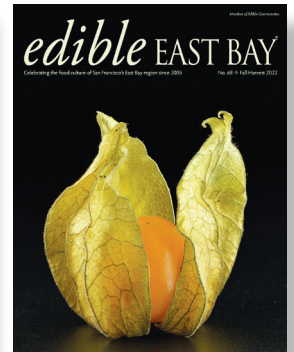
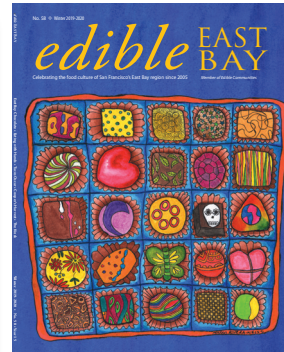
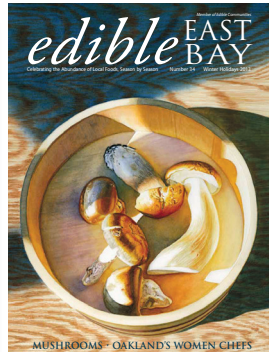
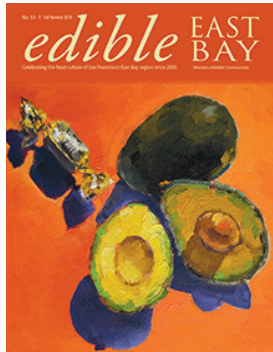
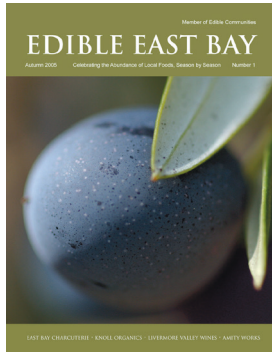
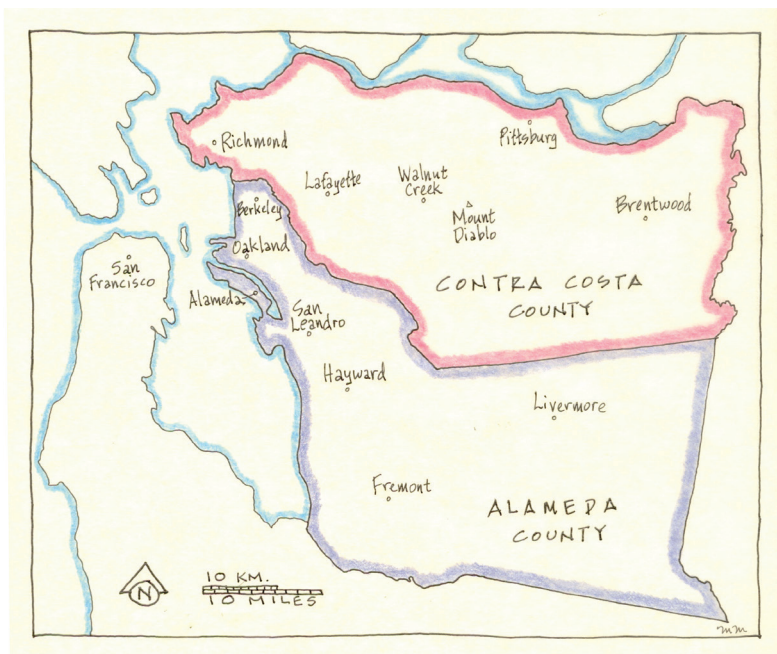


edible EAST BAY

Celebrating the Food Culture of San Francisco's East Bay Region since 2005



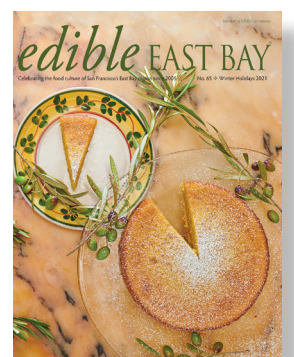
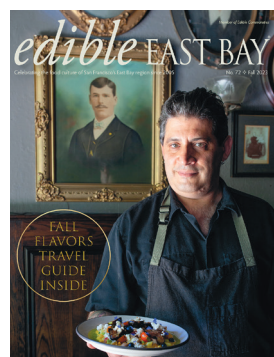
Edible East Bay *inspires thousands of educated, active community members, who read, share, and save each edition.*



Readers look forward to our quarterly print magazine as well as our digital version, online guides, and frequent e-newsletters. Click around at edibleeastbay.com to explore the blog, guides, and 18 years worth of published articles and recipes, which remain fresh and enticing year after year as readers save and reread our issues.

