

edible SEA TO SKY

Taste the Goodness, Discover the Roots



HONEY BEES + KEEPERS | FLOWER POWER | FARM STAND GUIDE



A BOODLE FIGHT FOR COOKS | THE GRAPES OF LILLOOET | FOR THE LOVE OF DOGS



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HEAT
THINGS
UP

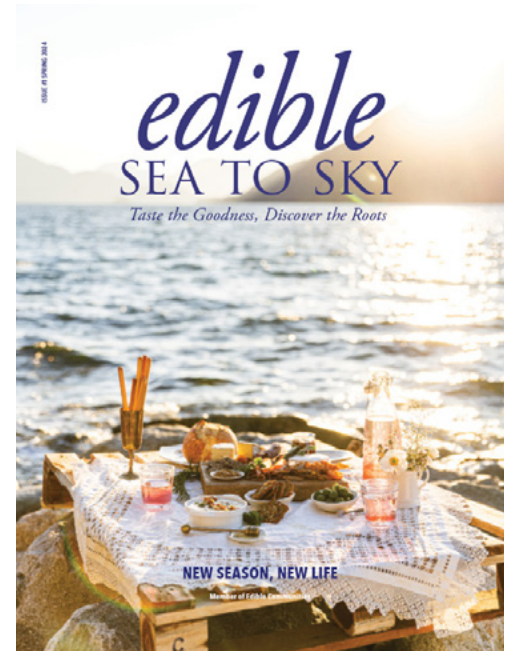
CHEESE PLEASE | SPIRIT FORWARD | CREATIVITY IN A CUP



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MEDIA KIT



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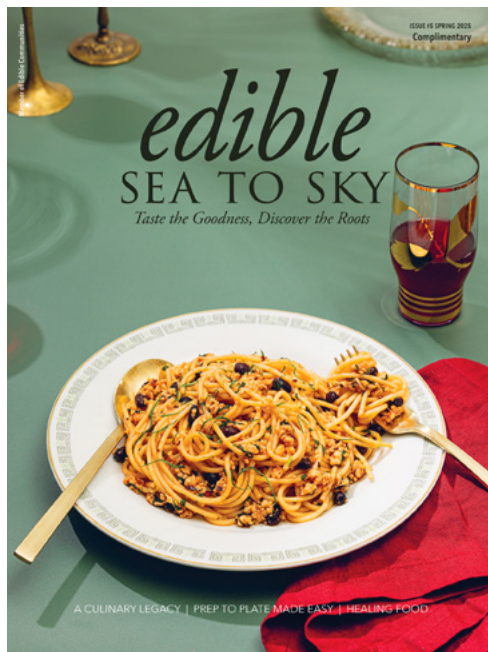
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NEW SEASON, NEW LIFE



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A CULINARY LEGACY | PREP TO PLATE MADE EASY | HEALING FOOD



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Taste the Goodness, Discover the Roots

Our Mission

Welcome to *Edible Sea to Sky*, the region's only publication dedicated to celebrating local food culture and the people who shape it—farmers, growers, makers, fishers, chefs, brewers, vintners, and more.

From shoreline to summit, we highlight the diversity of our region and guide readers to the freshest places to eat, drink, and explore across the Sea to Sky corridor.

By sharing the stories behind our local food community, *Edible Sea to Sky* cultivates strong engagement and loyalty among readers and partners.

Join us - Terra Gaddes

Where to Find Us

Edible Sea to Sky is available through our advertising partners and select locations across the Sea to Sky corridor, including grocery stores, farmers markets, restaurants, hotels, specialty food shops, breweries, distilleries, kitchen retailers, boutiques, and at community events. Readers often visit these locations specifically to pick up each issue.

