



the word on cheese

# culture

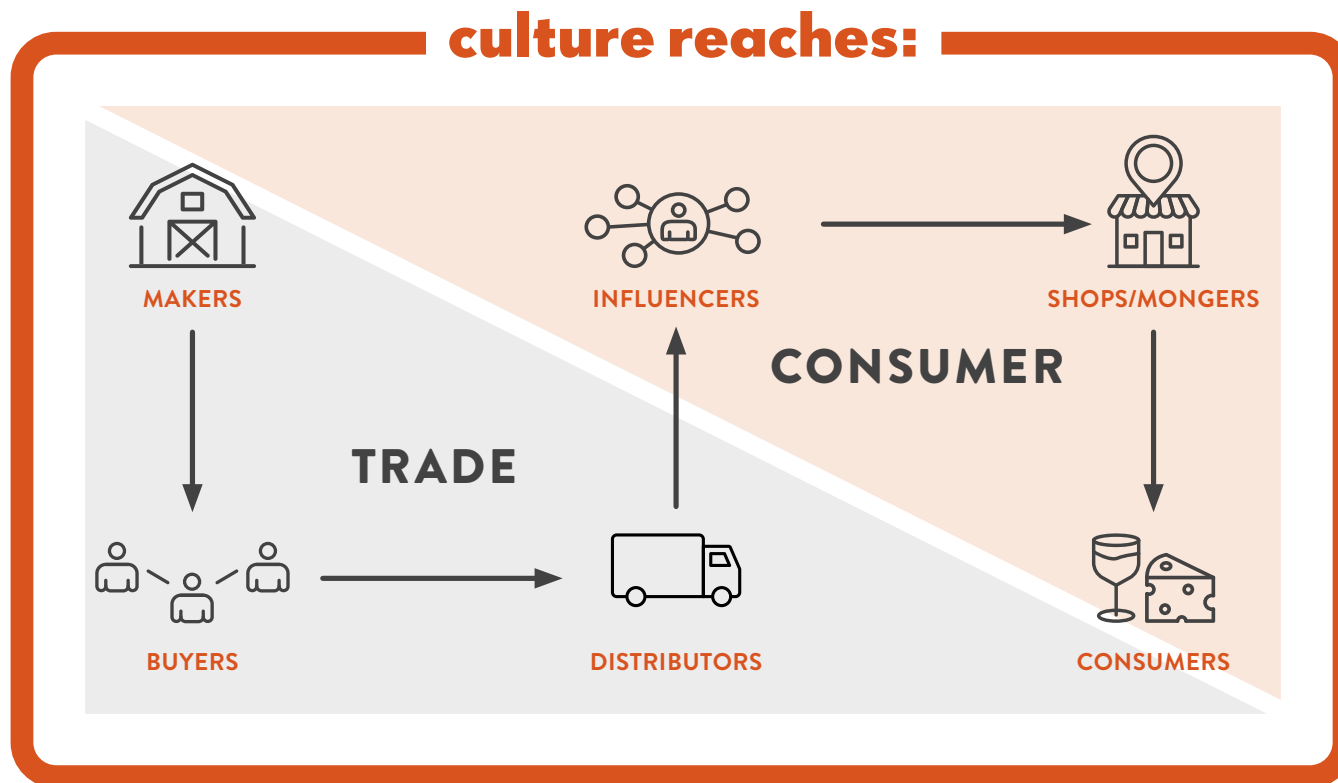
2021 MEDIA KIT

# culture moves cheese.

## WHY CULTURE?

For over 10 years, Culture has been proud to represent the hearts and minds of the people that drive the sales of cheese and all the tasty things that pair with it.

For 2021, we are excited to usher in a new era of Culture Media with unbeaten reach to everyone from consumers to mongers to senior buyers and influencers.



