

edible ALLEGHENY MAGAZINE



2015
Media Kit

CELEBRATING *the*
FOOD CULTURE
OF WESTERN PENNSYLVANIA,
SEASON BY SEASON



GROWN LOCALLY

edible ALLEGHENY MAGAZINE SHOWCASES THE ABUNDANCE OF LOCAL FOOD & FARMS IN THE ALLEGHENY REGION OF WESTERN PENNSYLVANIA.

CIRCULATION & DEMOGRAPHICS

edible ALLEGHENY READERS ARE ACTIVE CONSUMERS, PASSIONATE ABOUT LOCAL FOODS AND SUSTAINABILITY, AND LEAD HEALTHY LIFESTYLES.

Edible Allegheny readers care about the quality of their food and support local farmers markets, visit farmstands, grow their own produce, and frequent regional restaurants. Our readers are affluent, concerned, active, connected, environmentally conscious, and community-minded.



READERSHIP

65,000

PRESS RUN/RATE BASE 20,000

Direct Mail and Subscription	6,500
Advertiser locations	5,000
Farmers Markets	3,000
Newsstand	2,500
Event/Promotional copies	3,000

AGE BREAKDOWN



GENDER PROFILE



47%
Female



53%
Male

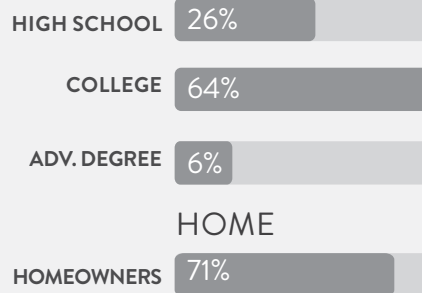
edible ALLEGHENY READERS:

- 63% of readers read every issue
- \$261 MILLION spent at restaurants
- 85% of readers are gardeners
- 70% of readers exercise regularly
- 60% have either a dog or a cat
- 83% regularly buy green products
- \$161 MILLION is given annually to charitable organizations

edible ALLEGHENY IS AVAILABLE ON NEWSSTANDS ACROSS WESTERN PENNSYLVANIA:

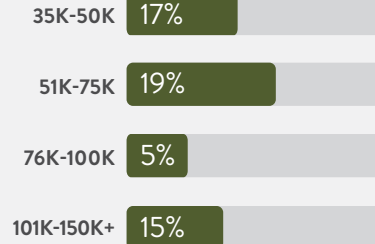
Barnes & Noble, Faber, Coe & Gregg, Giant Eagle, Whole Foods Market, and Pittsburgh International Airport.

EDUCATION



Average value of home = \$171,000

INCOME



Average income = \$58,000

Source: Media Audit Mar-Apr 2013

MEDIA MIX

edible ALLEGHENY MAGAZINE DELIVERS!

We nurture media partnerships and attend a compelling calendar of events to keep our community growing!

EdibleAllegheny.com Find farmers market locations, read articles from the magazine, try fresh recipes, and learn about exciting contests and events.

Edible Events Become actively involved in food and sustainability-related issues, meet the experts and other like-minded individuals in the community.

Social Media Get instant updates and information via social media outlets through Edible Allegheny's Twitter and Facebook feeds.



EDIBLE Allegheny Magazine's LIFT YOUR SPIRITS Event at James Gallery | 2-12-14

VISIT US ONLINE EDIBLEALLEGHENY.COM

edible ALLEGHENY MAGAZINE: DISTRIBUTED AT FARMERS MARKETS AND IN CSA BOXES THROUGHOUT WESTERN PENNSYLVANIA!

EDITORIAL CALENDAR

IN EVERY ISSUE:

Explore regional restaurants, wineries, and breweries that are cooking with local ingredients. Dig in to tips for adopting the locavore lifestyle. Share delicious experiences with local farmers and chefs. Peruse the Edible Directory, our extensive listing of farmers markets, farmstands, and retailers.

ISSUE	THEME	SPACE RESERVATION*	ART (CR**)	STREET
March 2015	Planting Season	January 3	January 17	February 26
April/ May 2015	Spring	February 7	February 21	March 24
June/July 2015	Summer	April 4	April 18	May 23
August/September 2015	Harvest	June 6	June 20	July 25
October/November 2015	Fall	August 8	August 22	September 26
December/January 2015	Holiday	October 3	October 17	November 26

* Materials for ads produced in-house are due on the space reservation date. ** Denotes camera ready art.

ADVERTISING RATES

- All advertising rates are net.
- Guaranteed positioning is available for an extra 15% on cost.
- Production and design charges are not included in advertising rates.
- Insert information and quotes are available upon request.
- Terms: Net due upon publication.

