



edible

GREEN MOUNTAINS

Wedding Edition

Celebrating Green Mountain Love

MEDIA KIT

Member of *Edible Communities*



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IN THIS ISSUE

PLEASE BE SEATED

There couldn't be a more special place to get married than The Green Mountains. We celebrate a Farm-to-Table wedding in our Spring Issue with a special highlighted section that will showcase the unique character and beauty of Vermont. We are the community resource that connects the dots of the bounty of seasonal, locally grown foods, highlights our local farmers and artisans, and we also show what the region has to offer. Engaged couples strive to create one-of-a-kind celebrations filled with the personal touches that result in a truly unforgettable occasion for themselves and their guests.

Edible Green Mountains is published four times a year and is part of Edible Communities, an award-winning network of more than 80 regional print food publications across the US and Canada, supported by editorially and visually rich digital, mobile, and television content.

Edible Communities is the largest publisher of local food magazines in North America. *Edible Green Mountains* is distributed to more than 250 locations in and outside the Green Mountains and is a trusted resource with a pass-along rate of 3-5 which means your ad will be seen by potential brides, visitors and residents alike.

Our readers are informed, affluent and passionate consumers that place a premium on high-quality food and products. Edible readers are champions of local businesses, and not just when it comes to food and drink. They are seeking an experience and a relationship with businesses they patronize. They can discover your business in the pages of *Edible Green Mountains*.



EVERYTHING WEDDING FOR THE BIG DAY, WEEK, MONTH, YEAR

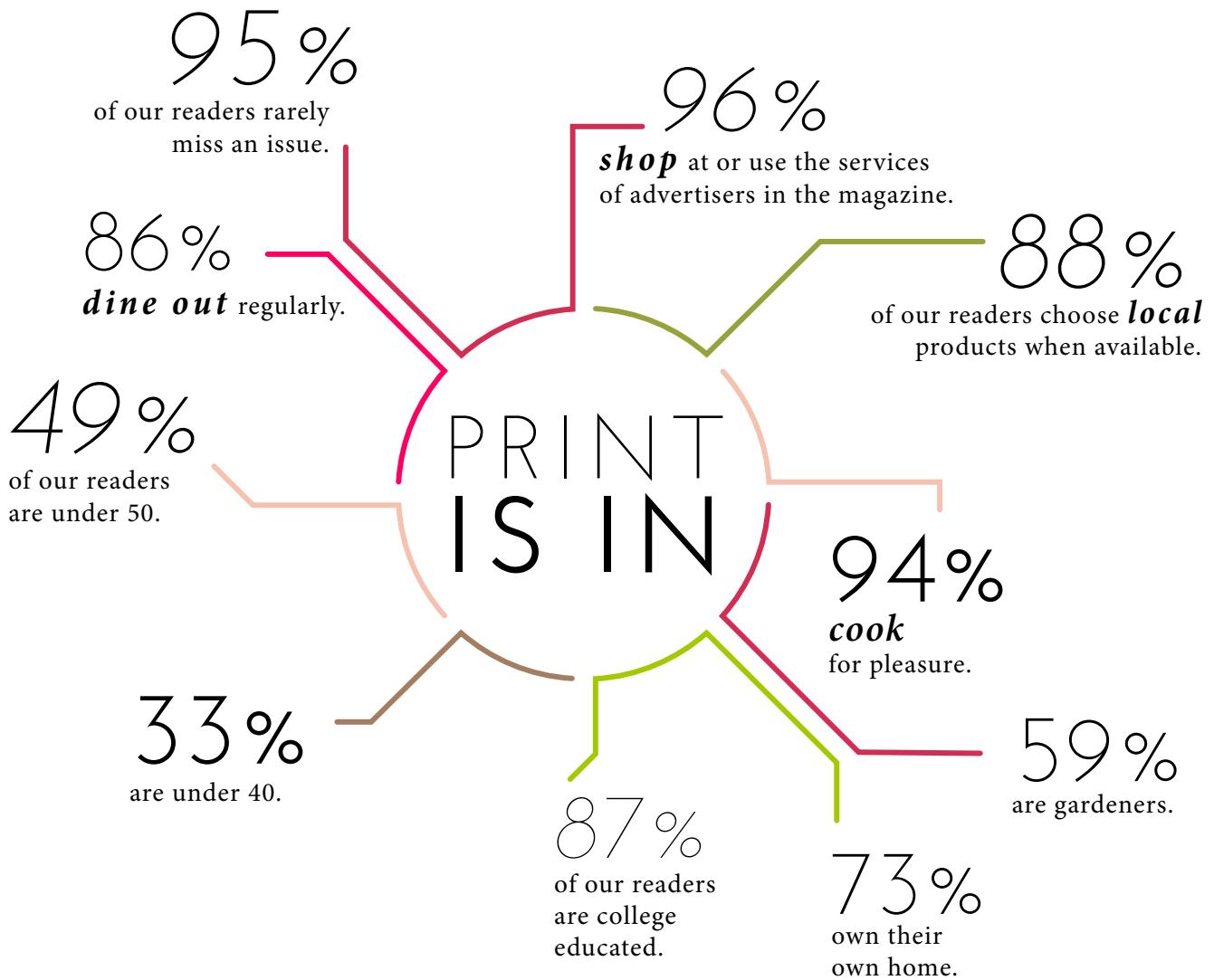


SERVICES

RESOURCES

VENDORS

TRENDS



DOES PRINT ADVERTISING WORK IN THE DIGITAL AGE?

