

OUR MISSION.

Edible Austin celebrates Central Texas food culture, season by season. We believe that knowing where our food comes from is a powerful thing. With our high-quality, aesthetically pleasing and knowledgeable publication, we inspire readers to support and celebrate the growers, producers, chefs, beverage and food artisans and other food professionals in our community.



edible AUSTIN

WHY ADVERTISE IN *EDIBLE*?

Edible readers are concerned, connected, savvy and community-minded. Exactly the sorts of customers you want. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why. They aspire to live healthy, connected and sustainable lifestyles.

And, frankly, they trust us. They know we are an honest, smart and beautiful publication. With a unique, decentralized publishing model, no other magazine devotes editorial content exclusively to local foods and food culture. And that makes our advertisers more attractive.

Great exposure, from Austin to the Hill Country.

Edible Austin covers 30 counties in Central Texas to offer you a cost-effective strategy for targeted awareness. We choose our distribution points carefully, with dedicated display crates at farmers markets, selected retailers like Whole Foods Market, where *Edible Austin* is differentiated from the other free publications. We distribute 30,000 complimentary magazines reaching well over 105,000 readers.

Your ad gets read. Our readers devour each issue cover-to-cover. We always have more editorial content than advertising, which means you'll be noticed and won't get lost in a sea of ads.

You get listed in our Directory. Readers tell us that this directory, in every issue and online, has become their second phone book and a valued resource to them.

You get *Edibles* to give to your customers. They'll thank you for it and continue to come back for more.

You support the local food community. That allows us to continue to promote its bounty and increase its economic impact.



No other magazine devotes editorial content exclusively to Central Texas foods and food culture.





DON'T TAKE OUR WORD FOR IT.

Our editorial integrity has attracted accolades and attention from the food world—and beyond: realtors, banks, spas, garden centers and landscapers, sporting and fitness shops, health professionals, clothiers, eco-service providers and others who share the *Edible* philosophy. Here's why they advertise with us:

QUALITY AND COMMUNITY.

“Edible Communities Publications have fixed everything that’s wrong with national magazines.”

—Dorothy Kalins, *founding publisher for 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

TARGETED DEMOGRAPHIC.

“It’s been a very long time since a magazine of any sort has engaged me so completely! It’s beautiful and classy in its layout and design, and with each page turn there’s some new delight or discovery. Best of all, the articles and photos (and even the ads) make me want to drop everything and go out and find these places to experience them.”

—Dell Hollingsworth, *Edible Austin reader*

HIGH-VISIBILITY ADS.

Our readers tell us that they “read the magazine cover to cover—including the ads.” That means more exposure for you.

“The mission of the Edible publications supports the mission and values of Whole Foods Market. It’s a great fit for our advertising budget, it targets exactly those local residents we want to reach, which makes it highly effective for us.” —Angela Rakis, *Whole Foods Market*

TRUST.

Because we don’t review restaurants or lean on gossipy stories, our readers trust the businesses we write about and the businesses that advertise with us. That means they are more likely to become new customers for you.

“Unlike the typical giveaway glossies [out there]... [Edible Communities publications] take a serious and celebratory look at what the fields and waters have to offer.” —Florence Fabricant, *The New York Times*



Photography by Jody Horton and ducks by Bill Norris

OUR READERS.

Throughout Central Texas, *Edible Austin* readers look for value but don't mind paying more for something if its quality is exceptional and there is a good story behind it. Our readers are champions of local, independent businesses, and not just when it comes to food. They shop neighborhood markets before big chains. They are regular restaurant diners and terrific home cooks. Their children know that beef comes from cows and not from shrink-wrapped cartons at the supermarket.

They want an experience and a relationship, not just a product.

BY THE NUMBERS.

(Based on *Edible Communities* readers survey conducted November 2005)*

51% are women, 49% are men, 25-86 years old

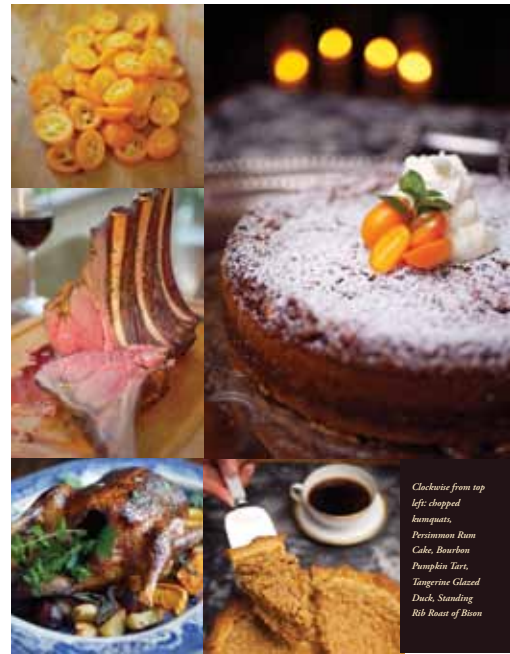
Each copy of the magazine is shared with an average of 3.5 people (reaching over 105,000 readers)

Average household income is \$115,000

84% are college graduates, 81% are professionals, educators, entrepreneurs

When planning a trip, 76% make a restaurant reservation before they make a hotel reservation

* Out of 1182 readers who were surveyed, 891 replied. That is a response rate of just over 75%—an outcome that far exceeds the usual response rate of 10-15%



STRENGTH IN NUMBERS.

