

2010 Media Kit

ADVERTISING SPECS:

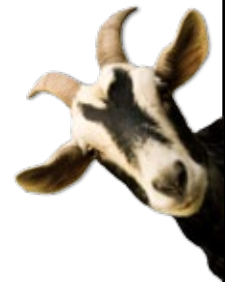
Magazine trim size: 8.875 in. x 10.875 in.

DESCRIPTION	NON-BLEED, w x h (in.)	BLEED SIZE, w x h (in.)
Spread (allow 1/4 in. safety on all sides for live material)	16.5 x 10	18 x 11.125
Full page (allow 1/4 in. safety on all sides for live material)	7.125 x 10	9.125 x 11.125
2/3 page vertical	4.875 x 10	
1/2 page vertical	3.625 x 10	
1/2 page horizontal	8.125 x 4.875	
1/3 page vertical	2.375 x 10	
1/3 page square	4.875 x 4.875	
1/4 page square	3.625 x 4.875	
1/6 page vertical	2.375 x 4.875	

DIGITAL ART REQUIREMENTS: The art department works on the Mac OSX platform. PDFs are preferred, but we also accept digital art and support files created in InDesign CS4 and Adobe Photoshop CS4. Photoshop files should be converted to CMYK and saved as TIFFs at 300 dpi at 100% of the final size. Submit files via e-mail or FTP site to our art department by the materials closing date or we cannot guarantee placement.

AD RATES AND DISCOUNTS:

FREQUENCY DISCOUNT	1X	2X	4X
		5%	15%
Spread	\$11,400	\$10,830	\$9,690
Full page	6,000	5,700	5,100
Full page; Covers 2 or 4	7,200	6,840	6,120
Full page; Cover 3	6,600	6,270	5,690
2/3 page vertical	4,980	4,731	4,233
1/2 page vert./hor.	3,780	3,591	3,213
1/3 page square/vert.	2,520	2,394	2,142
1/4 page square	1,860	1,767	1,581
1/6 page vertical	1,096	1,041	931



CLOSING DATES:

ISSUE	AD CLOSE	MATERIAL DUE	ON SALE
Winter 2009	15 Oct	22 Oct	8 Dec
Spring 2010	28 Jan	1 Feb	3 Mar
Summer 2010	15 Apr	22 Apr	2 Jun
Autumn 2010	15 Jul	22 Jul	8 Sep
Winter 2010	14 Oct	21 Oct	1 Dec

Send all ad materials to: Josh Getman: 781.630.2820; josh@culturecheesemag.com

2010 Media Kit

ADVERTISING SPECS—MARKETPLACE:

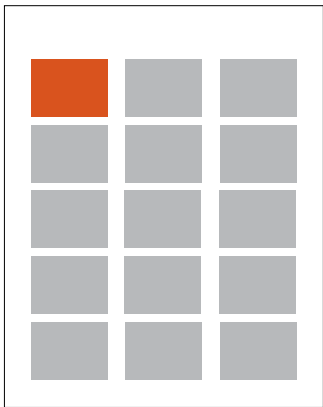
Fax insertion orders to:
866.557.1212

Culture's Marketplace section is designed to give our advertisers maximum ROI for their advertising dollar. Marketplace will be a must-read section for our targeted subscribers who will actively seek the types of products and services our advertisers can deliver. A high-frequency placement in the Marketplace section will give advertisers maximum impact with our audience of connoisseurs within the world of cheese (and beyond).

