

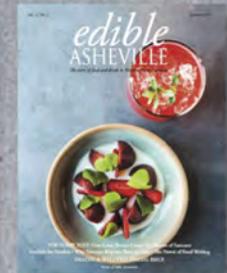
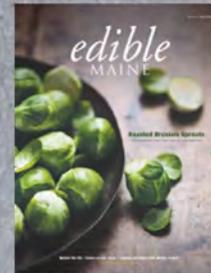
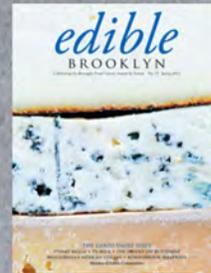
# edible

## SAN FRANCISCO

TELLING THE STORY OF HOW THE CITY EATS, DRINKS AND COOKS  
Member of Edible Communities WINTER 2015

### SUSTAINABLE SEAFOOD ISSUE

**CLIMATE CHANGE AND THE IMPACT ON CONSUMER SEAFOOD CHOICES**  
**SUSTAINABLE SEAFOOD COOKBOOKS**  
**HOW TO EAT LOCAL IN WINTER**  
**MISO-MARINATED BLACK COD**  
**5 THINGS TO EAT RIGHT NOW**  
**GRILLED CRACKED CRAB**  
**LITTLE FRANCES**  
**HOOK, FISH CO.**



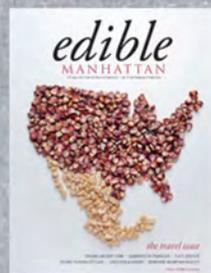
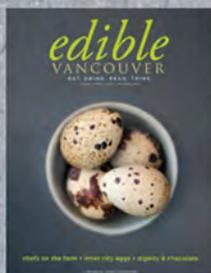
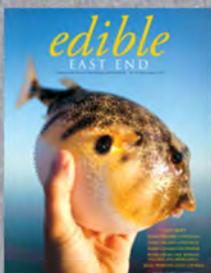
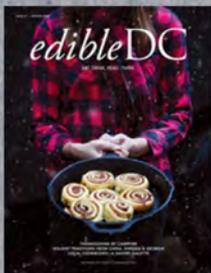
# edible

## SAN FRANCISCO

The Bay Area's Smartest Food Magazine  
Member of Edible Communities SUMMER 2015 NO. 41

**RAVI KAPUR'S ALOHA SPIRIT**  
Island Vibe Thrives at Liholiho Yacht Club

BACK OF THE HOUSE: MONTEBACCO | JUMBLE OF JARRED CHAI | ROASTED VECTARINE SUNDAE | PLEASURES OF PEACH TIME  
WHAT TO DRINK: MEAD | 10 THINGS TO EAT RIGHT NOW | BAKING WITH MICHAEL POLLAN | SIMPLE RECIPES FOR THE SEASON



# edible

## SAN FRANCISCO™

We tell the story of how the city eats, drinks and cooks

*our mission*



## **We celebrate love of food and passion for community**

Edible San Francisco is part of Edible Communities, a network of more than 80 individually owned publications across the US and Canada united by a single mission: to connect food lovers to the best resources they can find in their own neighborhoods. We help them explore where their local food comes from, how it's produced, and who makes it. Food is a natural connection that transcends our differences and lets us feel part of a shared local experience otherwise known as communities (our last name!).

