

Editorial Highlights

Edible Communities publications include a selection from the following departments along with a variety of other features and essays, all of which offer opportunities to tell readers about what's in season, what's for sale and where to find it:

Grist for the Mill

This feature includes notes from our editors as they explore current events and news from the local food world, as well as essays from nationally recognized journalists and authors.

From the Good Earth / Out to Sea

Profiles of farmers and growers, new farm businesses, foragers, fishers and others who are reaping the bounty of our local landscape.

At Table

Here you'll find profiles of professional chefs, noteworthy home cooks and innovative restaurants bringing great food to our neighborhood tables. This department also provides a seasonal menu with recipes and wine-pairing suggestions.

Urban Farmhouse

Here we explore the world of home gardening with a strong emphasis on edible landscaping, fruit trees, vegetables, herbs and kitchen gardens.

Liquid Assets

The art and science of all local liquids from microbrews to wine, water to coffee and everything in between. Here we include tasting notes, where to buy the products and profiles of who is making them.

Notable Edibles

The latest food-related finds from the region are featured in this column. Look for tips on where to eat, shop for gadgets and find ingredients, as well as other bits of culinary information.

Edible Traditions

This feature will capture the area's food history by describing food traditions, old recipes and food industries.

Roadside Diaries

Local food is considered anything within a day's drive. This column features a series of day trips that lead to exciting culinary surprises.

Calendar of Events

Here you'll find a list of tastings, meetings, food festivals, farmers markets and other food-related events.

Why Advertise with Edible Communities?

Edible Communities publications are the most cost-effective, targeted advertising opportunity for food-related, lifestyle and associated companies.

These are the only publications that offer comprehensive coverage of the entire spectrum of the local foods movement to a highly motivated consumer demographic. In addition to competitive ad rates, Edible Communities offers advertisers the following added value:

- Premium exposure in a limited number of pages since each of our publications contains a maximum of 49% advertising pages and an even more limited amount of national advertising space.
- An electronic version of your ad, along with a live link to your web site, to be placed at www.ediblecommunities.com for the same length of time your ad appears in our printed publications. Size may vary from printed version of advertisement.
- A sponsorship position for one of our monthly electronic newsletters (25,000+ recipients). You may select any month you prefer as long as it is available and not already reserved by another advertiser. Months are selected on a "first come, first served" basis.
- A banner ad on any of the main sections of our web site (Edible Communities, Edible Nation blog or Edible Recipes), one week for every insertion you purchase in our printed publications. Size and specifications are available by emailing: ads@ediblecommunities.com

Our Mission

Edible Communities is a dynamic and growing network of regional food publications that celebrate the abundance of local foods, season by season, in distinct culinary regions across the United States and Canada.

We believe that knowing where our food comes from is a powerful thing. By producing high-quality, aesthetically pleasing and editorially knowledgeable publications, we inspire readers to support and celebrate the growers, producers, food artisans, chefs and other food professionals from within their particular community.

What They Are Saying About Us

"What you've done with the original newsletter and its extensions is remarkable, and we're proud to have played some small part in the process."

—Colman Andrews, former Editor in Chief,
Saveur magazine

"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, Food Editor, *Sunset* magazine

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

—*The Ventura County Reporter*

"[Edible Communities publications] take a serious and celebratory look at what the fields and waters have to offer."

