

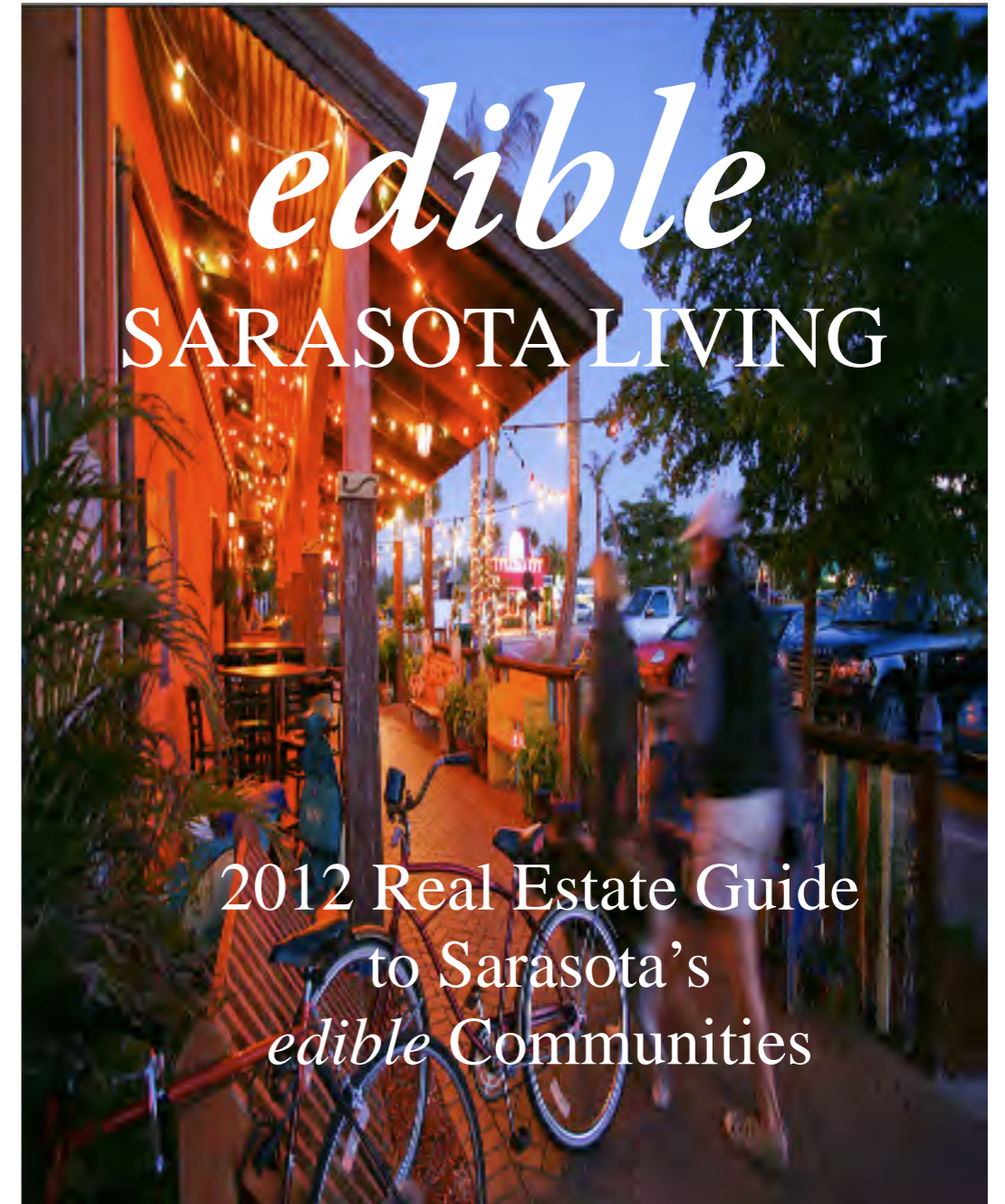
Hyperlocal. Timeless. Satisfying.

edible

SARASOTA LIVING

Welcome to the premiere real estate issue of *edible* SARASOTA LIVING, the latest editorial supplement to *edible* SARASOTA magazine, providing readers with up-to-the-moment real estate information about the uniquely local Sarasota neighborhoods you already know and love from a food and community point of view.

Here, you will learn about Sarasota real estate as well as what makes each neighborhood tick, from the local foods and farmers markets, to the chefs and artisans. Join us as we celebrate and showcase the uniqueness that makes each Sarasota neighborhood such a vital and exciting part of the *edible* world.



