

Member of Edible Communities

edible BLUE RIDGETM

Celebrating the Food Culture of Central Virginia, Season by Season



www.edibleblueridge.com

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Welcome to *Edible Blue Ridge*, the new culinary magazine dedicated to celebrating Central Virginia's unique regional food scene, with a focus on our many farms, orchards, wineries, farmers' markets, specialty shops, eateries, food artisans and home cooks.

Our coverage includes 12 counties in Central Virginia that surround the Blue Ridge Mountains (Albemarle, Amherst, Augusta, Buckingham, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, Rockbridge and Rockingham). With a geographic region that includes 1.5 million acres of dedicated farmland and a restaurant per capita to rival a major metropolis, *Edible Blue Ridge's* territory is a hotspot of the eat-local movement. From roadside fruit stands to award-winning wines, from community gardens to gourmet confections, there is an abundance of stories to tell, and we hope to tell them all. *Edible Blue Ridge* is your ultimate resource for what is happening in our local food scene, season by season.

From roadside fruit stands to award-winning wines, from community gardens to gourmet confections, Central Virginia has an abundance of food stories to tell, and Edible Blue Ridge hopes to tell them all.

Edible Blue Ridge is part of an established national network of locally owned publications. Our mission is to promote local foods and persuade people living in the region (and those who visit) that fresh food from the area is the most delicious, exciting and healthy choice when it comes to the menu or the pantry. We want consumer dollars to stay close to home by supporting the local farmer, culinary entrepreneur and chef. Our stories are people based and our pages are filled with distinctive color photography, enticing artwork and mouth-watering recipes.

Edible Blue Ridge distributes 10,000 copies of each quarterly issue through more than 50 select grocers, restaurants and retailers across our territory. Our readers are savvy, quality-conscious consumers of many goods and services, and a message in *Edible Blue Ridge* is your business' most targeted, cost-effective way to speak directly to them.

Welcome to the *Edible Blue Ridge* community. We hope you are as excited as we are to celebrate the abundance of this region.

Sincerely,

Steve Russell
Publisher
Edible Blue Ridge

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2009 EDITORIAL PREVIEW

Each issue of *edible* BLUE RIDGE will include a selection of the following departments along with a variety of other features and essays to inform our readers about what's in season, what's for sale and where to find it:

FOOD FOR THOUGHT

Notes from our editorial staff as they explore current events and news from the local food world, as well as essays from nationally recognized journalists and authors.

NOTABLE EDIBLES

The latest food-related finds from the region, covering products, restaurants, ingredients, gadgets and events.

FROM THE LAND

Hear about and from farmers and growers, new farm businesses, foragers and others who are ensuring the bounty of our local landscape.

MOVERS AND SHAKERS

Profiles of the food professionals, noteworthy home cooks, restaurateurs, community advocates and farming organizations who are bringing great food to our neighborhood tables.

COOKING FRESH

What's in season, where to find it and how to enjoy it, with insight and recipes from local chefs, gardeners and farmers.

LIQUID ASSETS

Portrays the art and science of all local drinks — from microbrews to wine, water to coffee and everything in between.

EDIBLE TRADITIONS

Captures the area's food history with a look at culinary traditions, old recipes and food industries.

JUST DOWN THE ROAD

A series of day trips that lead to exciting culinary discoveries, because local food is considered anything that's within a day's drive.

EVENTS CALENDAR

A listing of tastings, meetings, food festivals and food-related events that will keep readers connected to the local food community.

GREEN THUMB

Explores the world of home gardening with a strong emphasis on edible landscaping, fruit trees, vegetables, herbs and kitchen gardens. Grassroots advice on getting your garden to grow.

SHARING THE BOUNTY

Highlights Central Virginia's food-based community organizations, be they school gardens, chef training programs or local food banks.

THE LAST BITE

Unveils an artist's work that is inspired by food and the pleasures of the table.

WHAT THEY ARE SAYING ABOUT EDIBLE COMMUNITIES

"I just love reading [Edible Communities publications] cover to cover—they are some of the best things I've ever read."

—Julia Child

"I call what you are doing 'The Edible Phenomenon'—you've accomplished something that most publishers have not done. The concept and the publications are fantastic."

—Margo True, former Managing Editor, *Saveur* magazine (now the Food Editor for *Sunset* magazine)

"[Edible Communities publications] are the *New Yorker* of food—smart, witty, and attractive."

—*The Ventura County Reporter*

"[Edible Communities publications] have become the unofficial literary journals of the farmer-writer movement."

—*The New York Times*

"Everything about the vibrant seasonal newsletters is local. [Edible Communities publications] aim to define a distinct regional cuisine for each [area they publish in]."

—*San Francisco* magazine

"[Edible Communities publications] are magazines with a mission!"

—*The East Hampton Star*

"Beyond the printed word, their mission is to connect consumers with local growers, chefs, and food artisans of all kinds..."

—*Cape Cod* magazine

"Your publications always leave me with a good feeling. One can easily recognize they are in the hands of a talented team of writers and designers as well as a caring publisher."