	6x	3x	1x
Outside Back Cover	\$2,750	\$3,000	\$3,250
Inside Front Cover	\$2,500	\$2,750	\$3,000
Inside Back Cover	\$2,400	\$2,600	\$2,800
Full Page	\$2,100	\$2,400	\$2,700
1/2 Page	\$1,350	\$1,500	\$1,700
1/3 Page	\$875	\$975	\$1,100
1/4 Page	\$700	\$775	\$875
1/6 Page	\$475	\$600	\$700
1/8 Page	\$395	\$450	\$500
Directory Listings	\$125 per column inch listing in select issues only		



ONLINE ADVERTISING

- ROS Banners
- Targeted Banners
- Sponsorships
- Newsletters
- Social Media Posts
- Directory Listings

PLEASE SEE OUR ONLINE MEDIA KIT FOR CURRENT RATES, STATS, AND AVAILABLE OPPORTUNITIES AT EDIBLEALLEGHENY.COM/ADVERTISE.



ADVERTISING SIZES

	WIDTH	HEIGHT
Full Page Bleed*	8.5"	11.1875"
*All content must fit in trimmed area 8.25"x10.875". To ensure content does not get cut off, Edible suggests fitting all content in 7.5"x10" and bleeding only the images to 8.5"x11.1875".		
Full Page (content area)	7.5"	10"
1/2 Page Full Vertical	3.6627"	10"
1/2 Page Horizontal	7.5"	4.875"
1/3 Page Square	4.9444"	4.875"
1/3 Page Vertical	2.3889"	10"
1/4 Page	3.6627"	4.875"
1/6 Page Vertical	2.3889"	4.875"
1/8 Page Horizontal	3.6627"	2.28"

Advertisements are subject to the approval of the publisher. Publisher reserves the right to reject or omit any advertisement at any time for any reason. Advertisers assume responsibility and complete liability for all content in their ad. Edible Allegheny is limited in its liability for errors not to exceed the value/cost of the space occupied by the error. Contracts not completed within a contract year, or any other breach, will be subject to a short rate.



PRODUCTION REQUIREMENTS & CHARGES

PRINT PRODUCTION REQUIREMENTS

All ads must be received in a high-resolution format (minimum 300 dpi). Edible Allegheny is not responsible for ads sent without proofs or ads not meeting our electronic specifications.

All color ads must be formatted in CMYK color. If color matching is critical, a high-quality color match proof must be supplied. Color proofs can be made by Edible Allegheny at a charge. You can request one from your advertising representative or call 412.431.7888.

Please keep all type and graphics within the live area of the page to ensure they are not trimmed. Edible Allegheny will not be responsible for the trimming of type or graphics outside of the live area. Trim and bleed boxes must be made at the specified size (see advertising sizes).

Any and all requested changes or alterations to materials supplied to Edible Allegheny by an advertiser must be in writing and done so in accordance with the advertising deadline. Any and all materials

received or altered after the appropriate closing date will be subject to late handling charges. Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

All advertising materials without a request for return will be held for three months before disposal.

* For technical assistance, please contact 412.431.7888 or email art@edibleallegheny.com.

* Ads and advertising materials submitted after the deadline are subject to a late fee.

* Any ad created or altered by Edible Allegheny is subject to production charges. See price list below.

ACCEPTABLE FILES

TIFF, EPS, and PDF

All files must be converted to CMYK with no spot colors.

MEDIA

Ads must be submitted on CDs or via email. If the document cannot be readily opened or its components are substandard, the disc will be returned. Client will be advised of appropriate production charges that apply if a disc does not meet specifications.

EMAIL

Send all emailed ads to art@edibleallegheny.com. Please use DropBox, Hightail, or ZIP. We accept files up to 18 MB. Please include in the subject line of your email the following tag line: "Advertiser's name, size of ad, and publication month." Edible is not responsible for misdirected emails.

* Rich media accepted, animation length: 15 seconds. Color must be in RGB. Indicate exact URL address for link, email to art@edibleallegheny.com.

PRINT PRODUCTION CHARGES

AD DESIGN AND LAYOUT	\$125 hour (\$55 minimum charge, billed in 15-minute increments)
SCANS	up to 8" x 10" \$25 each over 8" x 10" \$50 each
PHOTO RETOUCHING	\$125 hour (billed in 15-minute increments)
COLOR CORRECTION	\$125 hour (billed in 15-minute increments)
COLOR PROOFING	Epson Stylus Pro 4880 \$50 each
FILE CORRECTION	\$50 each
SHIPPING	\$25 each (shipped FedEx)



WEB PRODUCTION REQUIREMENTS

	SIZE	FILE EXTENSION	FILE SIZE
LEADERBOARD*	728 x 90 px	gif, swf, jpg	max file size 70k
HALF SKYSCRAPER*	160 x 300 px	gif, swf, jpg	max file size 70k
SKYSCRAPER*	160 x 600 px	gif, swf, jpg	max file size 70k

* Rich media accepted, animation length: 15 seconds. Color must be in RGB. Indicate exact URL address for link, email to art@edibleallegheny.com.

EDIBLE ALLEGHENY IS PUBLISHED BY

WHIRL
publishing.

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