



edible WOWTM

Celebrating the Abundance of Wayne, Oakland and Washtenaw Counties No. 1 Fall 2007

THE STORY ON FRESH, LOCAL FOOD

Member of Edible Communities

2007-2008 Editorial Preview

Edible WOW is a quarterly publication celebrating the abundance of local foods in Wayne, Oakland and Washtenaw counties of Southeastern Michigan.

Edible WOW is intended for those who are interested in:

- Eating delicious locally grown seasonal food.
- Getting to know the people who grow, produce, cook and sell those foods.
- Learning more about what's available in our region in terms of great dining, day trips, food events and festivals; great books to read and products to try.

GRIST FROM THE MILL

Includes notes from the editors as they explore what's new in the local food world and as well as essays from nationally recognized authors and journalists.

MARKET TO MARKET

We visit farmlands and farmers markets throughout the year (Yes in winter too!) and write about the vendors, their products, what's in season and some "how to's" on cooking with the season.

BACK OF THE HOUSE

Get an inside look at a professional chef, noteworthy home cooks and locally owned restaurants that bring great food to our neighborhood tables.

LIQUID ASSETS

Explores the art and science of locally produced microbrews to wine, water to coffee and everything in between.

FORK IN THE ROAD

Invites readers to hit the road for leisurely day trips with an itinerary for food-focused adventures throughout our region.

GREEN THUMB

Explores the world of home gardening with an emphasis on edible landscaping, fruit trees, herb and kitchen gardens.

EDIBLE TRADITIONS

Brings to life the history of our regions food traditions.

FEEDING THE COMMUNITY

Profiles Southeastern Michigan's food based organizations, be they school gardens, chef training programs, local food banks or CSA's.

EVENTS CALENDAR

Sharing with you a list of tastings, meetings, food festivals and other events celebrating food.

ADVERTISERS DIRECTORY

In each issue we present a directory with contact information to help our readers connect with our advertisers.

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 WOW*?

- Our readers save and savour every copy of *edible*. 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.
- Supporting *Edible WOW* aligns you with the local food community and allows us to continue to promote its bounty.
- Complimentary listings in both of our Advertiser Directories—in print in every issue of *Edible WOW* and online at www.ediblewow.com.
- Advertisers receive a supply of *Edible WOW* 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 WOW 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 are honest, smart and aesthetically beautiful publications. No other magazine devotes editorial exclusively to the local foods from Southeastern Michigan and the surrounding region, so we bring them the information they are looking for. And that makes our advertisers that much more attractive.

edible WOW

Celebrating the Abundance of Wayne, Oakland and
Washtenaw Counties, Season by Season

ADVERTISING CONTRACT

P.O. Box 1082 Bloomfield Hills, MI 48302-1082
Phone & Fax 248-737-8007
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www.ediblewow.com

| | | |
|---------------|------------------|-----------|
| Name | Ad Size | Ad Rate |
| Business Name | Business Address | |
| City | State | Zip Code |
| Phone | Email | Signature |
| Issue | Special Note | |

| <i>ISSUE PUBLICATION DATE</i> | <i>AD DEADLINE</i> |
|-------------------------------|--------------------|
| MID MAY | APRIL 15 |
| MID JULY | JUNE 15 |
| MID NOVEMBER | OCTOBER 15 |
| MID FEBRUARY | JANUARY 15 |

2007-2008 Rates

| | <i>Size</i> | <i>1 issue</i> | <i>4 issues</i> |
|---|----------------|----------------|-----------------|
| Covers (4-color) | | | |
| Back Cover (plus 1/8" for full bleeds) | 8.25" x 10.75" | \$2,900 | \$2,400 |
| Inside Front or Back Cover (plus 1/8" for full bleeds) | 8.25" x 10.75" | \$2,700 | \$2,200 |
| Interior Pages (4-color) | | | |
| Full Page | 7.5" x 9.5" | \$2,200 | \$1,800 |
| Half Page (horizontal) | 7.5" x 4.75" | \$1,425 | \$1,240 |
| Half Page (vertical) | 3.5" x 9.5" | \$1,225 | \$1,040 |
| Quarter Page | 3.75" x 4.75" | \$900 | \$775 |
| Eighth Page | 3.5" x 2.0" | \$450 | \$375 |

Free listing in the Advertiser Directory and on ediblewow.com

Purchase any size display ad and receive free placement in the Directory, a text only section which provides readers with your business name, address, telephone number and website address in an alphabetically indexed easy to reference format. Also included in your ad price is a web listing on ediblewow.com.

Specifications

Ad specs: Please submit your ad in one of the following formats: 300 dpi, CMYK (Color), tiff or eps file with fonts embedded, a high resolution pdf, or a Quark Xpress document with all fonts and links included. Please make sure your ad is the correct dimension. Creative and production services are available (ask for rates).

Edible WOW reserves the right to reject any advertising if we deem it inappropriate in any way.
Edible WOW is a member of Edible Communities Inc.