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



Our Audience

Readers Are Interested in Their Communities

- 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

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



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

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

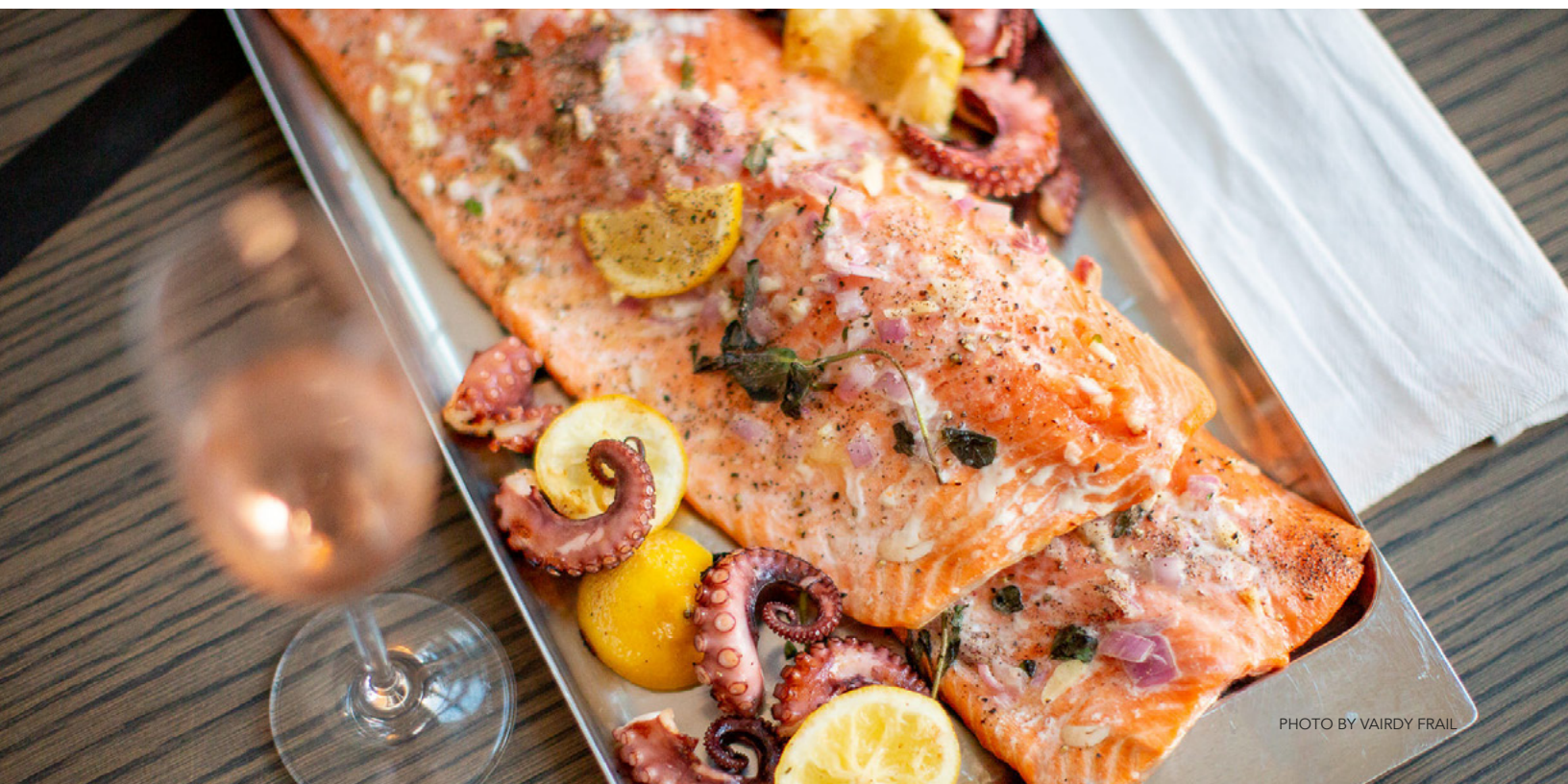


PHOTO BY VAIRDY FRAIL

Our Community

WHAT MAKES *EDIBLE* UNIQUE

Edible Sea to Sky is deeply rooted in our local community.

Our writers, photographers, and columnists live and work among the people they feature, creating authentic, personal connections. Together, we form a powerful hyper-local network with an exceptional level of engagement and loyalty.

