



**the word on cheese**  
**culture**

2020  
MEDIA KIT

# ABOUT

---

**culture:** the word on cheese is America's first and best platform devoted to the love of cheese.

## MISSION

**culture** aims to nurture passion for great cheese through accurate, engaging storytelling that focuses on the many communities behind cheese.

## OVERVIEW

**culture** is the ultimate platform for those who love cheese. We are devoted to delivering the most innovative, eye-opening stories about the world's many cheeses and cheesemakers. Within each issue, you can travel to gorgeous cheese regions, meet passionate makers and mongers, discover unique ways to prepare cheese, and even learn how to make your own cheeses. Each issue is a resource for readers of any background.



# WHO WE ARE

---



**Bill Springer** comes to **culture** after a career at Diversified Communications. While at Diversified, he was publisher of SeaFood Business, the trade magazine for the seafood industry, and was also responsible for events, central marketing, and technology groups. Bill is looking forward to meeting the makers behind all the great cheese he and his family have always enjoyed.



With over 25 years of experience in media, **Matt Thomas** has worked to pioneer new products, grow market share, and manage sales for a range of food-focused organizations. As publisher of **culture**, he focuses on revenue generation and building strong partnerships within the specialty cheese community. His favorite cheese is raclette.



Editor **Susan Sherrill Axelrod's** love affair with cheese began at age 12, when she bicycled to a gourmet shop to taste an exotic newcomer—French brie. Prior to joining **culture** in June 2020 her editorial career included stints at *Maine* magazine, *Eater*, and New Jersey's *The Record*. She lives outside of Portland, Maine, where she enjoys a well-made cocktail and spending as much time as possible on the water.



Founder **Stephanie Skinner** has launched magazines and media properties for over 25 years. With **culture**, she combines her enthusiasm for media and a love of fine food and drink.



Creative director **Mallory Scyphers** is a southern transplant with a wide range of art direction and design experience from ad agencies to publications. She loves checking things off lists, reading books on airplanes and happily taste testing all-the-cheeses featured in **culture**.



Always excited to talk fine cheese, food, and drink, national brand manager **Natalie Herman** uses her expertise from almost two decades of representing some of the world's best magazines—from *Bon Appétit* to *Vogue*—to help clients succeed and grow their brands.

# BUILD YOUR BRAND



## SOCIAL



101K FOLLOWERS



28.2K FOLLOWERS



15.4K FOLLOWERS

AVERAGE AUDIENCE PER POST

f 2,273

ig 13,792

tw 854

## PRINT



REACH:  
36,000

Cheese professionals  
and cheese lovers

## DIGITAL



11,000 SUBSCRIBERS  
TO CHEESE THE WORD

2,400 SUBSCRIBERS TO  
COUNTER CULTURE,  
A community of  
mongers, makers  
and other cheese  
professionals