MARKETPLACE RATES AND DISCOUNTS:

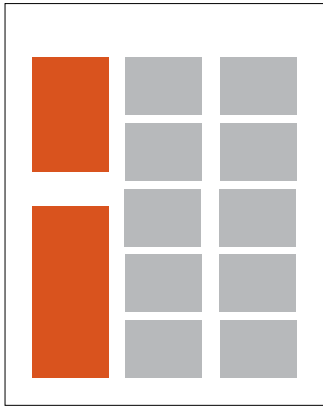
Each Marketplace page is divided into 16 ad spots, each measuring 2 3/8 in. wide x 1 1/2 in. tall. A single Marketplace ad is priced as follows:

FREQUENCY	1X	2X	4X
Discount		5%	15%
Single Marketplace	\$450	428	383



Advertisers can also combine Marketplace spots for a larger marketing presence. A 2-spot vertical ad measures 2 3/8 in. x 3 1/8 in., and is priced as follows:

FREQUENCY	1X	2X	4X
Discount		5%	15%
2 Vert Marketplace	\$855	813	727



Virtually any combination of Marketplace ad spots is available and ready to meet your promotional needs, including 3-spot vertical (measuring 2 3/8 in. x 4 3/4 in.), and a 4-spot vertical (measuring 2 3/8 in. x 6 3/8 in.)

FREQUENCY	1X	2X	4X
Discount		5%	15%
3 Vert Marketplace	\$1,282	1,219	1,091
4 Vert Marketplace	\$1,674	1,592	1,424

We also offer horizontal variations on these ads for the same rates and frequency discounts as their vertical counterparts. We can even customize a program for you utilizing both vertical and horizontal spaces to create larger, square spaces, for instance. (contact your sales representative for more details)

For single units we recommend no more than 30 words plus URL, and logo. We will create the ad for you with your material. You can include an image (such as a logo), and we recommend strong single images and minimal copy for maximum impact. E-mail artwork to Josh Getman at jsgetman@gmail.com (artwork must comply with culture's mechanical specifications. If we are creating your ad for you we need materials one week prior to regular ad closing (see production schedule attached). Please contact us with any additional questions.

Advertising: Rebecca Carrington, Brand Manager
607.432.2219; rebecca@culturecheesemag.com

Stephanie Skinner, Publisher
617.905.6873; stephanie@culturecheesemag.com

Send all ad materials to: Josh Getman: 781.630.2820; josh@culturecheesemag.com

2010 Media Kit

SPECIAL ISSUE:

Culture's Best of the American Cheese Society will be published in November 2010, mailed directly to subscribers, and polybagged with the Winter issue.

AD CLOSE
2 Sep

MATERIAL DUE
9 Sep

ON SALE
20 Oct (stand alone issue)

Please call for current ad specifications.

DESCRIPTION

RATES*

Cover 2	\$4,000
Cover 3	\$3,800
Cover 4	\$4,500
Full page (with or w/o bleed)	\$3,500
1/2 Horizontal (no bleed)	\$2,000
1/2 Vertical (no bleed)	\$2,000
1/4 page (no bleed)	\$1,250

*10% discount for main book advertisers



Distribution

Our readers love cheese! They are interested in learning about varieties, the places they come from, and the makers of cheeses. They are active buyers of cheese and accompaniments, for cooking and entertaining both for everyday and special occasions. They are avid readers who seek new and interesting pairings and products with which to enjoy the most affordable and comforting of luxuries.



Comments from our first readers:

"I saw your premier issue at the local store in Seattle, WA yesterday. I must say, I am hooked. I cannot think of anything that you can do to make it better."
—Seattle, WA

"I really enjoyed the wine article. I always thought of pairing in the conventional sense, either red or white. But the thought of champagne with cheese really intrigued me! Thanks for all you do!"
—College Station, TX

And from an advertiser:

"Congratulations on the launch of Culture. Nicely done. One day I will share with you the chatter I overheard while watching customers at Cowgirl Creamery in SF ogle it on the stand there and basically go crazy with delight that such a magazine existed as they flipped through the pages and told each other how much they just HAD TO HAVE this magazine!"
—San Francisco, CA

2010 Media Kit

Culture is distributed on newsstands nationwide. A partial list of locations is below.

