

Advertising 2012

# *edible*

SARASOTA®

Celebrating Manatee, Sarasota and Charlotte County's Local Food Culture

## **WHO READS EDIBLE PUBLICATIONS?**

**MEN** and **WOMEN** (48%/52%) between 25-55 years old  
**COLLEGE GRADUATES, PROFESSIONALS, MARRIED** with **KIDS**  
**ACTIVELY INVOLVED** in their local community  
**COMMITTED** to a **HEALTHY** family lifestyle  
**ENJOY COOKING** and **ENTERTAINING**  
**TRAVEL** for **PLEASURE** and **CULINARY ADVENTURE**  
**SEEK OUT** culinary and food-related **EXPERIENCES**  
**AFFLUENT** with an average **HOUSEHOLD INCOME** of **\$92,000**

# edible SARASOTA 2012 ADVERTISING RATES

## Why Advertise In Edible Sarasota?

- Edible Sarasota is distributed at gourmet markets, bookstores, food merchants, wine and beer retailers, restaurants, boutiques, hotels, special events and farmers' markets in Sarasota, Manatee and Charlotte counties.
- 15,000 copies are printed every quarter. Each copy is shared by about 3.5 people, equaling 50,000 impressions.
- Our readers save and savour every copy of Edible Sarasota. These magazines are valuable reference material that 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.
- Complimentary listings online at [www.ediblesarasota.com](http://www.ediblesarasota.com).
- Advertisers receive a supply of Edible Sarasota to give to their customers free of charge.
- Social media marketing for your upcoming events/services.
- Edible Sarasota partners with local businesses and community organization to host or sponsor community events.

## Ad Dimensions and Rates

Ad Size	Dimensions (W X H)	1 Issue	4 Issues	5 Issues
<b>Premium Position / Covers</b>				
Back Cover	8.375" x 10.875" (plus 1/8" for bleed)	\$2,500	\$2,250	\$2,000
Inside Front Cover	8.375" x 10.875" (plus 1/8" for bleed)	\$2,200	\$2,000	\$1,800
Inside Back Cover	8.375" x 10.875" (plus 1/8" for bleed)	\$2,100	\$1,900	\$1,700
<b>Interior Pages</b>				
Full Page	8.375" x 10.875" (plus 1/8" for bleed)	\$1,900	\$1,700	\$1,500
Half Page (horizontal)	7.375" x 4.8125"	\$1,100	\$ 950	\$ 850
Half Page (vertical)	3.5625" x 9.875"	\$1,100	\$ 950	\$ 850
Third Page (vertical only)	2.3" x 9.875"	\$ 900	\$ 775	\$ 650
Quarter Page (vertical only)	3.5625" x 4.8125"	\$ 700	\$ 600	\$ 500
Sixth Page (vertical only)	2.3" x 4.8125"	\$ 550	\$ 450	\$ 375
Eighth Page (horizontal only)	3.5625" x 2.285"	\$ 400	\$ 325	\$ 275
Ninth Page / Marketplace (vertical only)	2.35" x 3"	\$ 250	\$ 200	\$ 175

Prices per issue. 4x and 5x advertisers may change ad size from issue to issue.

## Important Dates

	Winter	Spring	Summer	Fall	COOKS
Ad Deadline	Jan 2	Mar 16	June 22	Sept 21	Oct 19
Publication Date	Jan 20	April 6	July 13	Oct 12	Nov 9

## Ad Specs

Please submit a high-resolution (300 dpi) PDF file.  
Color must be CMYK not RGB.  
ICC Profile should be US Web Uncoated V2.

## Special Requests

Unique Sizes, Inserts, Business Reply Cards:  
Rates available upon request.

## Creative and Production Services

Available upon request. Ask for rates

## Contact

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