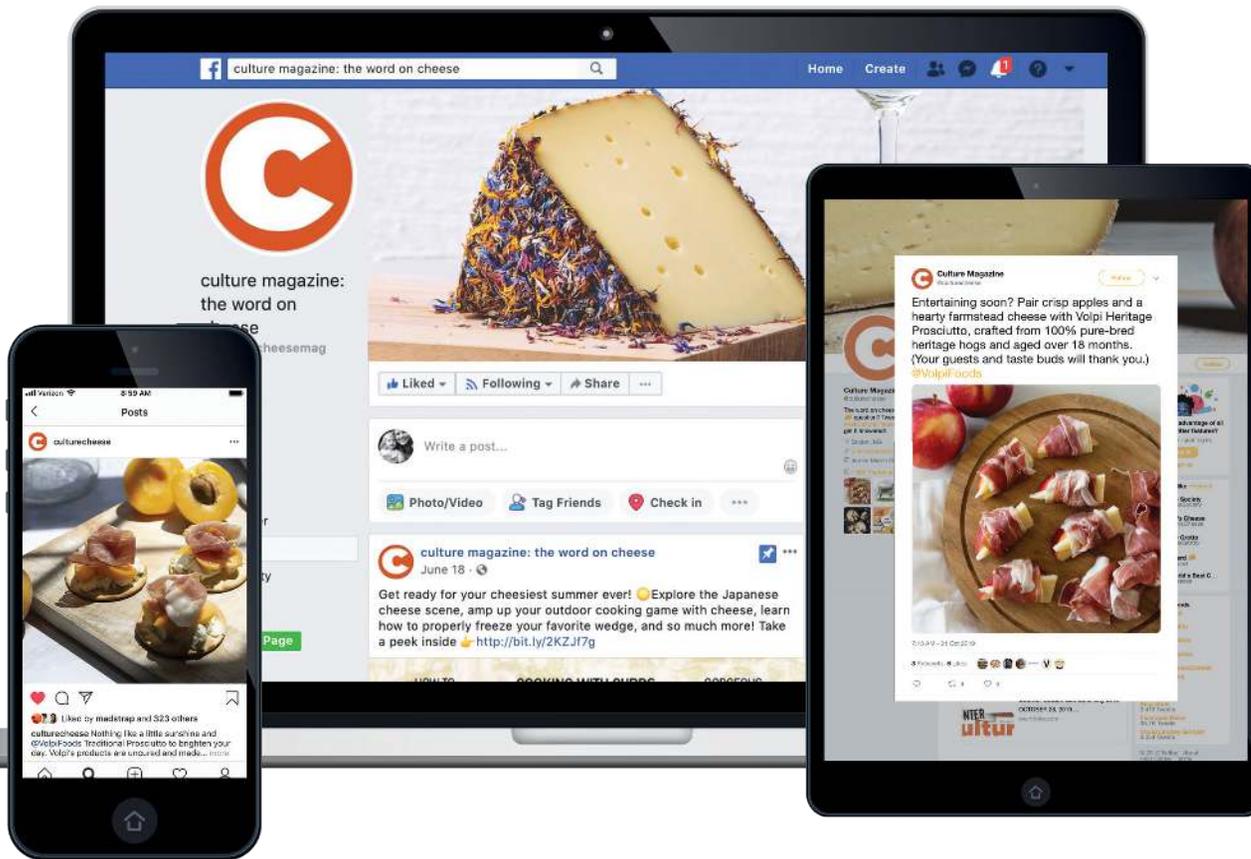
63,000  
IMPRESSIONS  
PER MONTH

56,000  
UNIQUE VISITORS  
PER MONTH

[culturecheesemag.com](http://culturecheesemag.com)

# EXPAND YOUR REACH

**culture** has a range of digital offerings that go beyond ads and newsletters. Speak to cheese lovers in the following ways:



## FULL SOCIAL MEDIA IMMERSION

- 1 recipe OR pairing developed by our staff
- Placement of the recipe/pairing on culturecheesemag.com (it can also be placed on your site with proper attribution)
- 1 Facebook, 1 Instagram, and 1 Twitter post promoting the recipe/pairing on Culture and Counter Culture's social channels
- Performance report within one month of posted date.

## ENHANCEMENTS\*

Let **culture**...

- **Build a pairing video:** Build a pairing featuring your product and a food or beverage handpicked by our cheese experts.
- **Assemble a cheese plate video:** Assemble a cheeseplate chock-full of your product, plus all the fixings.
- **Develop a recipe video:** Craft a delectable dish with your product, shot in a buzz-worthy, shareable style.
- **Create a simple animated GIF:** These mini animations are short, sweet, and to the point.

\*Only available as add-ons to Full Social Media Immersions

All posts will be created/written by our team. See Digital Offering Details sheet for more information.

**culturecheesemag.com**

# MAKE YOUR MARK

## REACH

**culture** reaches a unique community of readers from mongers to makers, consumers to connoisseurs, and everyone in between. Our readership spans the entire US and beyond with fans as far as the UK, Australia, and other cheese-loving nations.

- **Frequency:** Bimonthly—4 Seasonal issues (Spring, Summer, Autumn, and Winter) plus 2 Annual issues (Best Cheeses of the Year and The Great 28 pairings guide)

- **Cover price:** \$9.95

- **Annual subscription:** \$30

Local distribution to more than 150 fine cheese and specialty food stores.

## ADVERTISING SPECS

Magazine trim size: 8.875 in. x 10.875 in.

### Print Sizes

Spread

Full page

1/2 page vertical

1/2 page horizontal

1/3 page vertical

1/3 page square

1/4 page

The Goods special advertising section

For sizing details, see Print Specs document.