Newsstand

Bookstores:

Barnes & Noble
Hastings

Borders
B Dalton

Cheese/Specialty Food/Grocery:

AJ's Fine Foods
Andronico's
Central Market
Clarks Market
Cowgirl Creamery
Dillon Food Stores
Earth Fare Market & Café
Formaggio Kitchen
Fred Meyer Stores
Fry's Food Stores
Hiller's Market
Kowalski's Market
Krogers
Lunardi's Market's
Metropolitan Market
Mollie Stone's Market
Nob Hill Foods

Oliver's
Pastoral
Raley's
Ralph's
Roche Bros
Rubiner's
Savor Gourmet
Straubs
Sunflower Farmers Market
Surdyks
Thrifty Foods
Treasure Island Foods
Wasik's
Wegman's
Westborn
Whole Foods Market
Zingerman's



Editorial

Debuted in December of 2008, Culture Magazine is the first consumer magazine all about CHEESE!



IN EVERY ISSUE:

The Cheese: Call it the centerfold of cheese, with luscious photos and tantalizing tidbits.

The Maker: Quirky loner or gregarious community leader, cheesemakers and dairy farmers lead a life most of us can only imagine. Take a look at these brilliant artisans from the other side of the pasture fence.

The Region: Take a tour through cheesemaking regions, meeting locals, sniffing out shops, and sampling cheeses found nowhere else.

Cheese Styles: All you need to know about popular styles of cheese for the season. Ask the Cheesemonger: Holy cow, is my cheese supposed to smell like that? What's the best way to serve St. Marcellin? How much cheese should I expect my guests to wolf down? The Cheesemonger knows all.

On Location: A quick look at hot cheese destinations across the globe.

Cheese Plates: Tips on how to create a cheese plate to wow your friends. Flavor and color combinations, pairings, and more.

Wine for Cheese: Cheese and wine have been paired for millennia, and now a wine expert tells you which wines make your cheeses shine.

Beer and Cheese: Beer is very cheese friendly. Learn which styles pair best with your favorite cheese.

News & Events: What's happening in the fast-growing world of cheese? Keep up-to-date and mark your calendar for the next festival.

Chef's Dish: Behind every great chef is a hunk of cheese. Top chefs create recipes using their favorite cheeses.

Cheese Shops: Find the best cheese shops where you live.

Cheese Gear: From the practical to the patently silly - but irresistible - gear for the cheese head in us all.

Ruminations: Freeform fun to top it all off.

Also: Photo Essay, Cheese Talk, Cheese Making at Home, Voicings, Sides & Savories, Cooking with Cheese, Farm Animals and Cheese IQ.

2010 Media Kit

People

A native of Britain, **Kate Arding** has worked in the farmhouse cheese industry for 15 years. As wholesale manager for Neals Yard Dairy in London, she developed extensive knowledge—and love—of the British and Irish farmhouse cheese industry. In 1997, Kate moved to California to help establish Tomales Bay Foods and Cowgirl Creamery, a focal point for cheese lovers along the West Coast. Kate now consults to the dairy industry within the United States and abroad. A rare breed that thrills at the prospect of aging, Kate focuses on affinage, sales and marketing, and helping smallscale cheesemakers adapt to changing market demands.

While in college, **Lassa Skinner** helped open a gourmet market in Boston, where she was trained by a French cheesemaker. The passion hit Lassa after her first taste of a raw milk, aged goat cheese. With a culinary degree, Lassa worked in several Boston restaurants and became a cheesemonger at Formaggio Kitchen. In 2000, she moved to Napa Valley, where she started a cheese program at Tra Vigne restaurant. Her passion for cheese is matched by her desire to help small farmers. Lassa has since managed farmers markets in both California's Napa Valley and the Barossa Valley in South Australia. Lassa can be found most days and nights at Napa's Oxbow Cheese Merchant, where she is general manager (aka the Queen of the Cheese).

Stephanie Skinner learned to love cheese at an early age, travelling and tasting around the world with her academic parents. Now she is combining her love and her expertise in publishing. Over the past 25 years, after getting started in magazines at Inc, Stephanie has co-founded and launched six magazines and websites, ranging from technical to consumer. With this extensive media experience in startups, Stephanie focuses intensely on audience development, promotion, and overall management.

