

HOW ARE EDIBLE COMMUNITIES DIFFERENT FROM OTHER NATIONAL PUBLICATIONS?

One way to answer this is by saying that Edible Communities publications are national magazines in reverse. Instead of having one magazine hitting newsstands ten or twelve times each year while trying to reach their entire readership with the same content, Edible Communities has over 45 magazines hitting newsstands four times a year, while providing regionally specific content for readers in each community.

Additionally, since we offer a limited amount of space to national advertisers, your ad will not be lost among hundreds of others who are competing for our readers' attention.

Pricing for national advertising is also done differently from the way other publications do it. Instead of offering a rate card with a standard cost for each insertion, we offer generous discounts for ads placed in multiple magazines. Instead of having to contact twenty or thirty of our magazines separately, our account representatives do the work for you. Once you determine which magazines your ad will appear in, and how many seasons it will be inserted, your Edible Communities account representative will calculate your rate based on an overall percentage discount from each individual magazine's rates.

DISCOUNT STRUCTURE

Discounts are earned for the number of publications in which an advertisement runs. This structure gives the best overall discount to those national advertisers who run their ad in all of our publications, while still offering substantial discounts to those regional advertisers who wish to select particular publications that best represent their market area. Please contact your advertising representative for a quote that will fit your specific needs.

"Edible Communities publications have fixed all that is wrong with national magazines."

*- Dorothy Kalins
Founder, Saveur magazine*

MAILING / DELIVERY INSTRUCTIONS

All material should be addressed to:
Advertising Production
Edible Communities, Inc.
369 Montezuma Avenue, Suite 577
Santa Fe, NM 87501
Tel.: (505) 989-8822 • Fax: (505) 989-7900

DIGITAL AD SPECIFICATIONS

Please note: additional production charges may be incurred if electronic files do not follow these specifications.

Accepted Media: CD, DVD, or Email.
Accepted File Formats: Quark XPress 6.0 or later (with all fonts and links included on disc), Adobe Illustrator, PhotoShop and PDF

files created in Adobe Acrobat ONLY (both Mac or PC platforms accepted)

All ads are CMYK/process color, please do not use Pantone/PMS or RGB colors. We are not responsible for color on those files which must be converted to CMYK

Fonts: All printer and screen fonts must be included with all digital files. No True Type fonts accepted. Please do not use menu-styled fonts.

GENERAL CONDITIONS

Rates are net. Non-commissionable to agencies.
Cash Discount not allowed. Terms: Net 30 days.
To qualify for regional or national rates, an advertiser must purchase advertising in a minimum of four Edible magazines.

*The publisher encourages advertisers to avoid time-sensitive copy.
Actual date of publications cannot be guaranteed.*

SPECIAL REQUESTS

Unique Sizes, Inserts, Business Reply Cards—rates available upon request.

RATE PROTECTION CLAUSE

If new rates are announced, advertisers will be protected at their contract rates until the next renewal period.

POLICY STATEMENT

The publisher reserves the right to reject or cancel any advertisement at any time without cause. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to insert the word "advertisement" above and/or below any copy. It is understood that the advertiser and its agency have the right to publish the contents of its advertisements. The advertiser and its agency agree to indemnify and hold the publisher forever harmless against any expense or loss by reason of any claims arising out of publication of the advertisement. Positioning of advertisements is at the discretion of the publisher. The publisher shall have no liability for errors in key codes, although allowances may be made in case of publisher's error. Unless specifically agreed to in writing by the publisher, the provisions of this document and order form shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.

CIRCULATION

The average number of magazines printed per community is 20,000 per quarter, or 80,000 thousand annually. (However, print runs go as high as 100,000 per quarter, or 400,000 annually). Based on reader's surveys, the pass along readership is conservatively estimated at 3 readers per magazine. With 45 Edible magazines currently in production, and a combined print run of nearly 3.7 million the estimated annual readership is 13 million.