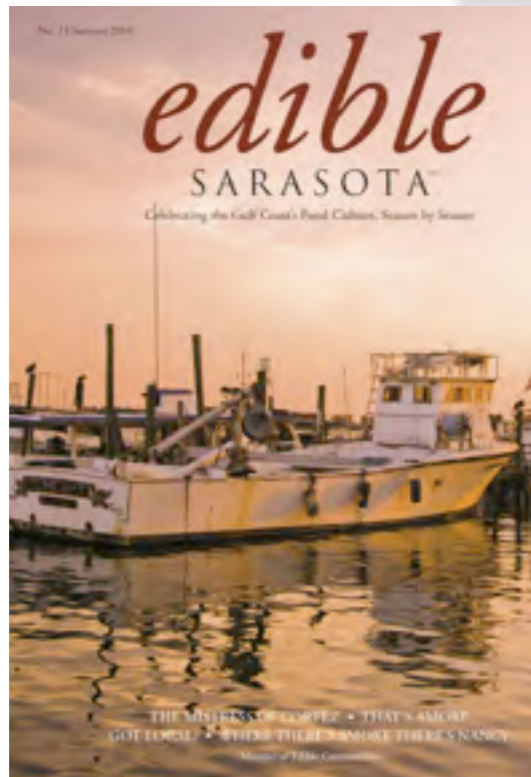
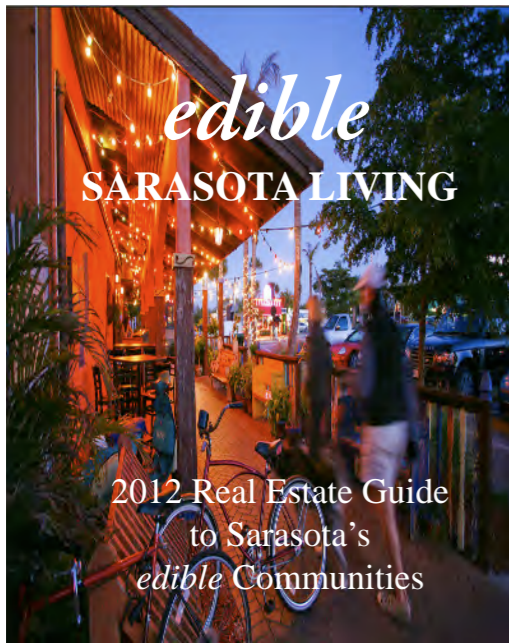


FAQ

The *edible* Guide to Sarasota Real Estate

edible SARASOTA LIVING
Media Kit 2012

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- **What is it?**
 - *edible* SARASOTA LIVING is a premium, pull-out real estate supplement that will be featured in *edible* SARASOTA magazine's 2012 Spring issue on stands April 16th
- **What's in it?**
 - Stunning editorial highlights of featured Sarasota neighborhoods
 - Premium ad placement opportunities for Sarasota real estate properties for sale
 - Personalized agent profile pages with *edible* neighborhood tips
- **What's the reach?**
 - Over 15,000 copies are distributed each quarter in over 100 premium hotels, eateries, and local businesses throughout Sarasota
- **What does sponsorship include?**
 - Ad placement in over 15,000 *edible* SARASOTA LIVING supplements, placed within *edible* SARASOTA's Spring 2012 magazine
 - Copies of *edible* SARASOTA LIVING supplements to distribute to your clients
 - Copies of *edible* SARASOTA magazine to distribute to your clients
 - An *edible* SARASOTA LIVING app for your clients to download to their iPhones/iPads

+ Editorial Preview

Where to Live and Why

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LONGBOAT KEY



Why We Love It

From its exquisite homes and manicured estates to its magnificent beaches, boutiques and restaurants, Longboat Key is old Florida at its most idyllic. Tropical relaxation and beachfront lifestyle makes Longboat Key a treasure island. Longboat Key graciously combines the old with the new, and the upscale with the low key. Only here do ocean and pop martini and old fashioned lounge colonies blend with waterfront villas and sleek modern condos.