A former pastry chef and fellowship student at the Culinary Institute of America, **Elaine Khosrova** also holds a Bachelors degree in food science and nutrition. She began her career in food writing as a test kitchen editor at *Country Living* magazine, followed by positions as food editor for *Healthy Living* and *Classic American Home*, then as senior editor for *Santé*, a magazine for restaurant professionals. In 2007, Elaine's writing received a Gold Folio publishing award. She has been a contributor to numerous national food and lifestyle publications, as well as member of WCR (Women Chefs and Restaurateurs) and the James Beard Foundation, where she has served as a Journalism Awards judge. Elaine lives with her family in New York's Hudson Valley.

As long as he gets to play with words, and with his friends' goat herd, **Tony Bogar** is happy. A Midwestern boy who grew up on Colby, he discovered the wider world of cheese while in graduate school in Boston. He stayed in the area for 16 years, editing and launching newspapers and magazines. Known as a writer's editor for his focus on the author's voice and style, Tony has taken his skills into the worlds of wine and environmentalism, and now he brings them to cheese.

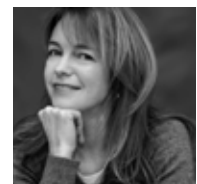
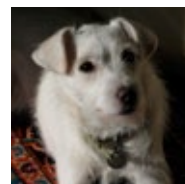
Advertising:

Rebecca Carrington
Brand Manager

t. 607.432.2219

f. 866.557.1212

rebecca@culturecheesemag.com



2010 Insertion Order



Account Manager: _____
culture magazine; PO Box 1064, Lynnfield, MA 01940

Fax insertion orders to:
866.557.1212

CLIENT INFORMATION:

INVOICE BILLING INFORMATION:

Advertiser _____
 Contact _____
 Address _____
 City, State Zip _____
 Phone / Fax _____
 E-mail _____
 Authorized Signature _____
 Agency / Production Contact _____
 Phone _____

Agency/Billing _____
 Contact _____
 Address _____
 City, State Zip _____
 Phone / Fax _____
 E-mail _____
 Authorized Signature _____
 E-mail _____

ADVERTISING INFORMATION:

ISSUE	UNIT SIZE	PREMIUM POSITION	TOTAL NET	SPACE DEADLINE	MATERIALS DEADLINE	ON SALE
Autumn 2010	_____	_____	\$ _____	15 Jul	22 Jul	8 Sep
Winter 2010	_____	_____	\$ _____	14 Oct	21 Oct	1 Dec
TOTAL \$	_____					

Please select which MarketPlace Section in which you would like to run your ad:

- Cheese
 Cheese Gear
 Food
 Beverages
 Restaurants
 Equipment
 Dairy
 Mail Order and Web sites
 Publications
 Travel
 Guilds and Associations

TERMS:

- Contracts and/or insertion order must be signed and returned prior to space deadline.
- Rates are based on number of insertions in a 12-month period.
- An advertiser who does not complete a committed schedule will be subject to a short rate at cancellation.
- Credits earned for increased frequency during a contract year apply to future ad space.

CANCELLATIONS:

- Absolutely no cancellations or alterations of ad size accepted after space closing date.
- Publisher reserves the right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser if copy/camera-ready materials are not received by published deadlines.

Signed contract is binding unless written cancellation is received prior to closing date. Advertiser stipulates to venue and jurisdiction regarding any dispute being proper in the courts located in Boston, Massachusetts. Payment is due within thirty (30) days unless otherwise stipulated and late payments will be charged eighteen (18%) percent interest per annum. In the event CheeseToast Inc. obtains legal counsel to collect any past due sums, CheeseToast Inc. shall be entitled to recover its attorney fees associated with collection, including but not limited to fees for demand letters, litigation or appeal.

Culture Signature _____ Print Name _____ Date _____

Client Signature _____ Print Name _____ Date _____

Send all ad materials to: Josh Getman: 781.630.2820; josh@culturecheesemag.com