

Member of Edible Communities

edible GREEN MOUNTAINS™

Celebrating the Abundance of Local Foods, Season by Season

www.ediblegreenmountains.com

Editorial Preview

Edible Green Mountains focuses on local, sustainable food sources and the people who work the land to bring this bounty to our tables. Readers will be served a delicious array of information about what's in season, what's for sale and where to find it, and who toiled and tilled to bring this food to our plate. Additionally, we present recipes that make our local bounty a joy for the home cook. The pages will also include stories from a national stage that impact our local food economy. And for pure enjoyment – food as art – through poetry, stunning photography, and illustrations. Edible Green Mountains will be a feast for the eyes, the intellect and the palate.

EDIBLE SEASON

We celebrate what's in season by taking readers to visit local farms, home gardens and farmers markets throughout our city.

FROM THE GOOD EARTH

In each issue we will profile the unique farmers, foragers and forward-thinking farm businesses, and artisans that work diligently to provide us with local products in a sustainable way. These are the faces of our local food.

EDIBLE TRADITIONS

Food memories seem to linger longer than any other. Let's relive them through a celebration of the past and present. Mom's ice tea, grandma's cookie jar, holiday customs – these are the little things that make food and life endearing.

AT THE TABLE

Stories from local chef's, cookbook authors and noteworthy home cooks about the role of local sustainable foods and how they affect their lives and ours.

EDIBLE RECIPES

Each issue will include seasonal recipes from local growers, chefs and artisans that are delicious and easy to make in the home kitchen.

LIQUID ASSETS

We examine the art and science of beverages being crafted in our backyard, from age-old cocktails to innovate micro brews. Here we include tasting notes, where to buy the products, and the profiles of who is making them.

NOTABLE EDIBLES

The latest food related finds from the region. Look for tips on where to eat, shop for kitchen gadgets and find ingredients, as well as, other bits of culinary information.

WORTH THE TRIP

A series of day trips that lead to memorable culinary discoveries.

What They are Saying about Edible Communities

"I just love reading [Edible Communities] publications cover to cover — they are some of the best things I've ever read."

— Julia Child

"I call what you are doing 'The Edible Phenomenon' — you've accomplished something that most publishers have not done. The concept and the publications are fantastic."

— Margo True, former Managing Editor, *Saveur* magazine (now the Food Editor for *Sunset* magazine)

"[Edible Communities publications] are the New Yorker of food — smart, witty, and attractive."

— The Ventura County Reporter

"[Edible Communities publications] have become the unofficial literary journals of the farmer-writer movement."

— The New York Times

"Everything about the vibrant seasonal newsletters is local. [Edible Communities publications] aim to define a distinct regional cuisine for each [area they publish in]."

— San Francisco magazine

"[Edible Communities publications] are magazines with a mission!"

— The East Hampton Star

"Beyond the printed word, their mission is to connect consumers with local growers, chefs, and food artisans of all kinds..."

— Cape Cod magazine

"Your publications always leave me with a good feeling. One can easily recognise they are in the hands of a talented team of writers and designers as well as a caring publisher."

— John Thorne, publisher, *Simple Cooking*



What Makes our Readers Special?

Edible Green Mountains readers are concerned, connected, savvy and community minded. They are active consumers who are passionate about local foods and sustainability. They are champions of local, independent businesses. They care about the quality of the food they eat and where it comes from. They look for value but don't mind paying more for something if its quality is exceptional and there is a good story behind it. They are regular restaurant diners and terrific home cooks. They support their local farmers markets and understand that the best tasting foods are seasonal, fresh, and local.

Demographic (Based on Edible Communities survey)

- Even readership between men and women
- Over 50% of our readers are between 25-40 years old
- Each copy of the magazine is shared with an average of 3-5 people
- Over 80% are professionals, entrepreneurs, educators and artists
- Majority audience would pay more for a product that has a story behind it

Why do They Value Edible Communities?

Frankly, they trust us. They know that we care as deeply as they do about our local communities. They know we produce honest, smart and aesthetically beautiful publications. No other magazine devotes editorial exclusively to our local foods, so we bring them the information they are looking for. And that makes our advertisers much more attractive to them.



Why Advertise in Edible Green Mountains?

- Our readers save and savor every copy of Edible Green Mountains. These magazines are valuable reference material that are not discarded like general interest or advertising-heavy publications — we always have more content than ads so you will not get lost in the crowd.
- Our rates are the most cost effective in the region for reaching connected consumers who sincerely care about businesses like yours.
- Supporting Edible Green Mountains aligns you with the local food community and allows us to continue to promote its bounty.
- Complimentary listings online at www.ediblegreenmountains.com.
- Advertisers receive a supply of Edible Green Mountains to give to their customers free of charge.

Other Things our Readers Tell Us

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

"We pick up extra copies from local advertisers and mail them out to our family members who have moved away so they feel close to home still."

"Out of all the magazines we subscribe to, Edible Communities publications are our favorites."

"I thought I knew everything about the local foods and farmers in my community, but I learn something new every time I read your publications."

"Every time I realize another issue is due, I start watching the mailbox for it. I can't tell you how much I look forward to reading it, and you have never disappointed me. Every issue is great."

Don't Take Our Word For It



Edible Communities Publications are the proud recipients of the 2011 James Beard Foundation Publication of the Year Award. The award recognizes a publication—in magazine, newspaper, or digital format—that demonstrates fresh directions, worthy ambitions, and a forward-looking approach to food journalism.

Strength in Numbers

Edible Green Mountains is part of Edible Communities, with a shared mission to connect consumers to the farmers, chefs and food artisans within a community.

Praise from Peers

Edible magazines have become a recognized brand name in the food world. A complete list of press clips is shown at www.ediblecommunities.com and includes: Bon Appetit, Gourmet, The Los Angeles Times, The New York Times, Saveur and more.

Recently, Folio has named founders of Edible Communities Publications, Tracey Ryder and Carole Topalian among the 40 most influential people in magazine media. And they were winners of the Hot 10 people, companies and products setting new standards of culinary excellence in food, drinks, travel, and design in 2009 by Bon Appetit Magazine.



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