# Culture hits your target across three key media channels.



## PRINT

**The jewel of Culture's crown**

- 26,000 readers
- Distributed nationally to select cheese shops across the country



## SOCIAL

**Culture enjoys a highly engaged audience across Instagram, Twitter and Facebook**

- 150,000 followers
- An array of content options including recipe creation, storytelling and video



## DIGITAL

**Our website is a well of deep, essential content and our e-newsletters keep the trade and consumers informed twice a month**

- Culture's website receives 56,000 monthly visitors
- Culture's trade e-newsletter reaches 2,600 and our consumer edition reaches 14,000 subscribers

# PRINT

- Cover price: \$9.95
- Annual subscription: \$20
- Local distribution to more than 100 fine cheese and specialty food stores.
- 26,000 readers



With the introduction of **The Goods**, fixed-format advertising section, it's now more affordable than ever to reach key decision-makers

**1 INNOVATION ISSUE (ON SALE 2/17)**  
 From improvements in dairy-free cheese to innovation within tradition at a storied UK creamery, this issue will spotlight what's new in the world of wedges and wheels.

**Ad Close: 12-22-20 Materials Due: 12-29-20**

**3 TRAVEL ISSUE (ON SALE 6/14)**  
 Who knows yet what cheese-focused travel will be like in 2021, but whether it's actual or virtual, by plane or by car, we'll take you there.

**Ad Close: 4-13-21 Materials Due: 4-20-21**

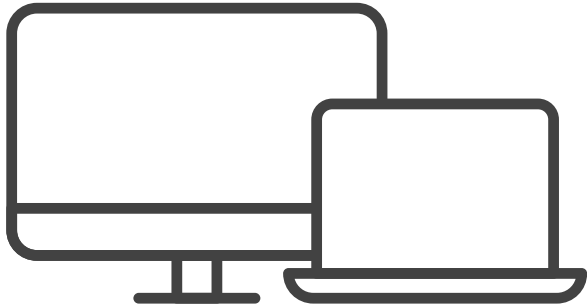
**2 CHEESE+ ISSUE (ON SALE 4/19)**  
 Cheese makes friends easily and pairings are where the fun is. We'll dive into how and what to match with a wide range of cheeses providing a guide that readers will reference again and again.

**Ad Close: 2-16-21 Materials Due: 2-23-21**

**4 ENTERTAINING ISSUE (ON SALE 10/18)**  
 It's not a special occasion without cheese, and our end-of-the year issue will cover all the ways to celebrate with your favorite food, including a roundup of our picks for Best Cheeses of the Year!

**Ad Close: 8-17-21 Materials Due: 8-24-21**





# Our website, e-newsletters and sponsored emails complete the circle.

## WEBSITE

**Our website delivers 63,000 impressions and over 56,000 unique trade and consumer visitors per month. Our recent overhaul includes:**

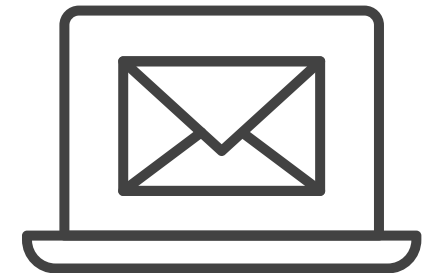
- 1** Increased site functionality by making our large archive of high-quality content better organized and easier to find
- 2** Dedicated space for partner (sponsored) content and giveaways.
- 3** Better mobile-responsiveness

## E-NEWSLETTERS

- Redesigned in 2020
- Dedicated trade and consumer e-newsletters
  - Cheese: The Word reaches 14,000 consumer subscribers
  - Counter Culture reaches 2,600 cheese professionals
- Bi-monthly distribution:
  - Cheese: The Word: first and third Thursday
  - Counter Culture: second and fourth Tuesday

## SPONSORED E-NEWSLETTERS

- When you have that special message for the cheese world
- 20,000 trade and consumer recipients



# SOCIAL

New products, stunning cheese plates, pairings, usage ideas and even BABY ANIMALS conspire to capture and hold the attention of 150,000 cheese enthusiasts.