Longboat Key offers real estate perfect for every budget, whether it's palatial or a romantic cottage, evocative of the glories of Old Florida. Stay put and enjoy the old world warmth of this majestic paradise, or pop over the causeway for visits to top-notch farmer's markets, CSAs, organic farms, museums, and popular restaurants.

edible Charm

Harry's Continental Kitchen. Harry and Lynn Christensen first came to the area in the 1970s intending to visit Naples. They never got there. Filled in love with the beauty and charm of Longboat Key they decided to settle and start a business. The town that Ringling built made sense for the Christensens. They loved the water, and the low-key nature of the place. The Christensens opened Harry's in 1979, when many people from Orlando and Tampa owned weekend homes on Longboat Key.

The Christensen family is proud that their food and baked goods are made daily on the premises. They work hard to purchase as much local food as possible, and are particularly pleased that they are able to use local Gulf fish for their dishes. Their Meyer lemons are picked from Hil's grandmother's backyard tree.

edible Lifestyle

Longboat Key's scenic location provides the best of both worlds for fans of the Edible Lifestyle. The gorgeous barrier island offers easy access to downtown Sarasota's top farmer's markets, wineries, local food and wine festival galore, as well as the world famous St. Annamaria Cade.

Here, residents and visitors from nearby communities can celebrate the beauty of the Gulf while the sun sets, shoppers can window shop amidst some of the finest boutiques in the area, swimmers, surfers, sport fishermen and sailors can spend hours on and in the brilliant blue water; and if it's resort life and championship golf you're looking for, it's a stone's throw away.

LONGBOAT KEY PROPERTIES FOR SALE

WHETHER IT'S AN OPEN, WATERFRONT VILLA THAT YOU'RE AFTER, A SLEEK, MODERN CONDΟ, OR AN ADORABLY MANICURED COTTAGE, LONGBOAT KEY OFFERS POSSIBILITIES FOR EVERYONE.

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LONGBOAT KEY REAL ESTATE PROFESSIONALS

 SALLY GREENBERG DREAM ISLAND REALTY TELEPHONE: (941) 55-5555 EMAIL: SALLY@DIRE.COM	 MIKE GREENBERG DREAM ISLAND REALTY TELEPHONE: (941) 55-5555 EMAIL: SALLY@DIRE.COM
edible 130 I love Opena Cafe for the best croissants made fresh every morning. The Little Cheese Shop is also divine for making the perfect cheese plates at cocktail parties. You can't miss the eat Local food festival every June.	edible 130 I love Opena Cafe for the best croissants made fresh every morning. The Little Cheese Shop is also divine for making the perfect cheese plates at cocktail parties. You can't miss the eat Local food festival every June.
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+ Content

- Personal, intimate, hyperlocal Sarasota editorials
- Cool, beautifully designed Edible content

+ Real Estate Marketing

- Beautifully integrated property detail listings
- Customized personal profile features

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Real Estate Marketing

Sponsorship Opportunities

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MIKE GRAYSON
DREAM ISLAND REALTY
TELEPHONE: (941) 55-5555
EMAIL: SALLY@DIRE.COM

edible *Tips*

I love Opera Cafe for the best croissants made fresh every morning...

The Little Cheese Shop is also divine for making the perfect cheese plates at cocktail parties.

You can't miss the eat Local food festival every June.

- **1/4 Page Agent Profiles**
 - Personalized agent profile listings with “get to know you” editorial *edible* content specific to each featured Sarasota neighborhood
- **1/10 Property Detail Pages**
 - Beautifully integrated property detail pages with 4-color photo images
- **Premium Back, Inside Front/Back Covers, Full, 1/2 Page**
 - Customized creative, highly targeted, contextually relevant ad placement offerings



\$1,250,000
1234 Dream Island Road
Longboat Key, FL
\$1,650,000 | 4 br, 3 ba | 2,314 sq. ft.
Dream Island Realty

