

edible

SEA TO SKY

Taste the Goodness, Discover the Roots



MEDIA KIT

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: 18,500 readers per issue

Frequency: 4 times per year, Seasonal

Coverage: Lions Bay, 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 is distributed by our advertising and select distribution partners, including local: 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.

Advertising Rates (All prices are cost per ad insertion.)

Print Premium Pages	size (width x height)	1x	2-3 x	4 x
• Double Page Spread: <small>(17.25" x 11.125" for full bleed)</small>	16.75" x 10.875"	\$2,830	\$2,730	\$2,625
• Outside Back Cover: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,410	\$2,200	\$1,995
• Inside Front or Back Cover: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,310	\$2,100	\$1,890
• Special Pages: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,100	\$1,940	\$1,775

Print Display Ads

• Full Page: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$1,995	\$1,775	\$1,575
• Half Page (horizontal):	7.625" x 4.75"	\$1,260	\$1,155	\$1,025
• Half Page (vertical):	3.75" x 9.75"	\$1,260	\$1,155	\$1,025
• Quarter Page:	3.75" x 4.75"	\$890	\$735	\$630
• Sixth Page:	2.375" x 4.875"	\$650	\$550	\$475
• Eighth Page:	3.75" x 2.25"	\$500	\$425	\$350
• Twelfth page:	2.375" x 2.375"	NA	NA	\$285

Digital (newsletter & social media)

Social Media Post		1x	2+
<small>One post and story on Instagram and Facebook.</small>		\$75	
Newsletter Ad	Header	\$300	\$250
<small>A box ad or short article with a link to your website.</small>	Footer	\$200	\$150
	E-Blast	\$350	\$300

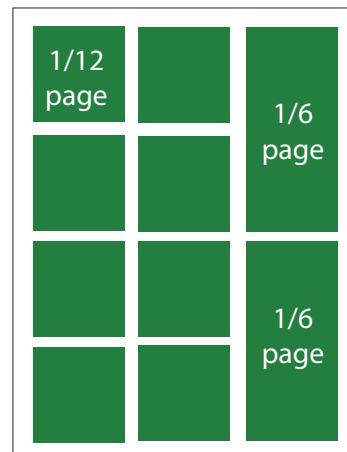
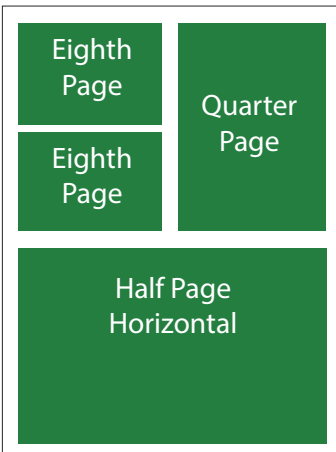
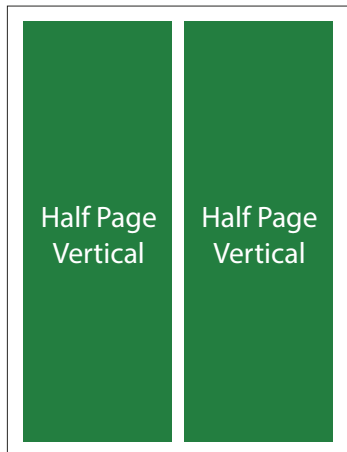
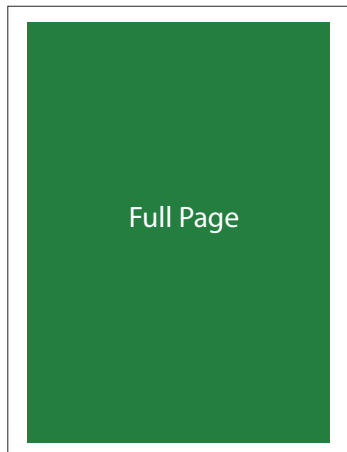
Sponsored Content

\$3000 for a full page

Let our writers translate your brand message into compelling print storytelling that resonates with our readers and moves them to action. Share a recipe our readers will be excited to try in their home kitchen.