[culturecheesemag.com](http://culturecheesemag.com)

# 2020 PRINT CALENDAR

ISSUE	AD CLOSE	MATERIAL DUE	ON SALE
<b>SPRING</b> The Sustainability Issue featuring the rise of domestic affineur collaborations, natural cheese, and grass-fed, sustainable meat.	January 21	January 28	March 10
<b>GREAT 28</b> Find out which bites and sips <b>culture's</b> pairing with cheese this year.	February 26	March 3	April 14
<b>SUMMER</b> <b>culture's</b> Hidden Gems Issue featuring cheesemaking resorts, cheese lore, our picks for best cheesy ice creams, and seafood with cheese.	April 28	May 5	June 16
<b>AUTUMN</b> The Sheep's Milk Issue featuring sheep's milk blues, the Willamette Valley, galettes, and sheep's milk 101.	July 28	August 4	September 22
<b>WINTER</b> The Dessert Issue featuring baked goods with cheese, Norway, DIY eggnog, and a dessert cheeseplate.	September 22	September 29	November 17
<b>BEST CHEESES</b> <b>culture's</b> guide to this year's best in cheese, accompaniments, gear, makers, and more.	October 21	October 27	December 15

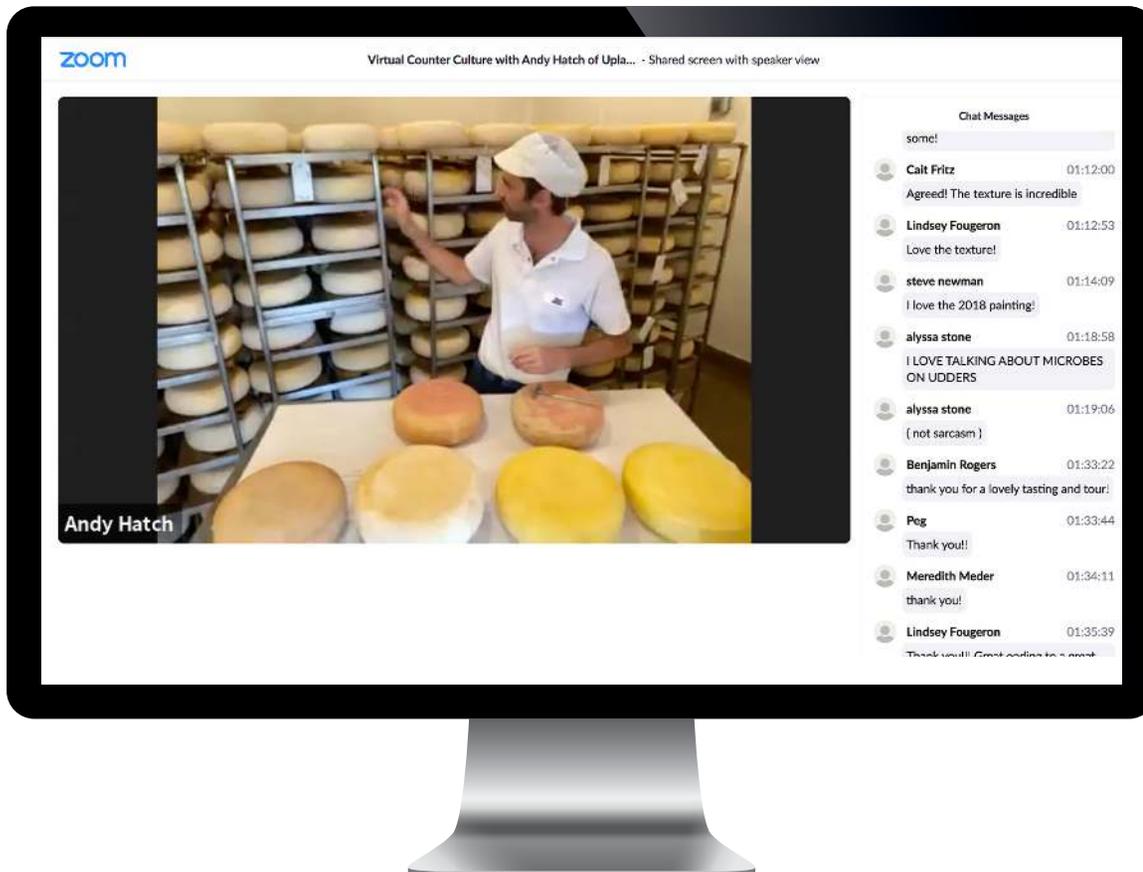
*Editorial lineup subject to change.*

[culturecheesemag.com](http://culturecheesemag.com)

# EVENTS

## COUNTER CULTURE VIRTUAL

**Virtual Counter Culture** is a unique and intimate opportunity to offer current and prospective customers the chance to hear what makes your products so special, directly from the source: you. Only Culture can reach your key audiences of cheese buyers, mongers, and influencers.



### CULTURE:

- Works with you to create a presentation that will resonate with your key audience
- Handles the outreach to the trade to get the right attendees to the live event
- Manages all of the logistics and details of the event
- Matches you up with a knowledgeable moderator to guide the conversation
- Fields live questions from attendees

### YOU:

- Be you! Nobody tells your story better.
- Send samples to each attendee in advance (we have partners that can help with this if you'd prefer)
- Take attendees on a unique, behind-the-scenes tour of your facility
- Provide attendees with a personal, guided tasting

**VIEW**

**Our pilot with  
Andy Hatch of Uplands**

**[culturecheesemag.com](http://culturecheesemag.com)**



Subscribe today and never miss an issue!