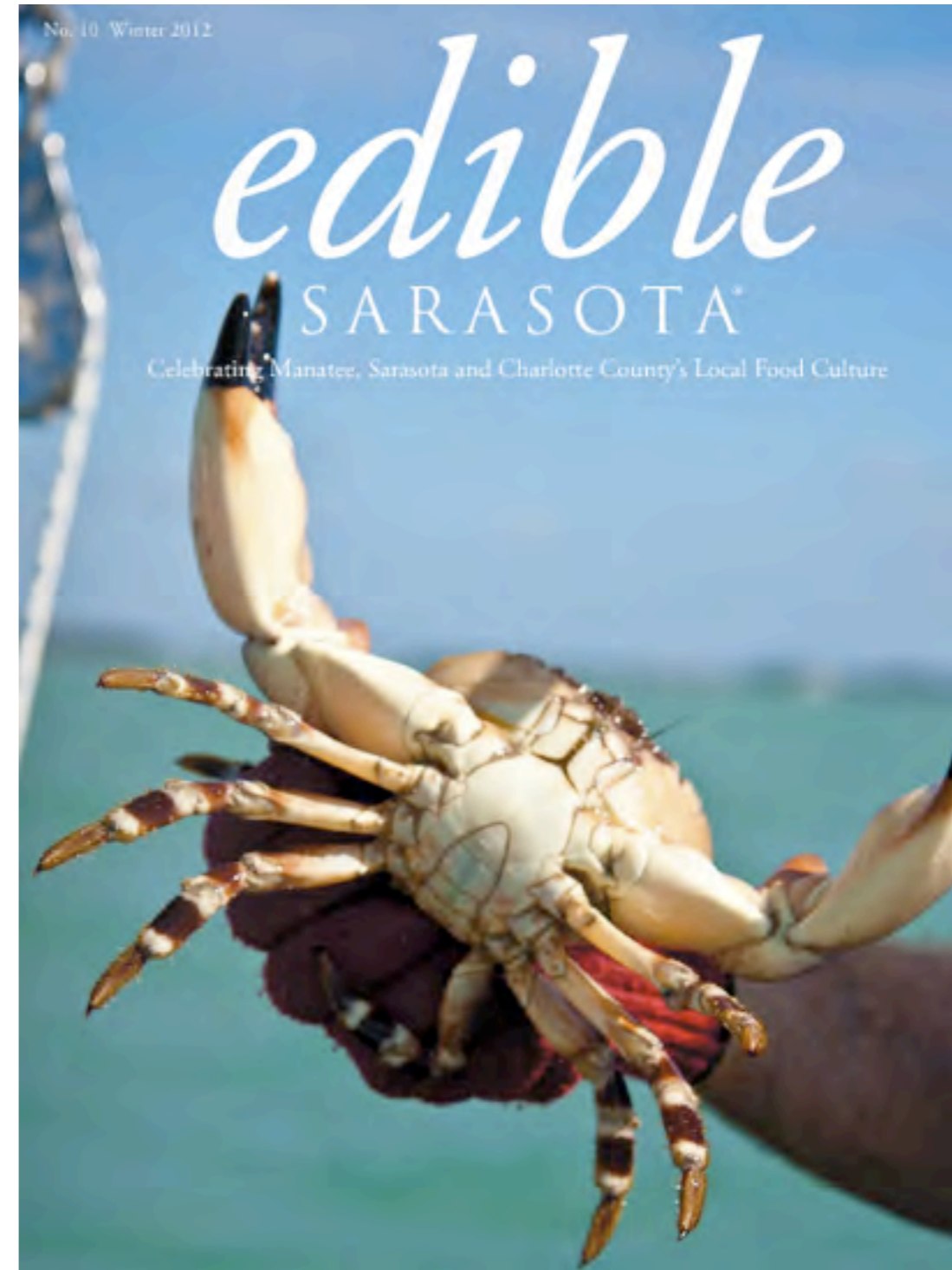
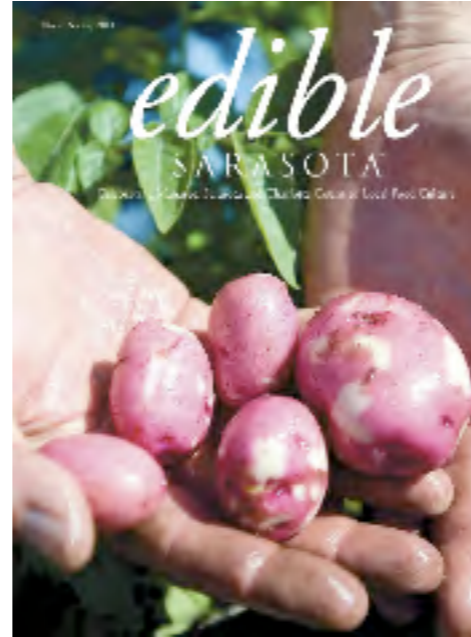
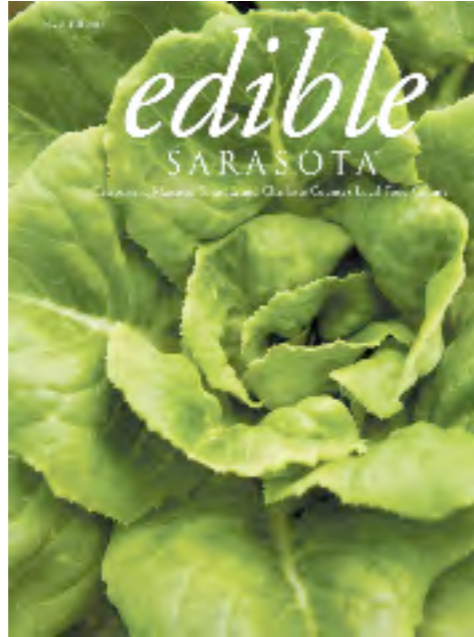
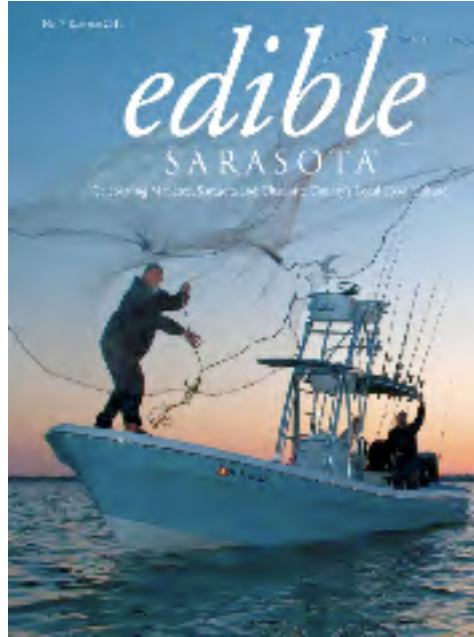
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SARASOTA LIVING



