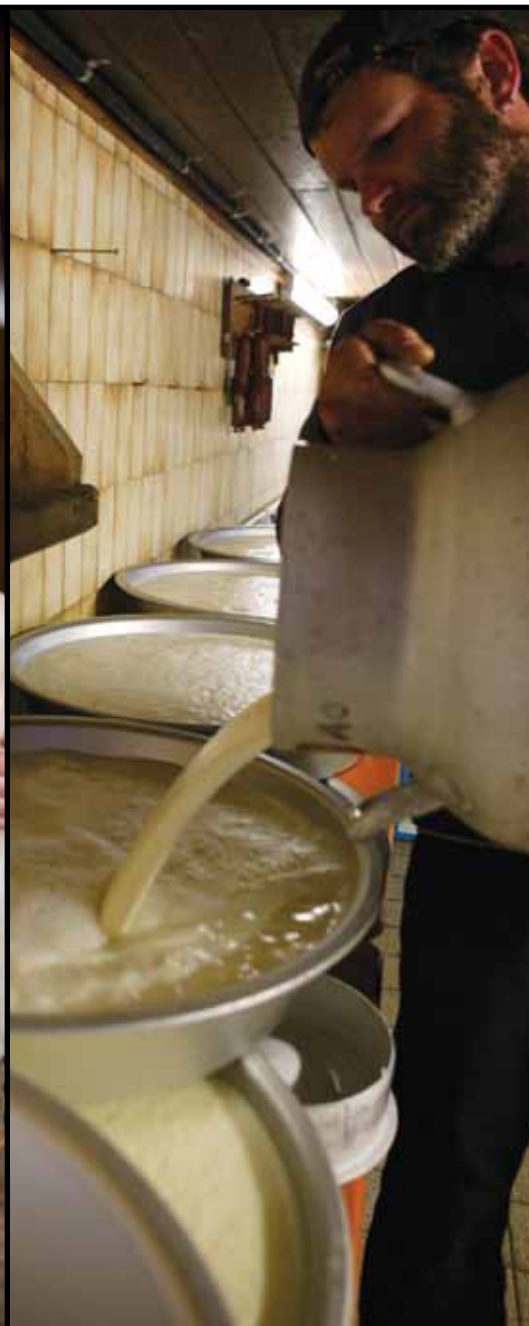




from the farm to the table

the word on cheese culture



culture reach

over 300,000 cheese lovers through print, digital and live events



print

- > **50,000+** distribution to newsstands and paid subscribers per issue
 - * Frequency = 4X per year
 - * Cover Price = \$9.95
 - * Annual Subscription = \$30.00
- > National retail distribution to more than **4,500** supermarkets, bookstores, wholesale clubs and premium regional grocers.
- > Local distribution to more than **250** of the finest cheese and specialty stores.

Ask your sales contact about retail locations in your region.



digital media

- > web site
 - culturecheesemag.com** Avg. Impressions = 30,000/month
 - Avg. Unique Visitors = 12,000/month
- > monthly email newsletters
 - Cheese Heads Up** to 400 cheesemongers (launched Aug 2009)
 - Cheese: the word on culture** to 1,300 consumers (launched Dec 2010)
 - On the Make** for cheesemakers (launching March 2011)
- > social media
 - Facebook** fans = 16,000 and growing!

Numbers reflect data collected in Dec 2010

live events

- > culture is proud to support the cheese community through events, conferences and cheese festivals throughout the year.



Contact your sales representative for more information and partnership opportunities.

culturecheesemag.com

culture audience profile



gender

- > 62% women
- > 38% men

age

- > 13% 25-34
- > 23% 35-44
- > 30% 45-54
- > 34% 55+

education

- > 78% college or postgraduate degree

household income

- > 19% < \$50k
- > 33% \$51-\$100k
- > 20% \$101-\$150k
- > 17% \$151-\$250k
- > 11% > \$251k

Median household income in the United States in 2009 was \$49,777 — U.S. Census Bureau

passionate for culture

- > 43% read culture magazine cover-to-cover
- > 44% go back and read it thoroughly later
- > **93% keep every issue!**



hungry for cheese

- > 57% eat cheese once a day
- > 17% eat cheese two or more times a day
- > 26% eat cheese once a week

really hungry for cheese

- > 20% spend \$250-\$500 per month on cheese
- > 44% spend \$50-\$249 per month on cheese
- > 36% spend < \$50 per month on cheese

Source: Survey of 1,932 culture subscribers, 625 (32.34%) responded, Dec 2010

culture readers say



I own a small goat dairy in Ontario, CANADA! I make and sell cheeses, milk, and yogurt. I LOVE cheese too!!!

