the issue to distribute
- A linked listing on the Advertisers page of our website
- A linked listing on the Find a Copy page of our website
- Shout out on our Facebook page each quarter as a place to pick up a copy of Edible Michiana
- Long shelf life of the print issue and permanent visibility and link to your website from the digital issue

Year-Round Advertisers Also Get:

- Savings on each ad
- To bypass quarterly space reservation paperwork
- Option to save even more money with up-front invoicing; ask for details (info@ediblemichiana.com)
- Table-top magazine rack to neatly display each issue
- Window cling badge that identifies your location as a place to pick up Edible Michiana