About Us

edible SARASOTA Magazine

edible SARASOTA LIVING
Media Kit 2012



Simple and revolutionary

Eat better, live better

edible SARASOTA magazine focuses on local, sustainable food sources and the people who work the land and sea to bring this bounty to our tables. Each quarter readers are 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 put food in front of us. The pages 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* Sarasota is a feast for the eyes, the intellect, and the palate.

Our Audience:

Over 15,000 influential food enthusiasts

From the pantries and farms of chefs and food artisans, to the rooftop gardens and kitchens of avid home cooks, Edible Sarasota readers are concerned, connected, savvy, and community-minded. They influence their friends, telling them where to shop, where to eat, what to cook, what to buy and why. They aspire to live healthy, connected and sustainable lifestyles.

And frankly, they trust us. They know we are devoted to chronicling authentic food stories and highlighting the people who enrich our local communities.

- Even readership between women and men
- Over 50% of are readers are between 25-40 years old
- Median reader age is 34
- Each copy of the magazine is shared with an average of 3.5 people
- Average household income is over \$100,000
- Over 80% are college graduates
- Over 80% are professionals, entrepreneurs, educators, and artists
- Majority audience would pay more for a product that has a story behind it

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+

Our Testimonials

Trust, Quality and Focus



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TRUST

“Unlike the typical giveaway glossies [out there]...[Edible Communities publications] take a serious and celebratory look at what the fields and waters have to offer.”

- Florence Fabricant, The New York Times

QUALITY

“Edible Communities Publications have fixed everything that’s wrong with national magazines.”

- Dorothy Kalins, founding publisher, Saveur magazine

“I just love reading [Edible Communities] publications cover to cover - they are some of the best things I’ve ever read”

-Julia Child

FOCUS

“The mission of Edible publications supports the mission and values of Whole Foods Market. It’s a great fit for our advertising budget, it targets exactly those local residents we want to reach, which makes it highly effective for us.”

- Angela Rakis, Whole Foods Market

James Beard Foundation

“Edible Communities body of work reflects excellence in the ever-changing world of food journalism”

----The Journalism Awards Committee



Edible Communities
2011 Award for
Publication of the Year



edible

SARASOTA LIVING

+
Our Content
Authenticity and Integrity

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When a long-haired, laid-back, bearded fisherman from Cortez Village named Josh Capra had his water cannons for the Nepe Valley and a career in boutique wines, little did he know that a fish that got no respect would have him back in the Gulf Coast of Florida.