— Katie Normet

Super geeks from Silicon Valley, I work at Apple and my boy works at Google. I'm addicted to cheese, and he's addicted to me, which makes him addicted to cheese!

— Assana Fard

I'm a regular jane enthusiast, who loved cheese so much growing up it was my nickname. These days, I hover around Cheese Plus and other Bay Area venues for my fix.

— Maria McMath



Part time business attorney, full time mother of 4 little ones, lover of good food (including cheese, of course) and wine. Reading culture magazine is like a mini vacation ... it takes me away!

— Kelly Duffield

Your publication has kept me up into the wee hours of the night. Incredible issue on Normandy.

— Holly Ward

I work at Whole Foods Market and support our fabulous cheese department and Team Members! And I love Culture.

— Ashley Galaway Hawkins



I purchase cheese for a funky co-op in Astoria, Oregon and am starting my own goat dairy! Your magazine ROCKS!

— Nels Olson

SCORE! Just received my @culturecheese magazine in the mail. I'm so excited, I want to eat it. :)

— @cookcooking Melissa

Love your magazine—got hooked on it while interning at a goat farm in Sonoma County when we stopped in town to pick up more cheesemaking supplies.

— Cups La Jolla

Was re-reading an older issue and smiled when I came across the centerfold. I love those.

— Susan Evans Reisetter

culture print specifications & rates



culture magazine

Magazine trim size: 8.875 inches x 10.875 inches (width x height)

DESCRIPTION	NON-BLEED	BLEED
Spread (allow 1/4-inch safety on all sides)	16.5 x 10	18 x 11.125
Full page (allow 1/4-inch safety on all sides)	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	



AD RATES AND DISCOUNTS:

Frequency Discount	1X	2X (5%)	4X (15%)
Spread	\$11,400	\$10,830	\$9,690
Full page	\$6,000	\$5,700	\$5,100
Cover 2 or 4	\$7,200	\$6,840	\$6,120
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

CRITICAL ADVERTISING DATES:

Issue	Ad Close	Materials Due	On Sale
Spring 2011	Jan 24	Jan 28	Mar 8
Summer 2011	Apr 14	Apr 21	May 31
Autumn 2011	Jul 14	Jul 21	Aug 30
Winter 2011/12	Oct 13	Oct 20	Nov 29

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.

Send Ad Materials to: Josh Getman josh@culturecheesemag.com
For production questions call Josh at 781.630.2820

SPECIAL INSERTS:

Beer & Cheese Guide: Inserted into the Summer issue

ACS Guide to Cheese: Stand alone issue and inserted into Winter issue

DESCRIPTION

SIZES

Special insert trim size: 6 inches x 9 inches (width x height)

Full page (with bleed)	6.25 x 9.25
Full page (no bleed)	5.5 x 8.5
1/2 horizontal (no bleed)	5.5 x 4.125
1/2 vertical (no bleed)	2.625 x 8.5
1/4 page (no bleed)	2.625 x 4.125

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 horz/vert (no bleed)	\$2,000
1/4 page (no bleed)	\$1,250

*10% discount for main book advertisers



CRITICAL ADVERTISING DATES:

Issue	Ad Close	Materials Due	On Sale
Beer & Cheese Guide	Apr 7	Apr 14	May 31
ACS Guide to Cheese	Aug 25	Sept 1	Nov 29

ADVERTISING CONTACT

Rebecca Carrington

607-432-2219

rebecca@culturecheesemag.com

Fax insertion orders to:

866-557-1212

culture the word on cheese

culturecheesemag.com

culture print specifications & rates

culture magazine marketplace pages

CULTURE'S MARKETPLACE section is designed to give our advertisers maximum ROI for their advertising dollar. Marketplace is a must-read section for our targeted subscribers who actively seek the types of products and services our advertisers can deliver. A high-frequency placement in the Marketplace section gives advertisers maximum impact within the world of cheese.

