

edible
VANCOUVER ISLAND
media kit

Our Mission

Through captivating images and inspiring stories, *Edible Vancouver Island* connects readers with local food and the people who produce it. From farmers, foragers, and fishers, to food & drink artisans, chefs, home cooks, and those of us who enjoy the results of their efforts; together we comprise the region's dynamic food & drink culture. With such abundance to celebrate, Islanders share an emotional attachment to their food, to the land, rivers and oceans, and to those who produce and prepare it. "Island Time" really does exist, and it is worth celebrating indeed!

Edible Vancouver Island

Magazine Distribution / Where to Find Us

Distribution: 15,000 across Vancouver Island + The Gulf Islands

Readership: 40,000 per issue

Frequency: 4x per year

Annual Reach: 160,000

Beyond Our Pages

- **EdibleVancouverIsland.com**
- **Digital integration:** advertising packages can include online listings, photography, branding strategy & digital marketing support, and hyper-linked content from the digital edition of our magazine
- **E-newsletter**
- **Dynamic Social Media Presence**
- **Festivals and events**
- **Photography**
- **Eat local source guides**
- **Edible Communities**

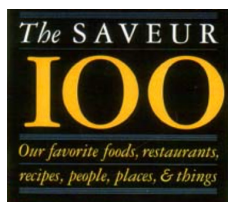
Edible Vancouver Island is distributed to specialty markets, restaurants, coffee shops, wineries & other beverage producers, and unique culinary destinations across all of the Islands within our region. Each issue is also direct-mailed to paid subscribers.

Edible Communities

Locally owned and operated, *Edible Vancouver Island* is a proud member of *Edible Communities Inc. (ECI)*, a publishing network of more than 90 distinct culinary regions throughout North America. ECI is devoted to telling the stories and sustaining the efforts of the farmers, chefs, food artisans, vintners and home cooks who feed us.

James Beard Foundation: 2011 Publication of the Year

Saveur magazine: Top 100 in 2004 & 2006



By the Numbers



77% women
and 23% men

Targeted Demographic

89%

would pay more for a product or service that is organic, sustainable, local, or that has a story behind it

87%

college graduates

2.7

of readers sharing each *Edible* Magazine

The *Edible* reader is typically **21 to 54+** years old, regularly drinks beer, wine, or spirits, eats out at least once per week and purchases artisanal food from farmers markets.

Our Readers - On “Island Time”

Islanders love where they live, and live where they play. Our focus is always on family and friends first, quality of life, and a healthy lifestyle with plenty of outdoor activities. We eat what we grow/catch/harvest, and we love to discover and experience the region's amazing food & drink options. We respect our heritage, our environment, and our elders. We respect the land and waters which surround us, those who work it, and those who provide for us. And we celebrate these connections.

97% of *Edible* readers say it is important to know where to find local food when they travel.

64% rely on *Edible* to find local food options in the places they visit.

59.4 minutes average time spent with each issue.

Our Region

- 800,000 residents with an average age of 45.3
- 5,000,000 visitors every year
- Over 2,600 working farms
- More than 3,340 km of coastline
- 100+ wineries, breweries, cideries, meaderies, and distilleries



Dine out
2+ times
a week.



Buy from
local food
artisans.



Purchase
alcohol.



Read every
issue.



Cook
regularly.

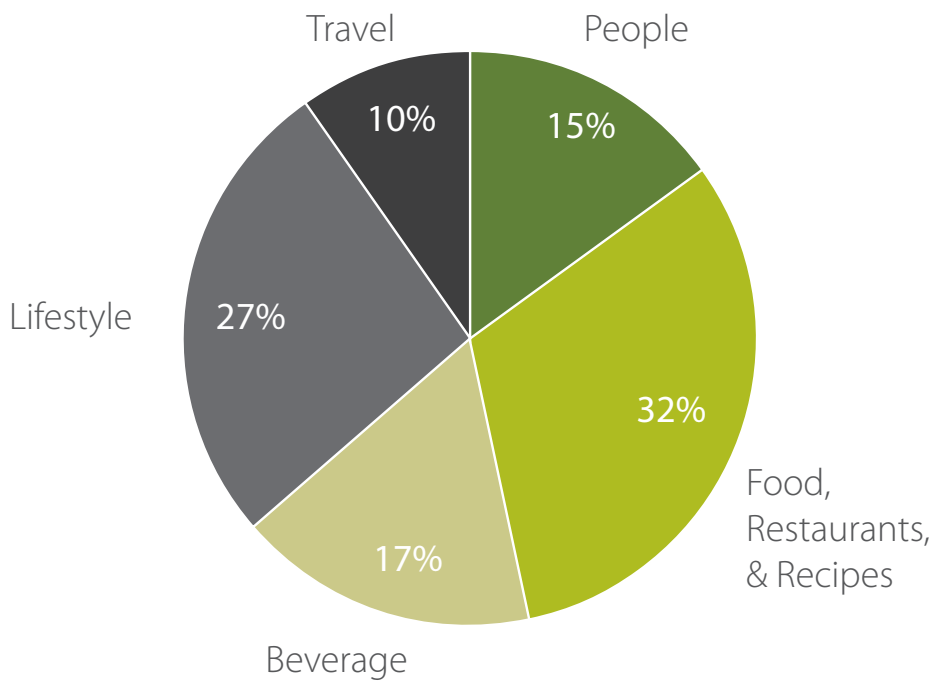


Like to
travel.