Each issue of **Edible East Bay** is an elegant feast for the eyes, the intellect, and the palate.

Since 2005, **Edible East Bay** has been engaging readers in Alameda and Contra Costa counties and beyond with a sumptuous array of information about local, sustainably produced foods and the people who work to bring this bounty safely and equitably to our tables.



In 2011, the Edible Communities group of magazines was named James Beard Awards Publication of the Year.



At Retzlaff Vineyards in Livermore Wine Country

What Makes our Readers Special?

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

Many are inspired home chefs, who shop local and seek out exceptional and artisanal quality products, including local, organic, and humanely raised.

They are regular and adventurous restaurant diners.

Highly responsive, they take action after reading every edition, shopping, visiting farmers' markets, using our in-season guides, and cooking from our extensive recipe library.

Demographic (Based on the 2019 Edible Reader Study; GfK MRI.)

\$128,000 average household income

82% female household decision makers

90% are at the height of buying power (ages 35–64)

77% college educated, 40% with advanced degrees

80% own their own home

86% have an active passport and travel

Buying Habits (Based on the 2019 Edible Reader Study; GfK MRI.)

84–97% purchase high-quality local and artisanal products, often choosing organic

83% appreciate fine dining

86% value and use *Edible* advertising as a guide in making purchasing decisions

77% stay in luxury hotels while traveling

Why Advertise in *Edible East Bay*?

You'll reach 20–70k* local readers who are passionate, community minded, connected, educated, and savvy: exactly the type of customers you want. They influence their friends and share ideas and stories regarding where to shop, where to eat, and what to cook. They read, stay informed, and enjoy offerings and events unique to each season. Our readers aspire to pursue healthy, connected, and sustainable lifestyles.

Our readers trust us. *Edible* readers know we are an honest, smart, and beautiful publication. No other magazine devotes so much editorial content exclusively to the values behind locally produced food and other goods. That makes all of our advertisers uniquely attractive to readers who are hungry for the local *Edible* story.

Great Exposure. Readers share and save each edition to use as inspiration and reference material. The magazines are not discarded like general-interest or advertising-heavy publications. That means your ad gets important repeat exposure to an active dedicated consumer that seeks and demands high-quality products. We are distributed through over 70 advertising partners, at area farmers' markets, and through paying subscribers. *We are able to estimate that we have as many as 70,000 print readers, plus many more who read and refer to our content online.

Your ad gets read. Our passionate and growing readership devours, saves, and refers again and again to each seasonal issue, keeping your business top of mind. We maintain a heavy editorial to advertising ratio so your ad will always get unmatched repeat visibility.

You become part of the *Edible* network. An advertising partnership with *Edible East Bay* shows your support of the local food community. It also makes your business of interest to the many *Edible* Communities followers nationwide who look for the local *Edible* when they travel. You become part of the cultural cutting edge of those informed on local sustainability.

Beyond print. Digital editions of every *Edible East Bay* print issue are always available on our website. Many of our readers keep up with us week by week by subscribing to our e-newsletter, which highlights advertiser events.

We deliver! We are happy to deliver and help stage copies of *Edible East Bay* for your customers at your place of business, creating loyalty and exponential community awareness.

Things our Readers Tell Us

"Our whole family looks forward to *Edible East Bay*. We read them cover to cover, using the editorial and the advertising to stay informed and connected to our valued local independent business community."

"We never throw an issue away—we keep them all and use them again and again."