—John Thorne, publisher, *Simple Cooking*



WHY ADVERTISE IN *edible*BLUE RIDGE?

- Our readers save and savor every copy of *edible* BLUE RIDGE. These magazines are valuable reference material and are not discarded like general interest or advertising-heavy publications—we always have more content than ads so you will not get lost in the crowd.
- Our rates are the most cost effective in the region for reaching connected consumers who sincerely care about businesses like yours.
- Supporting *edible* BLUE RIDGE aligns you with the local food community and allows us to continue to promote its bounty.
- Complimentary listings online at www.edibleblueridge.com.
- Advertisers receive a supply of *edible* BLUE RIDGE to give to their customers free of charge.

OTHER THINGS OUR READERS TELL US

“We never throw an issue away—we keep them all and use them over and over again.”

“We pick up extra copies from local advertisers and mail them out to our family members who have moved away so they feel close to home still.”

“Out of all the magazines we subscribe to, Edible Communities publications are our favorites.”

“I thought I knew everything about the local foods and farmers in my community, but I learn something new every time I read your publication.”

“Every time I realize another issue is due, I start watching the mailbox for it. I can't tell you how much I look forward to reading it, and you have never disappointed me. Every issue is great!”



WHAT MAKES OUR READERS SPECIAL?

edible BLUE RIDGE readers are concerned, connected, savvy and community minded. They are active consumers who are passionate about local foods and sustainability. They are champions of local, independent businesses. They care about the quality of the food they eat and where it comes from. They look for value but don't mind paying more for something if its quality is exceptional and there is a good story behind it. They are regular restaurant diners and terrific home cooks. They support their local farmers markets and understand that the best tasting foods are seasonal, fresh and local.

DEMOGRAPHIC (Based on 2006 Edible Communities survey.)

51% are **women**, 49% are **men**

Kids read our magazine, but most of our readers are between **25–86 years old**

Each copy of the magazine is shared with an average of **3.5 people**

Average household income is **\$115,000**

84% are **college graduates**

81% are **professionals, educators, entrepreneurs**

Travel for pleasure an average of 14 days per year

When planning a trip, 76% make a **restaurant reservation** before they make a hotel reservation

Our readers regularly **drink wine**, visit **farmstands** and purchase **artisanal foods**

WHY DO THEY VALUE EDIBLE COMMUNITIES?

Frankly, they trust us. They know that we care as deeply as they do about our food communities. They know we produce honest, smart and aesthetically beautiful publications. No other high-quality magazine devotes editorial exclusively to the local foods of Central Virginia, so we bring them the information they are looking for. And that makes our advertisers much more attractive to them.

edible BLUE RIDGE



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ADVERTISING CONTRACT

Name: _____ Ad Size: _____ Ad Rate: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Signature: _____

Issue: _____

Number of times ad will run: _____

Special Note: _____

2008-09 ADVERTISING RATES

	SIZE	1 x	4 x
Covers (Color)			
• Back Cover: (plus 1/8" for full bleeds)	8.25" x 10.75"	\$2,000	\$1,700
• Inside Front or Back Cover: (plus 1/8" for full bleeds)	8.25" x 10.75"	\$1,750	\$1,490
Interior Pages (4-color)			
• Full Page	7.5" x 9.5"	\$1,400	\$1,190
• Half Page (vertical):	3.5" x 9.5"	\$ 900	\$ 775
• Half Page (horizontal):	7.5" x 4.75"	\$ 850	\$ 725
• Quarter Page:	3.75" x 4.75"	\$ 500	\$ 425
• Eighth Page:	3.5" x 2.3"	\$ 300	\$ 255

Ad Deadlines:

Spring
March 15

Summer
June 15

Fall
September 15

Winter
December 15

AD SPECS:

Please submit your ad in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a Quark 6 (or higher version) for Mac document with all fonts and links included. CMYK color. Please make sure your ad is the correct dimension and is not RGB. Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you may have.

CREATIVE AND PRODUCTION SERVICES AVAILABLE. ASK FOR RATES.

Includes FREE listing on edibleblueridge.com

Also included in your ad price is an advertiser listing on our website.

SPECIAL REQUESTS

Unique sizes, inserts, business reply cards: Rates available upon request.

Press & Awards

Complete list of press clips is shown at www.ediblecommunities.com and includes: Gourmet, Saveur, Utne Reader, New York Times, Newsday, Boston Globe, Boston magazine, Sacramento magazine, Cape Cod Times, Hope Dance magazine, Washington Post, Los Angeles Times, and more.



WINNER OF THE 2003 & 2004 INTERNATIONAL COMMUNICATOR AWARD OF EXCELLENCE & SEVEN 2005 MARCOM AWARDS OF EXCELLENCE



WINNER 2004 & 2006 IACP AWARD OF EXCELLENCE FOR CONSUMER EDUCATION



WINNER OF SEVEN 2005 MARCOM AWARDS OF EXCELLENCE



WINNER OF NINE 2007 MARCOM AWARDS OF EXCELLENCE

edible COMMUNITIES[®] PUBLICATIONS

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Go ahead, taste your community!

www.ediblecommunities.com