This data was derived from a survey of Edible readers across North America. Readers of Edible publications discover their communities and the businesses they want to patronize in the pages of Edible magazines.

Editorial Profile



Value Proposition

Engagement = Design + Content

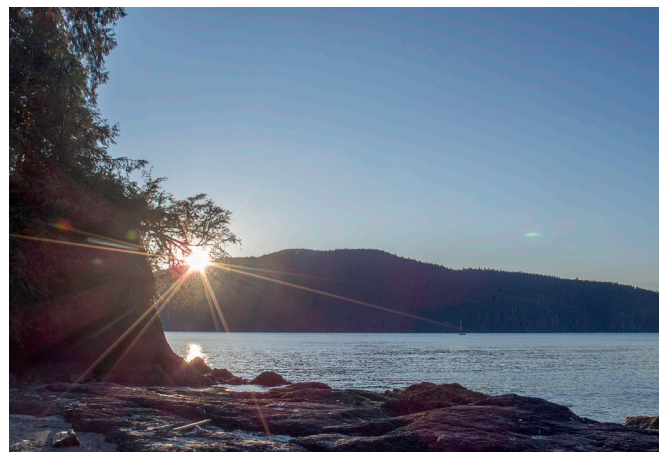
Inspiring Stories, Captivating Images, People, Events,
Food, Drink, Recipes

Edible Vancouver Island is
100% locally owned and curated

- Local owners / local contributors / local readers
- Full Island Coverage
- Celebration, Sustainability, Connection
- Strong & Committed Digital Presence
- Longevity in Print - beautiful, practical, collectible
- Partnership opportunities with other *Edible* titles
- Entertaining and informative / visually appealing / easily digestible

“Vancouver Island continues to maintain the #1 spot as Best Island in Canada, followed closely by the Gulf Islands at #2. ‘Rugged beauty, friendly people, and still waters that run deep’ are some of the reasons Vancouver Island – North America’s largest Pacific island – continues to be selected as one of the world’s leading island destinations.”

—Tourism Vancouver Island news release



Advertising Rates

Ad rates are per issue

PREMIUM PAGES

SIZE: W x H

1-2 x ISSUES

3-5 x ISSUES

Back Cover	8.375" x 10.875" (+0.125" bleed)	\$3,200	\$2,600
Inside Front or Back Cover	8.375" x 10.875" (+0.125" bleed)	\$2,800	\$2,300

INTERIOR DISPLAY ADS

Full Page	8.375" x 10.875" (+0.125" bleed)	\$2,300	\$1,875
Half Page (horizontal)	7.625" x 4.75"	\$1,475	\$1,225
Half Page (vertical)	3.75" x 9.75"	\$1,475	\$1,225
Third Page	2.375" x 9.875"	\$975	\$850
Quarter Page	3.75" x 4.75"	\$800	\$650
Sixth Page	2.375" x 4.875"	\$450	\$400
Edible Marketplace	2.375" x 2.875"	---	\$350