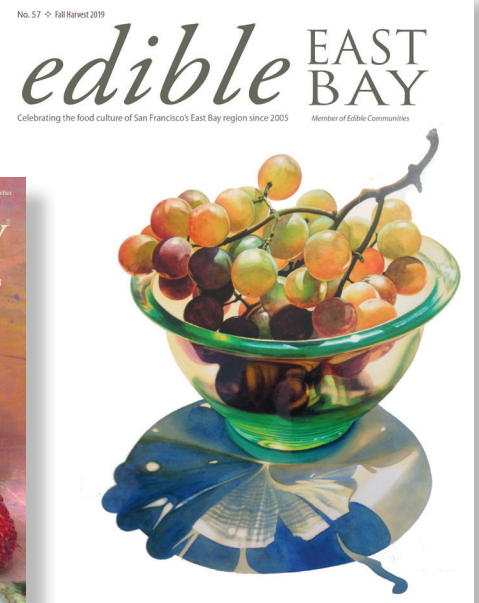
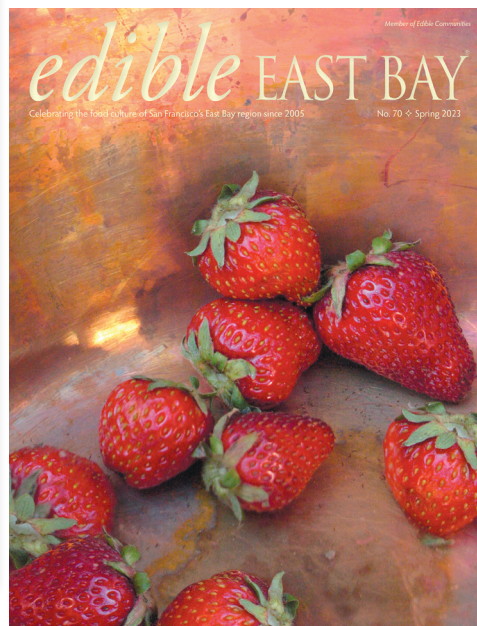
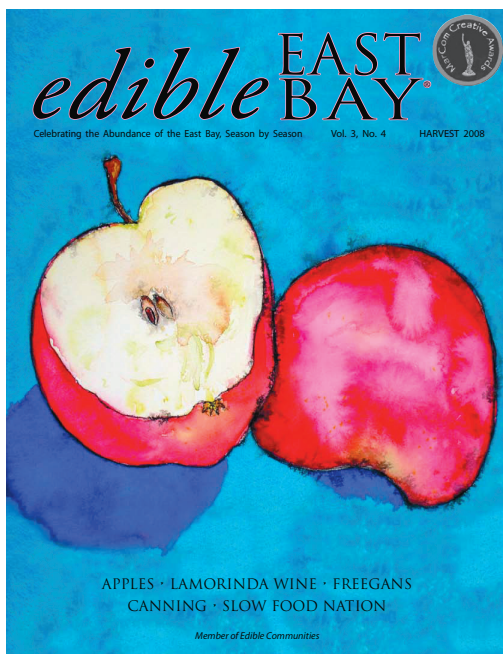
"You do a fabulous job! The articles, even the ads, are timeless, I forced myself to give away old editions from years ago and you would have thought I was giving away gold. People fought over them! Keep up the great work!"

"Whenever I travel to the Bay Area I make sure I get the most recent edition of *Edible East Bay* to find out about local restaurants, farmers' markets, and interesting regional events. I read it cover to cover for all the great articles and seasonal recipes. Thanks for a great publication!"

"Great food brings our friends and neighbors together. We love to entertain and share at the table where we eat. We use *Edible East Bay* to stay connected to the earth, our community, and to each other. Bon Appetit!"



Edible East Bay offers a gold mine of inspiration and useful information for diners, shoppers, cooks, gardeners, and anyone interested in playing an active role in creating more livable communities!



edible EAST BAY 2024 advertising

quarter-page
vertical

(Please note that there
is no quarter-page
horizontal option.)

eighth-page
horizontal

(Please note that there
is no eighth-page
vertical option.)

half-page horizontal

half-page
vertical

sixth-page
horizontal

sixth-page
horizontal

(Please note that there
is no sixth-page
vertical option.)

third-
page
vertical

(Please note
that there is no
sixth-page
horizontal
option.)

ninth-
page
vertical

ninth-
page
vertical

ninth-
page
vertical

ninth-
page
vertical

ninth-
page
vertical

(Please note
that there is no
ninth-page
horizontal
option.)

