

edible

SEA TO SKY



MEDIA KIT

Taste the Goodness, Discover the Roots

Proud Member of *Edible Communities*

Our Mission

Welcome to *Edible Sea to Sky* where the reach and impact of every ad connects you to our coveted audience of highly motivated consumers throughout the year.

Edible Sea to Sky is the only publication dedicated to discovering and celebrating the best in local food culture in the region – connecting with the farmers, ranchers, growers, bakers, makers, fishers, vintners, brewers, chefs, vendors and more, who contribute their energy and passion to healthy, sustainable, and delicious local food.

From the shores to the mountains, *Edible SEA TO SKY* explores all the wonderful diversity of our region. Readers discover the newest, freshest places to visit, eat, drink, and explore across our beautiful corridor.

Delivering a more sophisticated take on what drives the local food community's passions, *Edible SEA TO SKY* creates a deep level of engagement and loyalty among our readers, creators, and partners. Please join us!

~ Terra Gaddes, Publisher

Edible Sea to Sky Print Distribution



Print Run: 5,000 copies

Readership: 12,500 readers per issue

Frequency: 4 times per year

Coverage: Britannia, Squamish, Whistler, Pemberton, and Lillooet

Beyond Our Pages

- Instagram 
- Facebook 
- E-Newsletter
- The *Edible Communities'* Network
- Special Guides + Inserts

edibleseatosky.com

Where to Find Us

Edible Sea to Sky will be distributed by our supporting partners first, that will include: grocery stores, farmers markets, restaurants, hotels, specialty food merchants, microbreweries, distilleries, kitchen retailers and boutiques, and at community events in the Sea to Sky corridor of British Columbia. Fans of the publication will be delighted to find *Edible Sea to Sky* within your doors and will visit to pick up each issue.

ALL PHOTOS BY VAIRDY FRAIL



Our Audience

Readers Are Interested in Their Communities

Edible Communities celebrates love of food and passion for community to connect food lovers to the best resources they can find in their own neighborhoods. We tell vibrant stories about where their local food comes from, how it's produced, and who makes it. *Edible Communities* believes that locally sourced, sustainably produced food matters to our health, to our lives, to our communities, and to the future of the world around us.

- 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.
- 76% make a restaurant reservation before they make a hotel reservation



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



97% of readers want
to know where
to find local food
when traveling

3.7 # of readers share each issue of ESTS

The Sea to Sky corridor has a population of 50,000 with over 3 million visitors annually

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



Our Community

WHAT MAKES *EDIBLE* UNIQUE

Edible Sea to Sky is dedicated to supporting the local farmers, ranchers, fishers, foragers, chefs, food artisans, distillers, brewers, home cooks, and small businesses that feed, and connect with, our local community. For each of our writers, photographers, and columnists, the connection to community is passionate because it's personal: we live and work among the people we write about and the people who read their stories. Collectively, we comprise a powerful, hyper-local network with a deep level of engagement and loyalty you won't find anywhere else.

A COVETABLE COMMUNITY

Edible Communities attracts an educated, affluent audience of thoughtful readers and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. We focus on family and friends, high quality of life, and a healthy lifestyle with plenty of outdoor activities. *Edible Sea to Sky* connects food providers with an appreciative community. *Edible* readers have said what they like best about the magazine is "that it's local!"

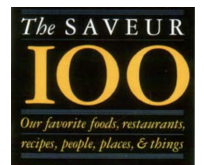
The Sea to Sky region enjoys ongoing tourism. More than 25% of BC's revenue is spent here - on groceries, hotels, restaurants, bars, and recreation.



Edible Communities

Edible Sea to Sky is part of *edible Communities*, a network of more than 75+ independently owned food magazines (and growing) in the United States and Canada, telling food stories, community by community. Rural, urban. Gourmand or food novice. Our message has wide appeal. Local advertisers and partners have access to *Edible Communities'* national channels including a newsletter, digital content, print ads and events.

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



Our Content



Stories

RICHLY RELEVANT STORIES FOR FOODIES

Edible Sea to Sky presents long-form journalism that resonates with food lovers, showcasing policy issues, interesting producer profiles, personal essays, fiction & prose, and the best cookbooks.



Recipes

RECIPES WITH DISTINCTLY LOCAL FLAVORS

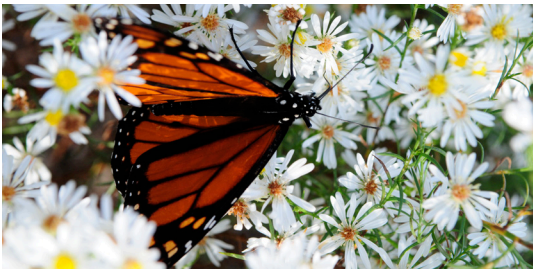
Every *Edible Sea to Sky* issue offers a seasonal approach to inventive recipes that draw on community tastes and use locally sourced ingredients, along with cooking tips and practical DIY advice.



Drink

GARDEN-TO-GLASS

Edible Sea to Sky spotlights the finest in locally sourced beer, wine, and spirits—including seasonal artisanal concoctions—that begin, complement, or complete a great meal.



Home & Garden

THE REWARDS OF HOME AND GARDEN

Edible Sea to Sky provides clear, expert advice on growing your own bounty sustainably—both outside and in your home—as well as on how to stock a well-appointed seasonal pantry.



Shop

SHOPPING SUSTAINABLE PURVEYORS

Each issue of *Edible Sea to Sky* presents an insider's guide to the best places to find all things that go with our audiences lifestyle. Food-related and food-adjacent, you'll find great resources in our pages.



Local Destinations

TRAVEL WITH AN EPICUREAN ACCENT

Our *Edible Sea to Sky* team will spotlight the best of their communities for savvy travelers: where to shop, where to stay, and—of course— where to eat.