EDITORIAL CALENDAR

SPRING

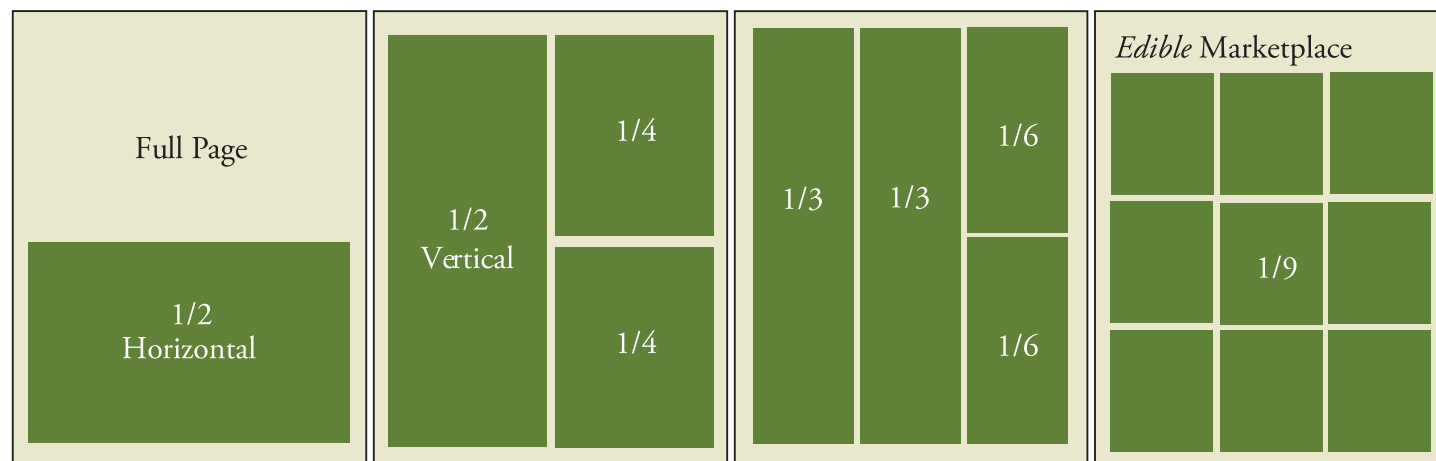
SUMMER

FALL

WINTER

Publication Month	March	June	September	December
Space Reservation Deadline	Jan 11	April 19	July 19	Oct 18
Payment/Ad Deadline	Feb 1	May 3	Aug 2	Nov 1

“*Edible* readers are intelligent, informed, and passionate consumers who place a premium on quality products and experiences. They look for value, but don’t mind paying more for exceptional quality. They will discover your business in our pages.”



Digital marketing programs

Edible Vancouver Island is a vibrant online community with original content on our website and a strong social media following.

Through robust 360° marketing strategies, we cut through the clutter to convey clear messaging that resonates personally with our audience and your customers. Join our digital membership program, and let us create a customized marketing solution for your business.

Social Media

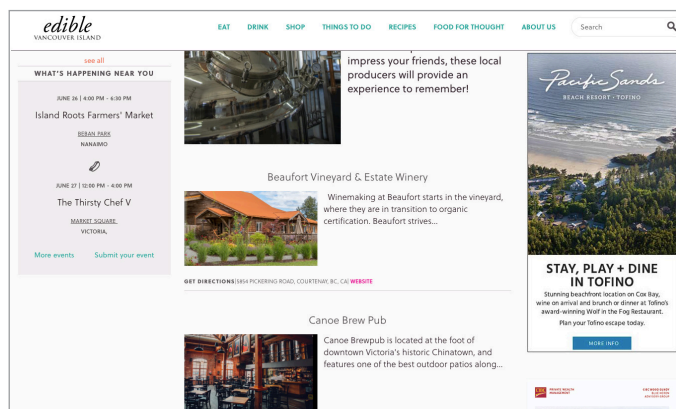
Let us share your message with our influential audience on Facebook and Instagram to extend the reach of your own posts.



@EdibleVanIsle  

Sponsored Content and Web Ads

Our website is the authority for all things food and drink related on Vancouver Island.



Beyond Vancouver Island

With over 80 publications in the Edible Community, our digital reach extends across Vancouver Island, the Gulf Islands, Mainland BC and all of North America.

Newsletters

Original content, photos, ads and events are combined to create our monthly e-newsletter.

SUSTAINABLE PRACTICES IN THE VINEYARD

Health for people—and for the planet—is at the heart of everything that happens at Beaufort Winery in the Comox Valley.



Owners Jim and Suzy Cameron are committed to dynamic leadership in sustainable farming. Their support for innovative techniques in agriculture has helped to position Beaufort at the forefront of modern wine growing on Vancouver Island. With 12 vineyard acres and 10 varieties planted, Beaufort is in the final stages of its transition to organic agriculture with the Pacific Agricultural Certification Society. Full certification for the vineyard and surrounding land is expected in September 2019.

[READ THE ARTICLE](#)

UPCOMING EVENTS

If you are hosting an event, please [submit it to our online calendar](#) so we can help spread the word!



Our audience is growing rapidly with an **average 50% increase** each month on our website, newsletter, Facebook and Instagram. Ask your account rep or contact dawn@ediblevancouverisland.com for more information.

Pricing

WEBSITE ADS	SIZE	1 MONTH
Footer Banner	728 x 90 pixels	\$200
Vertical Ad	300 x 600 pixels	\$250
Box Ad	300 x 250 pixels	\$200

E-NEWS	SIZE	SINGLE
Newsletter Box Ad	300 x 250 pixels	\$200
Exclusive e-Blast		\$350

MEMBERSHIP PACKAGE \$599 / YEAR

- Introductory posts on our Social Media platforms and Newsletter
- Professionally written article or business profile on our website
- Monthly social media posts on @EdibleVanIsle to augment your own promotions
- Event Listings on our website

PREMIER MEMBERSHIP PACKAGE \$899 / YEAR

- Complete Membership Package as described above, plus:
- Quarterly articles on EdibleVancouverIsland.com
- One 300x250 rotating box ad on the website for the full year

SIX WEEK EVENT PACKAGE \$399

- Box ad or customized article on EdibleVancouverIsland.com
- Ad in our monthly newsletter
- Posts on our Social Media platforms with an optional add-on for contests
- Event Listing on our website and Facebook page

ADDITIONAL MARKETING SUPPORT | PLEASE ASK US FOR A CUSTOM QUOTE

BASED ON \$80/HR

- Marketing strategy & business consulting services
- Additional photography and graphic design as needed
- Social media coaching & strategy