SIZES, RATES, AND DATES

All prices below are per single ad insertion and are billed per quarter.

Full Page Ad Options	8.375 wide x 10.875 high (See bleed info below.)	1X contract Single ad cost	2X contract Billed per issue	4X contract Billed per issue
Back Cover	8.375 wide x 10.875 high	\$3,975	\$3,375	\$2,815
Inside Front Cover or Inside Back Cover	8.375 wide x 10.875 high	\$3,575	\$3,250	\$2,615
Full Page (non-cover placement)	8.375 wide x 10.875 high	\$3,300	\$2,795	\$2,265
Two-Page Spread	16.75 wide x 10.875 high	\$5,000	\$4,500	\$4,000

Regarding bleed: A full-page ad can be set with a ¼-inch white margin on all sides. If you prefer the design to fill the entire page all the way to the edges, it needs to have a ½-inch bleed added on all sides.

Partial Page Options	SIZE (in inches)	1X contract Single ad cost	2X contract Billed per issue	4X contract Billed per issue
Half Page Horizontal	7.65 wide x 4.75 high	\$2,125	\$1,700	\$1,450
Half Page Vertical	3.65 wide x 9.75 high	\$2,125	\$1,700	\$1,450
Third page (vertical option only)	2.35 wide x 9.75 high	\$1,675	\$1,375	\$1,125
Quarter Page (vertical option only)	3.65 wide x 4.75 high	\$1,025	\$950	\$865
Sixth Page (horizontal option only)	3.65 wide x 3 high	\$825	\$750	\$650
Eighth Page (horizontal option only)	3.65 wide x 2.25 high	\$575	\$550	\$475
Ninth Page (vertical option only)	2.35 wide x 3 high	\$450	\$400	\$375
Twelfth Page (horizontal option only)	2.35 wide x 2.25 high	\$375	\$325	\$300
Dining guide*	Logo plus 40 words of text	\$200	\$150	\$135

*The dining guide listing is free with a ninth-page or larger display ad contract.

Dates and Deadlines

Print issue	Spring	Summer	Fall Harvest	Winter Holidays
Ad deadline:	January 15	April 15	July 15	October 7
Publication date:	February 21	May 21	August 21	November 15

PRINT AD SPECS:

- Please make sure your ad is the correct size according to the dimensions above.
- Resolution for print ads must be 300 dpi at the size they will be printed.
- Color mode must be CMYK. No spot colors, please.
- PDF is the preferred file format for submittal.
- Bleed should be added only if the ad is a full-page full-bleed design.

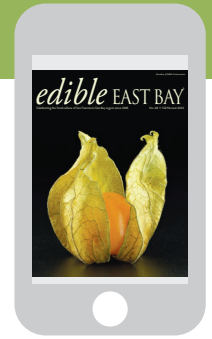
CREATIVE AND PRODUCTION SERVICES AVAILABLE.

Note that all print ads automatically appear with active links in the digital flip book of each edition.
posted at edibleeastbay.com.

edible EAST BAY
1791 Solano Ave. D-14
Berkeley CA 94707

Cheryl Koehler | Publisher & Account Representative
V: 510.225.5776
E: cheryl@edibleeastbay.com

Niki Z | Senior Account Representative
V: 415.994.6595
E: niki@edibleeastbay.com



Edible East Bay was established in 2005 as a print magazine, and we continue our dedication to producing a satisfying experience on paper that our readers increasingly prize for its beauty and relevance to daily life in the East Bay. All print advertisers automatically get an online presence at edibleeastbay.com in our digital flip book magazine version with its active links on all ads. We also have a limited number of digital advertising options, which can be included in an advertising package or purchased separately.

