

edible SANDIEGO

Member of Edible Communities

*Celebrating
the abundance
of local foods,
season by season*

Why advertise with *Edible San Diego*?

We get your word out.

- Our readers save, savour and share (3.5 readers per magazine) every copy. *Edible San Diego* is seen as a valuable reference and is not discarded like general interest magazines.
 - **You will be seen.** We have more content than ads.
 - *Edible San Diego* is San Diego's most **cost effective target advertising** for food-related, lifestyle and associated companies.
 - With your ad, you receive:
 - ~ a complimentary listing online at ediblesandiego.com,
 - ~ a listing in the resources/advertiser section,
 - ~ and your events listed in the events section.
- So you will be seen in four places.**
- Supporting *Edible San Diego* aligns you with the local food community and exposes your business to readers who value health, sustainability and supporting local businesses.

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Contact us today:

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Danica Mirrasoul, 619-840-0301
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We inspire readers to support and celebrate the growers, producers, food artisans, chefs, other food professionals and locally owned businesses within our community.

Distribution

20,000 copies distributed each quarter

3.5 readers per copy

50+ distribution sites throughout San Diego county

200+ subscriptions

“Edible Communities Publications...founders...have empowered local cooks, farmers, and restaurateurs to build sustainable culinary communities.”

Bon appetit awards 2009: the hot 10

Demographics

51% women

49% men

readers are between

25-86 years old

\$115,000 average household income

84% college graduates

81% professionals, educators, entrepreneurs

travel an average of a year

14 days

76% make a restaurant reservation before a hotel reservation when travelling

regularly **drink wine or beer**
shop farmer's markets
purchase artisanal foods

EDITORIAL PREVIEW

Grist for the Mill

Comments from our publisher and editorial staff. We tell our readers what's in season, what's for sale, and where to experience the best of San Diego's food landscape.

Notable Edibles

Features the latest food-related finds from the area. Think business openings, new product offerings, seasonal events, and more.

The Good Earth

Profiles the farmers, ranchers, foragers and others who are reaping the bounty of our local landscape.

In Season Interview

Interviews with local chefs, farmers, or other food personalities about their favorite foods of the season. This feature will include recipes, tips, and suggestions for using seasonal foods.

A-fish-ionados

Features fishermen and seafood vendors as well as those concerned about the state of our seas.

To Market, to Market

Provides tips on where to shop for interesting seasonal ingredients, beverages, and other food-related finds.

Edible Reviews

Brief reviews of notable books, cookbooks, movies, or other media debuts that are relevant to our readers.

Green Thumb

For the home gardener. Features interviews with gardeners and farmers, gardening tips, time lines for seasonal planting and harvesting, and more.

Food for Thought

We will expand our coverage to include a little food for thought by covering both local and national issues relating to our food system, such as safety, environmental, social and ethical perspectives.

Just Down the Road

We take the reader along with us as we wander off to find a new farm, pick fresh fruits, or enjoy the catch of the day.

Event Listings

We will continue to list seasonal events in each issue.

Directory

A complete listing of our advertisers provides useful information on who they are and how to find them.