*our value*



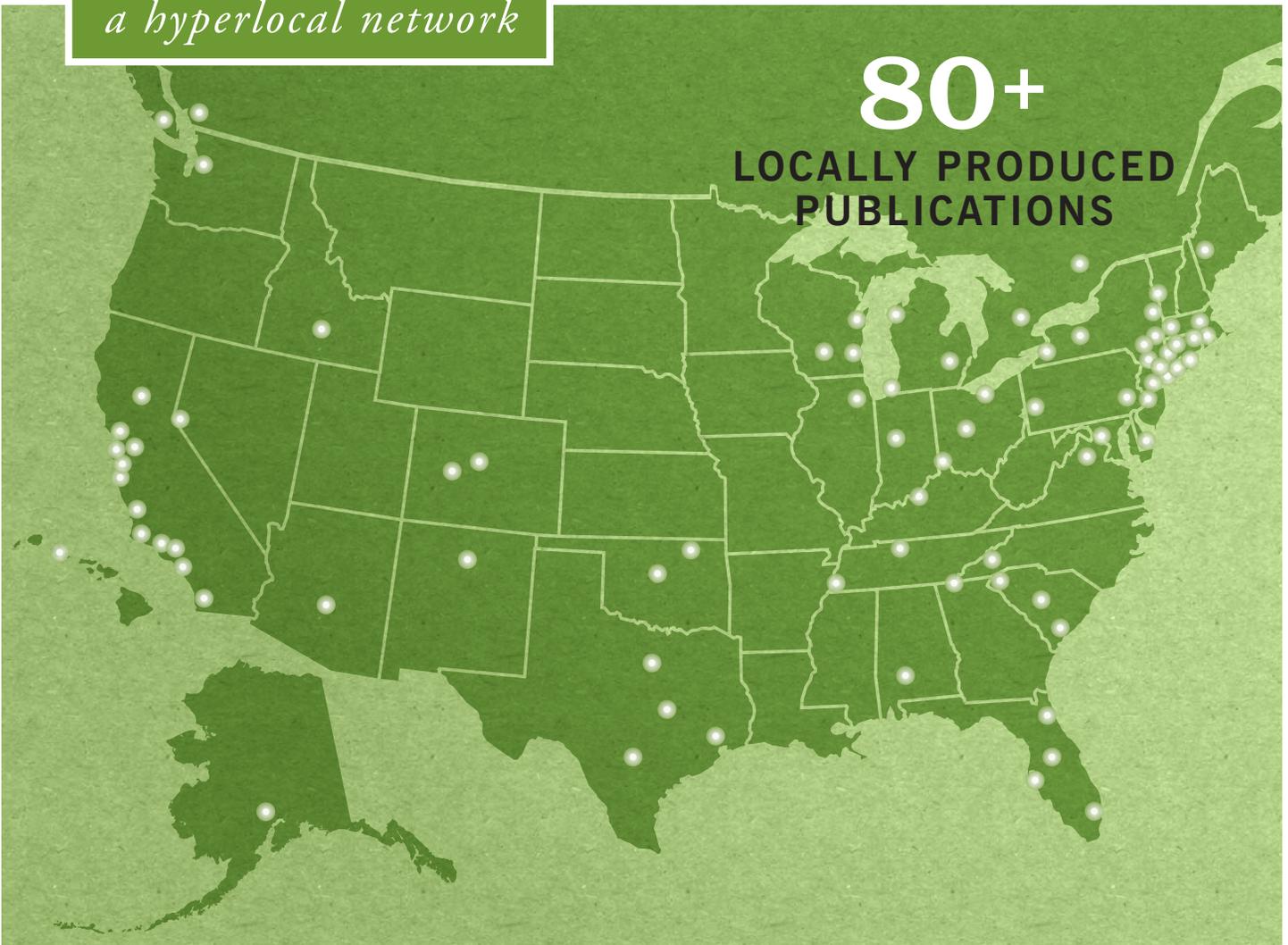
## What makes Edible unique

Like each of the 80+ publications in Edible Communities, Edible San Francisco is dedicated to supporting the local farmers, chefs, food artisans, fishers, vintners, brewers, home cooks, and small businesses that help feed people. For every Edible editor, the connection to community is passionate because it's personal: we live and work among the people we write about and the people who read their stories. Collectively, we comprise a powerful, hyperlocal network with a deep level of engagement and loyalty you won't find anywhere else. Readers want—even need—to feel connected to those around them, and the opportunity to connect through your local Edible is unique and invaluable.

*a hyperlocal network*

80+

LOCALLY PRODUCED  
PUBLICATIONS



## Targeted to affluent, sustainability-driven consumers

Edible Alaska	Edible Dallas & Fort Worth	Edible LA	Edible Ohio Valley	Edible Santa Barbara
Edible Allegheny	Edible DC	Edible Long Island	Edible Ojai & Ventura County	Edible Santa Fe
Edible Asheville	Edible Delmarva	Edible Louisville and the Bluegrass	Edible Oklahoma City	Edible Sarasota
Edible Aspen	Edible Door	Edible Lower Alabama	Edible Orange County	Edible Seattle
Edible Austin	Edible East Bay	Edible Madison	Edible Orlando	Edible Shasta-Butte
Edible Berkshires	Edible East End	Edible Maine	Edible Ottawa	Edible Silicon Valley
Edible Blue Ridge	Edible Finger Lakes	Edible Milwaukee	Edible Philly	Edible South Florida
Edible Boston	Edible Grande Traverse	Edible Manhattan	Edible Phoenix	Edible South Shore
Edible Bronx	Edible Green Mountains	Edible Marin & Wine Country	Edible Pikes Peak	Edible Toronto
Edible Brooklyn	Edible Hawaiian Islands	Edible Memphis	Edible Pioneer Valley	Edible Tulsa
Edible Cape Cod	Edible Houston	Edible Michiana	Edible Queens	Edible Upcountry
Edible Capital District	Edible Hudson Valley	Edible Monterey Bay	Edible Reno-Tahoe	Edible Vancouver & Wine Country
Edible Charleston	Edible Idaho	Edible Nashville	Edible Rhody	Edible Vancouver Island
Edible Chicago	Edible Indy	Edible Northeast Florida	Edible San Antonio	Edible Westchester
Edible Cleveland	Edible Jersey	Edible Nutmeg	Edible San Diego	Edible Western NY
Edible Columbia			Edible San Francisco	Edible WOW
Edible Columbus			Edible San Luis Obispo	
Edible Connecticut East				

*our local audience*



## A covetable community

Edible publications attract an educated, affluent audience of thought leaders and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. Edible readers spend a remarkable 59.4 minutes with each issue, and what they like best about the magazine is "that it's local." Who spends almost an hour of their leisure time with something they don't enjoy and find useful/inspiring?