NEWSLETTER ADVERTISING

Our newsletter, *Edible East Bay Appetizer*, reaches 3.5k highly engaged email subscribers several times a month with a wide array of event listings, recipes, and stories. **Puruse our newsletter archive by clicking the image at right** 🖱️ **You'll find a wide variety of presentations.**

Newsletter Banner Ads: The green Public Market ad at the bottom of this newsletter example runs \$100 per issue with discounts for multiple newsletters. File size should be 2700 wide by 362 pixels high. (The California Artisan Cheese Festival ad is a custom size created as part of a package. Pricing on request.)

Newsletter E-Blast: Take over the whole newsletter with your pre-prepared presentation at \$350 for a one-time send with discounts available for multiple sends or a seasonally evolving campaign. We do simple editing to conform to our house style as we set your text, links, and image(s) into our newsletter template. Please request a link to see an example of a full newsletter takeover.

Newsletter Sponsored Story: Our editorial staff works with you to create a post that's designed to stand out in our weekly newsletter (or one that can be presented as a dedicated e-blast). Cost is \$300-\$700 depending on complexity. To see some \$300-range examples, look at the two items at the top of our October 4, 2022 newsletter. (The Capay Valley farm dinner event included a banner ad for heightened visibility.) The \$500-\$700 range would be an item like the interview with artist Caroline Tillie that leads our February 22, 2023 newsletter.



WEBSITE ADVERTISING

There are two locations on the edibleeastbay.com that can accommodate ads: 1) a banner space at the top of the site, and 2) box or skyscraper locations along the right side below the digital flip books. Website ads might be seen by around 7k visitors per month based on our recent analytics.

Size	in pixels, width X height	Rate for 30 days
Web Banner	1500 X 250	\$500
Web Box	310 X 310	\$100
Web Skyscraper	310 X 600	\$300

edible EAST BAY
2024
advertising order form

Date: _____

Advertiser Name: _____

Contact Name and Title: _____

Business Street Address: _____

City/ State/ Zip: _____

Phone: _____ Email: _____

Ad size: _____

Number of times to run: _____

Issues when ad will run: _____

Ad Rate: _____

Rates are based on the number of times your ad runs. If the signed frequency is not completed, the single-run rate will apply.

Preferred Payment Mode: _____

Special Notes: _____

I certify that I have provided complete and accurate information and have read and agreed to the Terms and Conditions as stated above.

Signature: _____

Typed name: _____

TERMS AND CONDITIONS

A. Payment is due up front with first insertion for new advertisers. Subsequent issues are billed net 30 days on the issue ad close date. Payment can be made by check, credit card, Bill, Melio, Zelle, or Venmo.

B. All contents of advertisements are subject to Edible East Bay's approval. Edible East Bay reserves the right to reject or cancel any advertisement, insertion order, or space reservation or position commitment at any time without cause. Edible East Bay reserves the right to insert the word "advertisement" above or below any copy.

C. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date. Advertisers who cancel their space reservation after the published space closing deadline will be responsible for full ad payment. Short rates will apply to all canceled frequency contracts, including payment for bonus or upgraded ads. Repayment will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.

D. Positioning of advertisements is at the discretion of Edible East Bay, except where a request for a specific preferred position is acknowledged by Edible East Bay in writing.

E. Edible East Bay shall have no liability for errors in ads submitted by client.

F. Edible East Bay shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Edible East Bay for advertising which advertiser or its agent ordered and which advertising was published.

G. Conditions other than rates are subject to change by Edible East Bay without notice.

H. In the event that any amounts due to Edible East Bay under this agreement are not paid in accordance to proscribed payment terms (net 30 days), Edible East Bay reserves the right to charge interest for delayed payment of 1.5% per month or the maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.

I. This agreement shall be governed and constructed in accordance with the laws of the State of California. In the event that commercial collection or legal proceedings be instituted by Edible East Bay 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 EAST BAY
1791 Solano Ave. D-14
Berkeley CA 94707

Cheryl Koehler | Publisher | Account Representative
V: 510.225.5776
E: cheryl@edibleeastbay.com