A COVETABLE COMMUNITY

Edible Communities attracts an educated, affluent audience who value sustainability, quality of life, and healthy, active living. *Edible Sea to Sky* connects these readers with local food providers, and what they appreciate most is simple: 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 (WxH)	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"	\$2,520	\$2,240	\$2,000
• Inside Front or Back Cover: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,410	\$2,145	\$1,915
• Premium Placement: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,265	\$2,035	\$1,800

Print Display Ads

• Full Page: <small>(8.625" x 11.125" for full bleed)</small>	8.375" x 10.875"	\$2,010	\$1,785	\$1,595
• Half Page (vertical or horizontal):	7.625" x 4.75"	\$1,315	\$1,155	\$1,045
• Quarter Page (vertical):	3.75" x 4.75"	\$810	\$715	\$640
• Sixth Page (vertical):	2.375" x 4.875"	\$650	\$550	\$475
• Eighth Page (horizontal):	3.75" x 2.25"	\$500	\$425	\$350
• Twelfth page:	2.375" x 2.375"	\$375	\$325	\$285

Sponsored Content

\$3000 for a full page

Let our writers craft a compelling story that will that bring your brand to life and inspire readers to act. Highlight a recipe our readers will love to make.

Digital

Edible Web Directory <small>Your listing on our website in Local Guides.</small>	\$240	<i>Web directory included with print ad.</i>	
		1x	2+
Social Media Post <small>One post and story on Instagram and Facebook.</small>		\$75	\$60
Newsletter Sponsorship <small>A box ad or short article with a link to your website.</small>		\$300	\$250

Ad Design Checklist:

- Correct dimensions (bleed for full-page ads only)
- PDF at 300 dpi; fonts embedded or outlined; minimum 8 pt
- CMYK colour only (no RGB or spot colours)
- Apply US Web Uncoated v2 print profile

Tips for a stand-out ad:

- Clean, organized layout
- Simple, clear copy
- High-quality photos
- Strategic logo placement
- Clear call to action
- Contact info

Design Support

Our experienced team is available for hire, ensuring an eye-catching ad.

Design fees*:

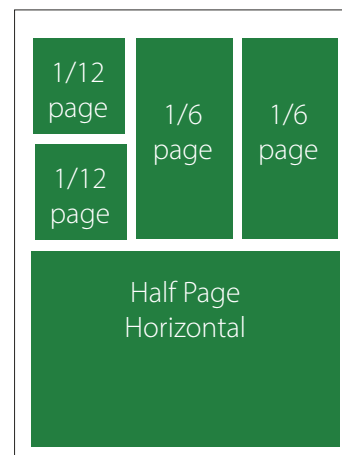
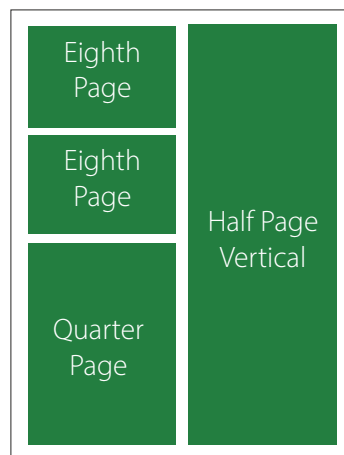
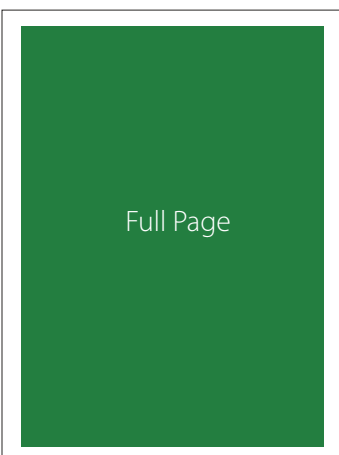
- Full Page \$150
- 1/2 page \$100
- 1/4 page and smaller \$75

Includes 2 rounds of revisions.

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

What we need to design your ad:

- Logo (EPS or PDF preferred)
- High-res photo(s)
- Fonts & brand colours
- Copy (text/taglines)
- Contact info (as desired: website, email, social, phone, address)



Print Calendar

	Booking Deadline	Publication Date
Spring	Jan 23	March 1
Summer	April 24	June 1
Autumn	July 28	Sept 1
Winter	Oct 22	Nov 22

BC MEDIA PACKAGE

BC features three Edible magazines — Sea to Sky, Vancouver Island, and Vancouver & Wine Country. Through beautiful, engaging coverage of local food and drink, we connect communities and strengthen BC's local food systems.

CANADIAN AND NORTH AMERICAN ADVERTISING

We're part of a network of 75+ independently owned Edible magazines across Canada and the U.S., publishing up to six times a year—reaching readers nationwide or continent-wide!