Among the top actions taken as a result of their bond with Edible:

72% of readers pick up their copies of Edible at local businesses.

82% of readers who read the magazine in print also engage with their local Edible website.

96% of readers stated that they would be likely to patronize a restaurant featured in Edible.

93% report taking some sort of action as a result of reading Edible or visiting an Edible website.

*our local impact*



## Our partners. Our friends.

EDIBLE READERS ARE CONCERNED, CONNECTED, SAWY 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.

“Edible Publications are an ideal form of advertising for us. Their passion-filled pages echo the message that we are trying to relay to our community, that you can make a difference with the way you eat. Their commitment to promoting and supporting small artisan producers sets them apart from other food publications out there.”

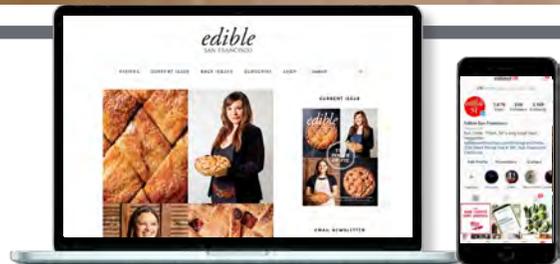
—Sam Mogannam, Bi-Rite Market

“I can’t keep copies of Edible San Francisco on my shelves for more than five minutes before my customers wipe me out. It is Bay Area’s premier food publication, and has its finger on the pulse of all the local food news and issues. As a bookseller, I see first hand how many people are seeing my ad as the magazine flies out of the store quicker than I can restock it!

—Celia Sack, Omnivore Books



# Digital, social & more



Beyond our quarterly magazine, Edible San Francisco can connect you to our highly engaged audience through multiple channels.

- 75% of all respondents report engagement with Edible online
- 87% have read at least 3 of the last 4 issues of an Edible e-newsletter
- 58% interact with Edible on social media

Reach our audience online.

- Monthly Newsletter sponsor opportunities
- Branded Content: Online advertorial story that you author
- Custom Content: Online advertorial story about your company brand, authored exclusively by Edible San Francisco
- Sponsored Video: Original video produced exclusively by the Edible San Francisco team
- Display ads: advertise on [ediblesanfrancisco.com](http://ediblesanfrancisco.com) and social media ads @ediblesf



**Join the most vibrant sustainable  
food community. Connect with Edible.**

*edible*

SAN FRANCISCO™

[ads@ediblesanfrancisco.com](mailto:ads@ediblesanfrancisco.com)

415-322-3615

# edible

SAN FRANCISCO™

We tell the story of how the city eats, drinks and cooks.

## PRINT ADVERTISING RATES 2021

PREMIUM PAGES	Size	1x	4x	Ad Design
Back Cover	8.625" x 11.125" (Size includes bleed)	\$2695	\$2500	no charge
Inside Front/Back Cover	8.625" x 11.125" (Size includes bleed)	\$2470	\$2245	no charge
INSIDE PAGES				
Full Page	8.625" x 11.125" (Size includes bleed)	\$2000	\$1500	no charge
Half Page {Horizontal}	7.5" x 4.75	\$1400	\$1000	no charge
Half Page {Vertical}	3.5" x 9.5"	\$1400	\$1000	no charge
Quarter Page	3.75" x 4.75"	\$1000	\$700	no charge
<b>SPONSORED CONTENT</b>	Full page editorial, with photo(s), produced by sponsor \$2250 Full page editorial, with photo(s), produced by EdibleSF staff \$2500			

**All rates are for full color ads.** Please submit your ad in one of the following formats: 300 dpi TIF, PDF or EPS file (with TIF preview) with fonts embedded.

**Ad Design** If we build your ad for you, one revision is included for free. Additional revisions are charged at \$65 per hour.

## DEADLINES

Issue	Ad Reservation	Ad Materials Deadline	Publication Date
Winter	December 15	December 30	January 15
Spring	March 15	March 30	April 15
Summer	June 15	June 30	July 15
Fall	September 15	September 30	October 15

**REACH THE ENTIRE BAY AREA WITH EDIBLE!**

Want to reach readers in Edible Marin & Wine Country, Edible East Bay, and Edible Silicon Valley too?