—*The New York Times*

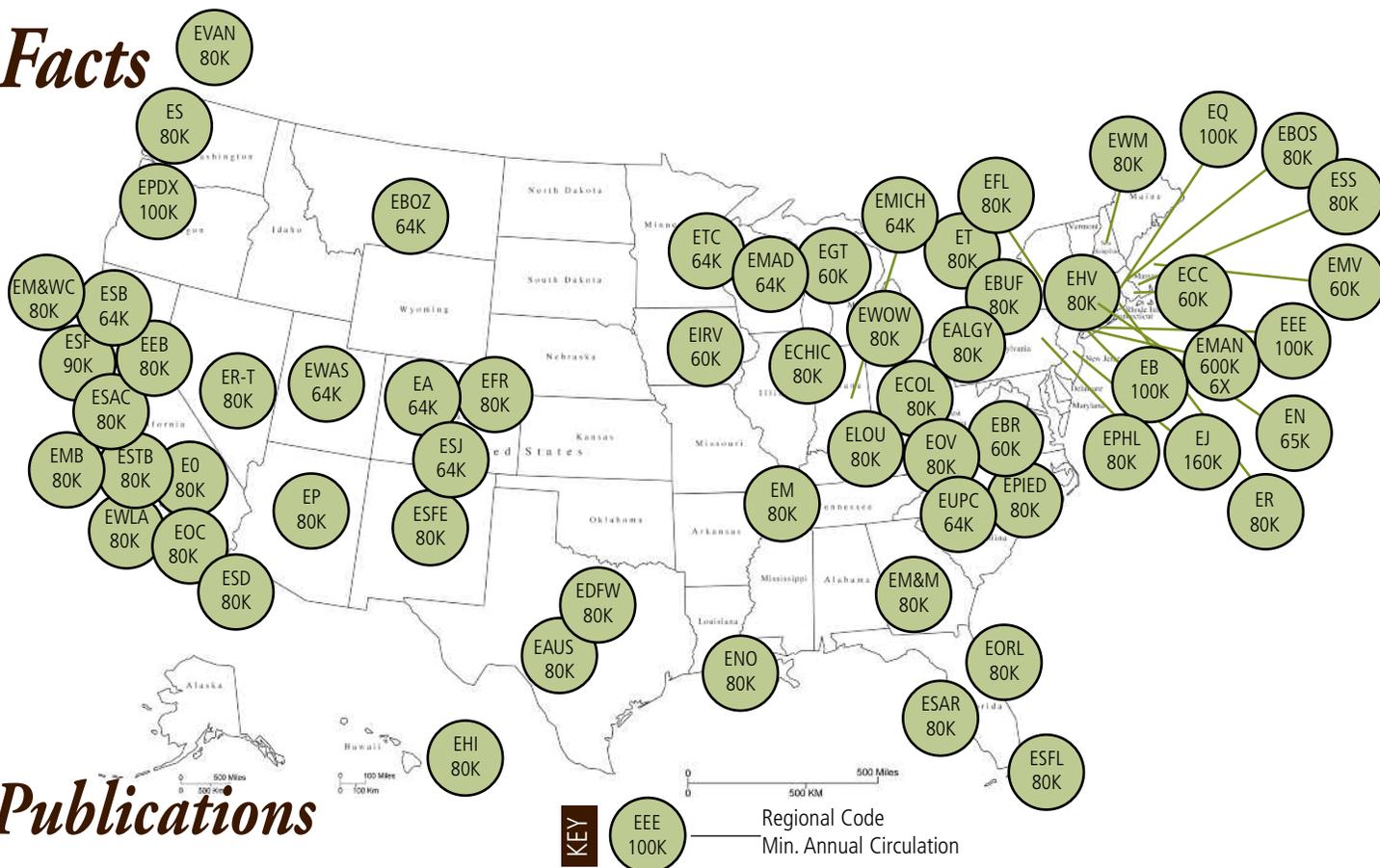
"[Edible Communities publications] are magazines with a mission!"

—*The East Hampton Star*

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

—*The Boston Globe*

Facts



Publications

Edible Allegheny (EALGY)
www.edibleallegheny.com
 (Pittsburgh, PA)
Edible Aspen (EA)
www.edibleaspen.com
Edible Austin (EAUS)
www.edibleaustin.com
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www.ediblevineyard.com
 (Martha's Vineyard, MA)
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www.ediblewasatch.com
Edible Westside (EWLA)
www.ediblewestside.com
Edible White Mountains (EWM)
www.ediblewhitemountains.com
 (New Hampshire)
Edible WOW (EWOW)
www.ediblewow.com

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Demographics

52% women
 48% men
 25-55 years old
 \$92,000 average household income
 College-educated
 Professional

Combined Circulation

1.25 per quarter / 5 million annually

Key Advertiser Categories

Culinary / Food
 Beverage
 Gourmet Products
 Organics
 Agriculture and Farming
 Kitchen Equipment
 Food and Beverage Events & Associations
 Travel and Hospitality Products and Services
 Healthy Lifestyles
 Sustainability / Ecoproducts

Targeted Distribution

Edible Communities publications are distributed multiple times per quarter to the following types of outlets, and copies of each publication are also mailed to subscribers and major decision-makers in the culinary industry.

Upscale Grocery Stores & Gourmet
 Product Stores

Bookstores & Newsstands

Specialty Food & Beverage Merchants

Restaurants & Hotels

Culinary & Hospitality Schools

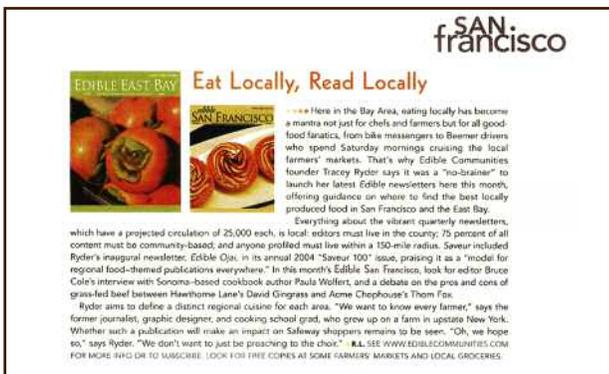
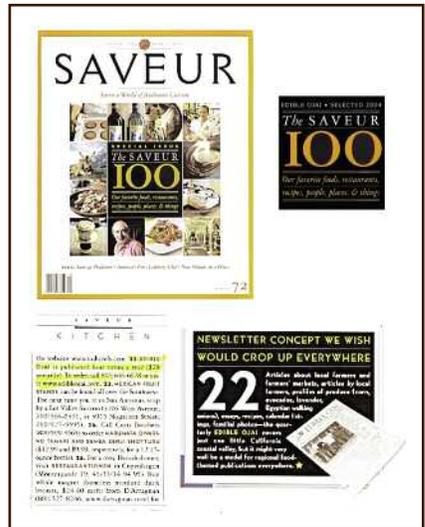
Culinary-Related Exhibitions & Events

Events Celebrating Local Foods, Farmers

Markets & Farm Stands

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