Edible Austin is part of *Edible Communities*, a network of more than 65 independently owned food magazines (and growing) in the United States and Canada, telling our nations' food story, community by community. Red state, blue state. Rural, urban. Gourmand or food novice. Our message has wide appeal.



edible
COMMUNITIES
ediblecommunities.com

2010 ADVERTISING RATES.

	SIZE	1 x	4 x
Premium Pages			
• Back Cover: (add 1/8" for full bleeds)	8.375" x 10.875"	\$4,500	\$3,800
• Inside Front or Back Cover: (add 1/8" for full bleeds)	8.375" x 10.875"	\$3,800	\$3,400
4-color Ads			
• Full Page: (add 1/8" for full bleeds)	8.375" x 10.875"	\$3,200	\$2,800
• Half Page (horizontal):	7.5" x 4.75"	\$1,950	\$1,700
• Half Page (vertical):	3.625" x 9.875"	\$1,950	\$1,700
• Quarter Page:	3.625" x 4.75"	\$1,060	\$ 900
• Eighth Page:	3.625" x 2.25"	\$ 650	\$ 500

Issue:	Spring	Summer	Fall	Winter
Space Reservation:	Jan 15	April 15	July 15	Oct 15
Ad Deadline*:	Feb 1	May 1	Aug 1	Nov 1
Publication Date:	March 1	June 1	Sept 1	Dec 1

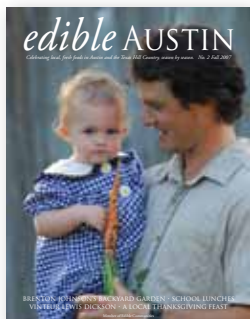
Creative and production services available. Ask for rates.

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

FREE LISTING IN THE PRINT AND WEBSITE DIRECTORY: Purchase any size display ad and receive free placement in the Ad Directory, a text-only section with contact information for your business in an alphabetically indexed, easy-to-reference format. Also included in your ad price is an online listing on our website with a short description of your business.

AWARDS.

Edible Austin



Winner of 2007 MarCom Gold Award:
Magazine Photography/Cover, Edible Austin, Fall 2007

2008 Eddy Award: Best Website Feature
Finalist in 4 other categories.

2009 Langeland Award for Outstanding Community Service

2010 Eddy Awards: Best Editorial Spread or Layout, Best Electronic Feature, Best Website and Best Editorial Wild Card

2011 Eddy Awards: Best Special Issue (for *Edible Austin* COOKS!), Best Website



Edible Communities Publications

Winner of the 2003 & 2004
International Communicator Award of Excellence,
seven 2005 & nine 2007
MarCom Awards of Excellence

Winner 2004 & 2006
IACP Award of Excellence for Consumer Education

Saveur magazine's Top 100 in 2004 & 2006

ADVERTISING AGREEMENT.

Name: _____ Ad Size: _____ Ad Rate: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Signature: _____

Issue: _____

Payment by check or by credit card

Number of times ad will run: _____

Special Note: _____

AD SPECS: Please submit your ad in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a packaged InDesign file with all fonts and links included. CMYK files only. Please make sure your ad is the correct dimension, and is not RGB. Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you may have.

TERMS AND CONDITIONS:

- A. All contents of advertisements are subject to Edible Austin's approval. Edible Austin reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. Edible Austin reserves the right to insert the word "advertisement" above or below any copy.
- B. An advertising contract can be cancelled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date. The penalty for cancellation is 25% of the per-issue ad rate stated on the contract. As well, if a contract is cancelled before a 4-consecutive-issue contract has been completed, cancellation is subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions. Repayment of discounts, waived charges, and the penalty charge will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.
- C. Positioning of advertisements is at the discretion of the Edible Austin, except where a request for a specific preferred position is acknowledged by Edible Austin in writing.
- D. Edible Austin shall have no liability for errors in key numbers or advertisers' index.

- E. Edible Austin shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the Edible Austin for advertising which advertiser or its agent ordered and which advertising was published.
- F. Conditions other than rates are subject to change by Edible Austin without notice.
- G. In the event that any amounts due the Edible Austin under this agreement are not paid in accordance to proscribed payment terms (net 30 days), Edible Austin reserves the right to charge interest for delayed payment of 1-1/2% per month or the maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
- H. This agreement shall be governed and constructed in accordance with the laws of the State of Texas. In the event that commercial collection or legal proceedings be instituted by Edible Austin to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collections fees of 20% of the unpaid balance plus any other court costs and changes incurred.

edible AUSTIN

Celebrating Central Texas food culture, season by season

info@edibleaustin.com • phone: 512-441-3971 • fax: 512-442-0619 • edibleaustin.com
Mailing Address: 1415 Newning Ave., Austin, TX 78704

Member of Edible Communities