MARKETPLACE RATES AND DISCOUNTS:

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

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

Advertisers can 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 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.)

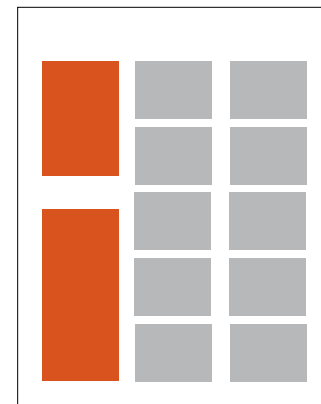
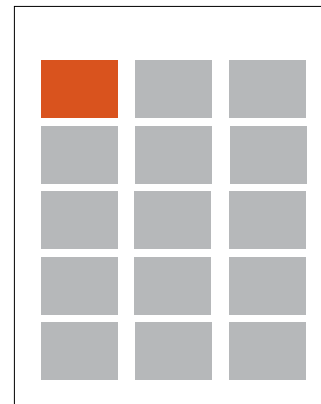
FREQUENCY	1X	2X	4X
Discount		5%	15%
3 Vert Marketplace	\$1,282	\$1,219	\$1,091
4 Vert Marketplace	\$1,674	\$1,592	\$1,424

For single units we recommend no more than 30 words plus URL and logo. If needed we can create the ad for you with your material.

Closing and Material Due Dates: See print rates and specifications page for deadlines and due dates.

Send Ad Materials to: Josh Getman josh@culturecheesemag.com

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culture the word on cheese

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culturecheesemag.com

30,000 impressions monthly and climbing

DESCRIPTION	SIZES, W X H (PX)	RATE
Leaderboard – top of page	728 x 90	\$40 cpm
Banner – bottom of page	690 x 178	\$25 cpm
Medium Rectangle – right side	300 x 250	\$20 cpm
Short Rectangle – right side	300 x 100	\$15 cpm

Digital Art Requirements: All digital ads must be delivered at 100% final size, as RGB .jpg, .gif or .png files, 72 dpi, 100 KB or less.

Submit files to our art department by closing date or we cannot guarantee placement.

Send Ad Materials to: Josh Getman josh@culturecheesemag.com
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All rich media should comply with IAB Guidelines:
http://www.iab.net/iab_products_and_industry_services/508676/508767/Rich_Media



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the word on cheese
culture

Leaderboard
728 x 90

Medium Rectangle
300 x 250

Short Rectangle
300 x 100

Banner
690 x 178

culture digital specifications & rates

monthly email newsletters

Cheese Heads Up retail audience

Cheese: the word on culture consumer audience

On the Make cheesemaker audience

DESCRIPTION	SIZES, W X H (PX)	RATE
Premium Skyscraper – top right	180 x 500	\$750
Skyscraper – right column	180 x 500	\$650
Sponsorship – mid page	150 x 150 (+30 words)	\$300

Closing and Material Due Dates: Please refer to the monthly editorial calendar for important closing and materials due dates.

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Cheese Heads Up
Preview for Cheesemongers & Retailers
Winter 2010 issue / on stands December

Dear Anthony,

The holiday shopping season is just around the corner. **culture's** winter issue is our biggest ever-with features to tempt your customers and help you move your best cheese all season long.

Thanks,
[Roger Olsen](#)

PS: Don't forget-this issue comes with our exclusive [consumer guide to the ACS](#).

Keep your store listing up to date

Are you listed in **culture's** [retailer database](#)? Now there's an easy way to add your store, and keep your entry accurate.

Go to our [new update page](#) and submit your additions or changes. Thousands of hungry customers consult our listings every month, so don't wait.

Cheese Trends

Sponsorship
150 x 150
plus 30 words

facebook

In the magazine:
Rich, Popular & Difficult: Triple Creams

Francis & Bronwen Percival shed light on the enduring love affair between consumers and Triple Cream cheeses.

We learn about the history and development of Triple Creams, whose endless popularity belie the tremendous challenges in manufacturing and distributing it.

In the magazine: **Alpine Pairings for Pushy Wines**

Premium Skyscraper
180 x 500

Skyscraper
180 x 500