It was the lowly mullet from central Italy, now 52, back home. Scented by fisherman as trash and relegated to a corner of smoked spread on a meat stack, it turns out that maybe the humble mullet would take the grey mullet's mantle as gold. Known as bottarga in Italy (perch roe in France), kaniwa in Japan and Taiwan, and anarras in Greece, the fish, anemic use of mullet roe, when painstakingly harvested, salt-cured, and air-dried, becomes a flavor so dark and colorful, horn-shaped luxury priced over the \$100 a pound B.C.

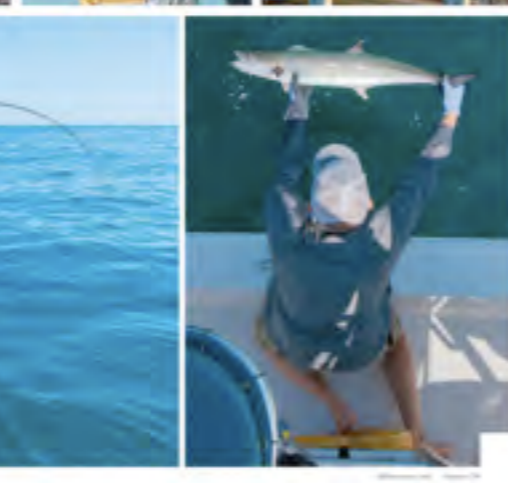
Capra's prodigal fisherman raised his first shivered bottarga about two years by Thomas Keller at the French Laundry six years ago, and he was instantly hooked. Capra became convinced to hand-pick the raw treasure from the under-the-radar Cortez waters and transport it into the world's elite bottarga.

"To know Josh for a long time and admire his food and wine knowledge, he has an incredible palate and eye," says Anna Maria Antonacci, owner and Cortez Bottarga business.



Questions about the mullet? There are an estimated 100 million mullets in the world, but the fish is often overlooked. In fact, it's one of the most common species of fish in the world. The fish is often overlooked because it's often used as bait for other fish. But in Cortez, Florida, the mullet is a prized catch. The fish is often used as bait for other fish, but in Cortez, Florida, the mullet is a prized catch. The fish is often used as bait for other fish, but in Cortez, Florida, the mullet is a prized catch.

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SARASOTA LIVING

Where to Find Us

Distribution Outlets

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Restaurants/Food

Andrea's
A Taste of Europe
Astoria Fine Russian cuisine
Bijou Cafe
Barnacle Bills
Bankok
Bellacino's
Blu Smoke island Grill
Braza
Chocolate Nuts & More
Crab & Fin
Cafe L'Europe
Cafe Venice
Casey's Grill & Tavern
Taste of Italy
Cafe Americano
Cafe Epicure
Caribbean Pie co.
Cosimo's Brick Oven
Cosimo's Too
CupCakes a Go Go
Crows Nest
Cafe Gabbiano
C'est La Vie
Carrs Corner
Casa Italia
Caragiulo's
Derek's Culinary Casual
Deli Lane
Drunken Poet Cafe
Divina Jeannes
El Greco
Farlows
Flemmings
Fast n Fresh
Good Earth
Harry's Continental Kitchen
Hemmingway's
Heavenly Cupcakes
Hillview Grill
Howling Wolf

Il Panifico
Island Gourmet
Island Gluten Bakery
Jpan
Javier's Restaurant
Jolly
Let's Eat!
Lock n Key
Libby's Cafe + Bar
Lan's Restaurant
Le macaron
Le Colonne
Michael's on East
Madfish Grill
Mavericks Coffee House
Morton's Gourmet Market
Mi Pueblo(3 locations)
Mac Allisters
M+M Deli
Mattison's
Ophelia's on the bay
Oriental Food and Gift
Market
Owen's Fish Camp
Perogi Place
Polo Grill & Bar
Pastry Art
Patrick's
Peking Tokyo
Peperonata Pasta
Pho Cali
Polish Deli
Pacific Rim
Paris Bistro
Rosa Fiorelli Winery
Roy's
Station 400
Sarasota Brew House
Suncoast Organics
Simon's Coffee Shop
Sarasota Olive Co.
Siesta Key Tropical Wines

Sopresso's Italian
Spice and Tea exchange
Tango steakhouse & sushi
bar
Top Crop Produce
Tastefully British
Tommy Bahama's Tropical
Cafe
Utamaro
Urban Flats
Veg
Venezia
Valentti's Restuarant
Whole Foods Market
Yume
Zest of Sarasota