Print Calendar

Issue	Spring	Summer	Autumn	Winter
Ad Reservation	Jan 20	April 20	July 20	Oct 11
Art & Payment Due	Jan 29	April 29	July 30	Oct 20
Issue on Stands	March 1	June 1	Sept 1	Nov 22



Ad Design: Please consult this checklist before submitting your print-ready ad to our art department.

- Dimensions are correct (Only full page ads use bleed)
- PDF file at 300 dpi with fonts embedded or converted to outlines, min 8pt font size
- CMYK colour only (no RGB or spot colours)
- US Web Uncoated v2 print profile applied

Tips for creating a stand-out ad that will stop readers in their tracks

- A clean, organized layout
- Simple copy that is easy to read and delivers your message clearly
- High quality professional photos that compliment your ad messaging
- Strategic logo placement
- Clear call to action
- Contact info

No designer or design experience? No problem! Our experienced team is available for hire, ensuring an eye-catching ad.

Design fees*:

- Full Page \$150
- 1/2 page \$100
- 1/4 page and smaller \$75

Includes 2 round of revisions to make sure we get your ad looking just right.

***Ad design is complimentary with 4x issue commitment.**

What we need if we are designing your ad:

- Logo (eps or PDF file preferred)
- Photo(s) in high resolution
- Font(s) and Branding colours
- Copy (any wording, taglines you'd like included)
- Contact (only what you'd like included, website, email, social links, phone, address)

BC MEDIA PACKAGE

BC boasts three Edible magazine titles — Sea to Sky, Vancouver Island, and Vancouver & Wine Country. By providing a beautiful, engaging and accessible magazine dedicated to local food, we can build connections between local food and drink and the people who produce it, strengthening our community food systems across the entire province.

CANADIAN AND NORTH AMERICAN ADVERTISING

We are part of a network of over 80 Edible magazines across Canada and the United States – each is independently owned and publishes up to six times per year. We can get our message in front of readers across the country or the entire continent!

Advertiser Agreement

Join the most vibrant sustainable food community. Connect with *Edible*.



TO RESERVE YOUR AD, COMPLETE, SIGN AND SUBMIT THIS FORM TO: ads@edibleseatosky.com

Business _____ Primary Contact/Name _____

Business Address _____ City _____

Province _____ Postal Code _____ Phone _____

Billing Name _____ Billing E-mail _____

Issue date of first insertion _____ Ad changes contact person _____

Date to Run	Year	Ad Size	Deadline/notes	Rate

Total Full Insertion:

Method of Payment

CLIENT TO PAY BY CHEQUE ___ CREDIT CARD ___ E-TRANSFER SENT ___

E-transfers can be sent to ads@edibleseatosky.com

- A. This agreement is for advertising space and does not constitute purchase of editorial space. We welcome story suggestions, but to the strictest ethical standards, highest quality editorial content and maximum readership for each issue. Advertising and editorial content are kept strictly separate.
- B. An advertisement may be canceled by the advertiser in writing prior to our print reservation deadline. Cancellations cannot be accepted *after* this date.
- C. *Edible Sea to Sky* seeks to be as accommodating as possible to client needs and desires with ad placements. However, exact positioning of advertisements is at the discretion of ESTS unless ESTS agrees in writing to a placement guarantee.
- D. All contents of advertisements are subject to approval by ESTS.
- E. Advertiser will be invoiced via email at completion of the contract with the opportunity to pay by credit card. Cheques can be made out to *Edible Sea to Sky* and mailed to PO Box 2230 Garibaldi Highlands BC V0N 1T0. Send e-transfers to ads@edibleseatosky.com
- F. After the initial term of one (1) year, this contract automatically renews each quarter until signatory informs Edible Sea to Sky in writing of cancellation. Edible Sea to Sky will confirm insertion and advertising creative two months prior to in-market date each quarter.

Name on Card: _____ Card Number _____ Expiry _____

Signature _____ Date _____

Ad Specs:

Resolution: 300 dpi

Color Mode: CMYK (Color) / Greyscale (B+W)

Format: Hi Res PDF

Make sure the advertisement is the correct dimension.