WELCOME TO THE FAMILY



# EMAIL NEWSLETTERS

**culture:** the word on cheese  
*(bi-monthly; first and third Thursday of each month)* is read by the most avid cheese fans and features recipes, gear, and tips for buying and serving cheese, plus highlights from culture's digital platforms.

**Counter Culture**  
*(bi-monthly; second and fourth Tuesday of each month)*  
Reach mongers, importers, and distributors with our industry-focused editorial.

Send ad materials to:  
[production@culturecheesemag.com](mailto:production@culturecheesemag.com)

## BANNER AD

### REQUIREMENTS:

- Material due two weeks before scheduled mail date
- All digital ads must be delivered at 100 percent final size as RGB .jpg, .gif or .png files, 72 dpi, 100 KB or less
- Submit files to production by closing date to guarantee placement

## SPONSORED RECIPES

Feature your recipe in one of our newsletters!

### REQUIREMENTS:

- Recipe instructions including ingredients, steps, and yield
- High resolution (300 DPI) photography (.jpg) of the completed recipe in the following sizes: 750(w) x 500(h) and 600(w) x 900(h)
- Author name and bio (can be company or a specific person); author photo or company logo at 250 x 250 (300dpi .jpg)

[culturecheesemag.com](http://culturecheesemag.com)

# 2020 ADVERTISING RATES



## PRINT

Frequency*	1x	3x	6x	9x	12x
Covers	\$5,193	\$4,414	\$3,895	\$3,635	\$3,375
Full page	4,310	3,664	3,233	3,017	\$2,802
1/2 page vert./hor.	2,802	2,381	2,101	1,961	1,821
1/3 page square/vert.	1,940	1,649	1,455	1,358	1,072
1/4 page square	1,509	1,282	1,131	1,056	981

## SPECIAL INTEREST PUBLICATIONS

Frequency*	1x	3x	6x	9x	12x
Covers	\$8,000	\$6,800	\$6,000	\$5,600	\$5,200
Full page	6,500	5,525	4,875	4,550	4,225

## E-NEWSLETTERS

Description	Sizes	Rate
Full banner ad	728 x 90	\$750
Double banner ad	728 x 180	1,300
Recipes sponsorship	specs below	500

### Materials Required for Recipe Sponsorship

High resolution (300 DPI) photography (.jpg) of the completed recipe in the following sizes: 750(w) x 500(h) and 600(w) x 900(h); author name and bio (can be company or aspecific person); author photo or company logo at 250 x 250 (300dpi .jpg)

## SOCIAL MEDIA

Frequency*	1x	3x	6x	9x	12x
Full Social Immersion	\$2,800	\$2,380	\$2,100	\$1,960	\$1,820
Pairing Video**	2,500				
Cheese Plate Video**	3,000				
Recipe Dev. Video**	4,000				
Animated GIF**	750				

\*\*Only available as add-ons to Full Social Media Immersions

## THE GOODS

Description	Rate
Special advertising section	\$495

## COUNTER CULTURE

Description	Rate (per event)
Presenting Sponsorship	\$2,500
Lunch Sponsorship	1,500
Evening Reception Sponsorship	1,500
Tasting Table	200
<b>Series Sponsorships</b>	<b>(all six events)</b>
Bag	1,500
Lanyards	1,200
Water Bottle (sponsor supplied)	1,200

\*Frequency can include other culture offerings. Ask your rep for more details!

For sizing details, see Print Specs document.

[culturecheesemag.com](http://culturecheesemag.com)

# CONTACTS

---

## SALES

Matt Thomas, *Publisher*  
207.409.0814

[matt@culturecheesemag.com](mailto:matt@culturecheesemag.com)

Stephanie Skinner, *Founder*  
617.905.6873

[stephanie@culturecheesemag.com](mailto:stephanie@culturecheesemag.com)

Natalie Herman, *Brand Manager*  
908.996.7339

[natalie@culturecheesemag.com](mailto:natalie@culturecheesemag.com)

## EDITORIAL

Susan Axelrod, *Editor*

[editor@culturecheesemag.com](mailto:editor@culturecheesemag.com)

## DESIGN

Mallory Scyphers, *Creative Director*

[design@culturecheesemag.com](mailto:design@culturecheesemag.com)



[culturecheesemag.com](http://culturecheesemag.com)