Hotels/ Rentals

Best Western Midtown
Capri Inn At The Beach
Coquina On The Beach
Country Inn & Suites
Courtyard By Marriott
Hyatt Siesta Key
Hilton Garden Inn
Holiday Inn Lakewood
Ranch
Hampton Inn& Suites
Bayside
Holiday inn Lido beach
Hotel Ranola
Longboat Key Club
Lido Beach Resort
Sarasota Bay Club
Sarasota Residence Inn
Siesta 4 Rent
Tropical Breeze Resort
Wingate By Wyndham
The Colony
The Ritz Carlton
Tropical Breeze Resort
Wingate By Wyndham

Farmers Markets/Farms

(When in Season)
Bradenton Farmers' Market
Community Bradenton
Farmers'
Market
Curry Creek
Dakin Dairy Farm
Fruitville Grove
Hunsader's Farm
Lakewood Ranch Farmers'
Market
North Port Farmers' Market
Red Barn Flea Market
Phillipi Creek Farmers'
Market
Sarasota Farmers' Market
Siesta Key Farmers' Market
Worden Farm

Organizations

All Faiths Food Bank
Selby Public Library
Gulf Gate Library

Local Businesses

Art a Blaze Studio
BD Michael's Organic Hair
salon
Blackbird
Body and Spirit Luxury Day
Spa
Chico's
Cutting Loose Salon
Dragon Fly
Dream Weaver
Encore Motor Cars
Fleet Feet Sports
Katy Rose Olive Oils
Lola Blue
Lil' divas and dudes
Meurus Imports
Mother's Urban Garden
Michael Saunders- St ARM
Michael Saunders- LWR
Natural Discoveries
Remax Alliance/LWR
Simply Spoiled
Spice Girls
Sunglass Express
Shoogie Boogie Garden Cafe
Scandanavian Gifts
Tervis Tumbler
The Met
The Gourmet Shop
The Butcher Block
Wish
Wet Noses

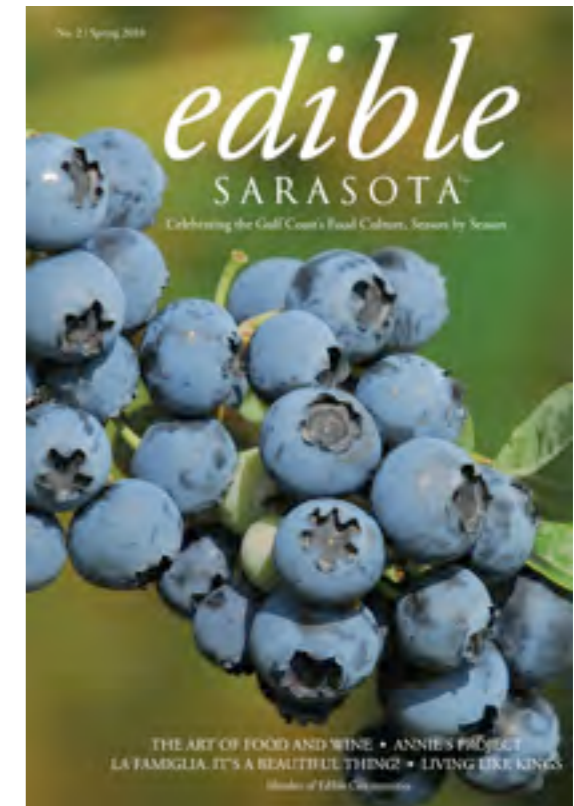


2012 Rate Card

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Ad Size	Dimensions (W x H)	1 issue
<i>Interior Pages</i>		
Quarter Page Agent Ad	4" x 3.375"	\$2,500
Tenth Page Property Ad	1.375" x 3.375"	\$1,000
<i>Premium Position/Covers</i>		
Back Cover	10.875" x 7.9" (plus 1/8" for bleed)	\$7,000
Inside Front Cover	10.875" x 7.9" (plus 1/8" for bleed)	\$6,000
Inside Back Cover	10.875" x 7.9" (plus 1/8" for bleed)	\$6,000
Full Page	9.625" x 7"	\$6,000
Half Page (horizontal)	4.6875" x 7"	\$3,000
Half Page (vertical)	9.627" x 3.375"	\$3,000
Total Distribution	15,000 units	



- Ad Deadline: March 1 Publication Date: April 16
- Please submit a high-resolution (300 dpi) PDF file.
- Color must be CMYK not RGB.
- ICC Profile should be US Web Uncoated V2.

+contact

Edible Sarasota

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