In the words of *New York Times* media columnist David Carr: “**Print continues to be a remarkable technology...with its own durable glories.**” He’s not talking about newspapers, but the power of excellent niche print media. There is something almost magical in the juxtaposition of excellent typography, luscious photographs, the sheer tangibility of holding a well-designed collectible in your hands. You can’t get that experience from online, radio, TV tablet or smart phone.

Edible Green Mountains features outstanding photography and design, top-notch journalism, and is printed on a high quality matte stock and perfect bound. It’s something to cherish and return to again *and again.*

Our readers tell us they keep every issue. Which means they see your ad even longer.

SAVE THE DATE DETAILS

Join Edible Green Mountains Annual Wedding Guide

To further our mission of supporting local business owners, we're creating a beautiful wedding guide. It showcases only the area's best caterers, florists, rental companies, and other vendors involved in our local wedding industry. The guide is an annual insert inside *Edible Green Mountains* Spring Issue. Along with the purchase of any size ad, you'll also be included in our exclusive Wedding Directory on EdibleGreenMountains.com/weddings. Your directory listing will live year-round on our website.

We can't wait to have you join our endeavor in providing a stellar wedding guide highlighting the most phenomenal vendors in the Green Mountains.

Pricing and Specifications

SPECIAL FEATURES SECTION

Contact us for details.

TWO PAGE SPREAD
17" w X 11" h | **\$2,900**

FULL PAGE
8.375" w X 10.875" h | **\$1,700**

HALF PAGE
7.5" w X 4.75" h | **\$1,025**

QUARTER PAGE
3.625" w X 4.75" h | **\$600**

SIXTH PAGE
2.35" w X 4.5" h | **\$400**

TWELFTH PAGE
2.35" w X 2.25" h | **\$210**

SENDING THE AD ARTWORK

If you design the ad:

- Send us the file (PDF with outlined text or 300+ DPI CMYK image).
- Send them to mary@ediblegreenmountains.com.

If we design the ad:

- Send us high-resolution photos and logo. (See explanation on right)
- Send us text for the ad, and indicate which text has highest priority.
- Note about how you want it to look.
- Send them to mary@ediblegreenmountains.com.

AD FILE FORMAT SPECIFICATIONS

- 300+ DPI TIFF or highest-quality JPG, CMYK
- EPS or PDF file with fonts embedded or outlined
- Please make sure your ad is the correct dimensions and is CMYK, not RGB.
- Full-bleed ads: Please make sure no text is within ¼ inch of the trim line.

PLEASE COMPLETE THIS CHECKLIST

- Fill out the Advertising Agreement Form on the last page.
- Send payment by phone: Mary Blair at 802-768-8356 or by mail to: Edible Green Mountains
PO Box 2607
Manchester Center, VT 05255
- Add yourself to our mailing list at EdibleGreenMountains.com
- Add us to your press contact list so we can stay informed on your news!

Issue Deadlines

Ad Reservation April 5
Ad Art Deadline April 5
Publication Date Late April

LOGO

IMAGE

IMAGE

IMAGE

FULL PAGE

8.375" X 10.875" (W X H)

LOGO

HALF PAGE

7.5" X 4.75" (W X H)
(HORIZONTAL ONLY)

IMAGE



*LOGO
IMAGE*

*QUARTER
PAGE*

3.625" x 4.75" (W X H)



LOGO IMAGE

SIXTH PAGE
2.35" x 4.5" (W X H)
(VERTICAL ONLY)



LOGO IMAGE

TWELFTH PAGE
2.35" x 2.25" (W X H)



TWELVTH, SIXTH, QUARTER, AND HALF PAGE OPTIONS

ADVERTISER AGREEMENT

welcome to the family

First & Last Name _____ Business Name _____

Business Address _____ City _____ State _____

Zip Code _____ Phone _____ E-mail _____

Ad size _____ Number of Insertions _____ Ad Rate _____

Issue date of first insertion _____ Ad changes contact person _____

Billing contact _____ *Edible Green Mountains* Account Manager _____

Mailing address _____

E-mail address _____ Website _____

Special Notes _____

TERMS AND CONDITIONS

1. All contents of advertisements are subject to *Edible Green Mountains* approval. *Edible Green Mountains (EGM)* reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. *EGM* reserves the right to insert the word "advertisement" above or below any copy.
2. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If a contract is canceled before the contract has been completed, cancellation is also 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.
3. Positioning of advertisements is at the discretion of *EGM*, except where a request for a specific preferred position is acknowledged by *EGM* in writing.
4. *EGM* shall have no liability for errors in key numbers or advertisers' index (Source Directory).
5. *EGM* shall have the right to hold advertiser and or advertising agency jointly and severally liable for such monies as are due and payable to *EGM* for advertising which advertiser or its agent ordered and which advertising was published.
6. Conditions other than rates are subject to change by *EGM* without notice.
7. In the event that any amounts due *EGM* under this agreement are not paid in accordance to prescribed payment terms (net 10 days), *EGM* reserves the right to charge interest for delayed payment of 1-1/2% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
8. This agreement shall be governed and constructed in accordance with the laws of New York. In the event that commercial collection or legal proceedings be instituted by *EGM* 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 _____

Edible Green Mountain Weddings