Contact us: [ads@ediblesanfrancisco.com](mailto:ads@ediblesanfrancisco.com) or 415-322-3615

# edible

SAN FRANCISCO™

We tell the story of how the city eats, drinks and cooks.

## ONLINE ADVERTISING EDIBLESANFRANCISCO.COM 2020

### INSTAGRAM | FACEBOOK

@ediblesf  
25K+ followers

SPONSORED POSTS:  
\$250: 10K impressions

### CUSTOM CONTENT AND VIDEO

#### Branded Content

##### WE DELIVER:

- A feature story on ediblesanfrancisco.com written and produced by the Edible San Francisco staff
- Promotion of your story on Instagram, FB and Twitter

##### COST:

\$750/year

#### Sponsored Content

##### WE DELIVER:

- An online feature on ediblesanfrancisco.com that you provide
- Promotion of your story on Instagram, FB and Twitter

##### COST:

\$500/year

#### Sponsored Video

##### WE DELIVER:

- Original video produced by the Edible San Francisco staff with audio + captions
- Includes 4:5 aspect ratio for Instagram feed and 9:16 aspect ratio for Instagram stories + IGTV
- Promotion of your video on Instagram, FB and Twitter

##### COST:

1 minute \$250/video

2 minute \$350/video

3+ minute/negotiable

### DISPLAY ADS ediblesanfrancisco.com

Leaderboard 728x90

\$450 /month

Skyscraper 160x600

\$400/month

Medium Rectangle 300x250

\$300/month

**Positioning:** This ad appears in the newsletter immediately following the EAT section.

**Image specs:** One click-through image (600x400px), 72 DPI, max file size 1MB. Acceptable formats: jpg, png, gif.

We can create your artwork for you, including a rotating image (.gif) at no additional cost. Includes 2 revisions of your ad. Additional revisions are billed at \$65/hour.

**Content:** 50 words of text which you can use for additional reach or promotion below the image.

**Custom button:** Buy Now! | Order Now! Contact Us! | etc.

**Rate:** \$250 per newsletter, or reserve 3 ads for \$750 and get the fourth for free for a \$250 savings.

**Deadline:** for creative is EOD on Wednesdays. The newsletter is published every Saturday morning at 7 a.m. PST.

1 ad @ \$250.00

Ad run date: \_\_\_\_\_

3 ads @ \$750.00 + 4th ad FREE

Ad run dates: \_\_\_\_\_



**EAT. DRINK. THINK. NEWSLETTER**  
**Insertion Agreement**

**Business information:**

---

Business Name

---

Contact Name

---

Business Address

---

City, State, Zip

---

Phone

---

Email

---

Business URL

NOTES:

BUSINESS INFORMATION:

Business Name

Contact Name

Business Address

City, State, Zip

Phone

Email

Business URL

NOTES:

2020

WINTER  SPRING  SUMMER  FALL

2021

WINTER  SPRING  SUMMER  FALL

PRINT AD SIZE

FULL  HALF VERTICAL  HALF HORIZONTAL

QUARTER

\$ Price per insertion

Publication Date	Space Reservation
2020 Winter	Dec. 10
2020 Spring	March 10
2020 Summer	June 10
2020 Fall	Sept. 10
2021 Winter	Dec. 10
2021 Spring	March 10
2021 Summer	June 10
2021 Fall	Sept. 10

CREDIT AUTHORIZATION

Credit Card  MC  VISA  AMEX  DISCOVER

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City/State/Zip

PAYMENTS

Charge Date:

Charge on Due Date (see below)

Charge if alternate payment not received.  
All advertisers are required to have a credit card on file to charge in the event of non-payment. This card will not be charged unless invoice has reached 40 days aging or 10 days past due.

Charge Frequency:

Weekly

Monthly

Per Issue

Per Contract (10% discount for annual payments)

All credit card information will be kept confidential.

TERMS AND CONDITIONS

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

B. INSERTION CANCELLATION: An insertion may be canceled by the advertiser with written notice not less than 15 days prior to the next scheduled Ad Space Deadline. If an insertion is canceled before the full insertion order period has been completed, advertiser is subject to repayment of any charges previously waived or discounted for any reason, including unearned multiple-issue discounts. Such waived charges and discounts will be added to the final statement and due upon receipt. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for all payments due.

C. Positioning of advertisements is at the discretion of ESE, except where a request for a specific preferred position is acknowledged by ESF in writing.

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

E. Conditions other than rates are subject to change by ESF without notice.

F. In the event that any amounts due ESF under this agreement are not paid in accordance to prescribed payment terms (net 10 days), ESF reserves the right to charge interest for delayed payment of 1½% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.

G. 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 are instituted by ESF to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.

SIGNATURE

DATE