## A La Carte Options Include:

### RECIPE AND PAIRING DEVELOPMENT

- Developed by Culture staff
- Posted to Culture website
- Posted across our social audiences
- Additional promotion on our Facebook and Instagram Stories

### SPONSORED CONTENT

- Culture staff tells your story
- Posted to Culture website
- Posted across our social audiences
- Additional promotion on our Facebook and Instagram Stories
- Included in our e-newsletter (trade or consumer)

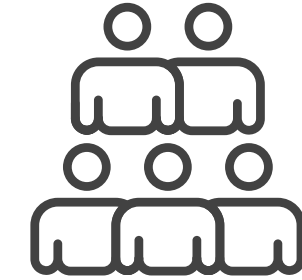
### VIDEO

- Cheese plates, pairings cooking, cheesemaking... endless possibilities
- Posted to Culture website
- Posted across our social audiences
- Additional promotion on our Facebook and Instagram Stories

### GIVEAWAYS

- Culture runs the contest, you fulfill the prize
- Posted across our social audiences
- For an additional cost, we post it in a premium position on our homepage

BEST  
SELLER



# EVENTS

In-person or virtual, Culture’s events educate and inform trade professionals while creating immediate demand.

## Event Options Include:

**COUNTER CULTURE LIVE (IN-PERSON)**

- Interactive events designed to help you educate frontline deli personnel responsible for the sell-through of your products
- Six events spread across the U.S. in emerging and underserved markets
- ~100 attendees from key retailers and distributors
- Wide range of opportunities for brand participation from Presenting Sponsorship to Tasting Table product sampling

**VIRTUAL COUNTER CULTURE**

- Offer buyers and distributors a behind-the-scenes look into your brand
- We work with you to develop content, highlight your strengths—region, husbandry, process, affinage, etc.— and follow it with a guided tasting from the maker and a live Q&A with attendees
- Moderated by Culture staff
- Samples shipped directly to attendees in advance
- 50-75 attendees from key retailers and distributors.

**CULTURE CONNECTS**

- Your sales presentation without trains, planes and automobiles
- An efficient opportunity to present your brand to your customers from a safe distance
- Culture works with you to create content specific to your objectives whether it be new customer onboarding, new item and line launches, marketing support or anything else you want top-of-mind when a buyer selects your products
- Exclusive attendance for your key customers and prospects

**CUSTOM**

Whatever your needs, put Culture’s experience and credibility to work in creating fully-customized in-person or virtual events.

# 2021 ADVERTISING RATES

## SOCIAL

Frequency	1x	2x	4x
Social Post Base Rate	\$2,800	\$2,380	\$2,100
Pairing Video	2,500		
Cheese Plate Video	3000		
Recipe Dev. Video	4,000		
Sponsored Content	3,000		
Animated GIF	750		

Video and animation prices are an added to the Social Post Base Rate.

## E-NEWSLETTERS

Sponsored Emails	\$1,500
Banner Ad (728 x 90)	750
Double Banner Ad (728 x 180)	1,300
Digital Giveaways	500
Recipe Sponsorship	500

## COUNTER CULTURE VIRTUAL

Presenting Sponsorship	\$2,500
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## CULTURE CONNECTS

Presenting Sponsorship	\$2,500
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## PRINT

Frequency	1x	2x	4x
Covers	\$5,193	\$4,414	\$3,895
Full page	4,310	3,664	3,233
1/2 page vert./hor.	2,802	2,381	2,101
1/3 page square/vert.	1,940	1,649	1,455
1/4 page square	1,509	1,282	1,131
The Goods	495		
Print Giveaway	500		

## COUNTER CULTURE LIVE (PER EVENT)

Presenting Sponsorship	\$2,500
Lunch Sponsorship	1,500
Evening Reception Sponsorship	1,500
Tasting Table	200

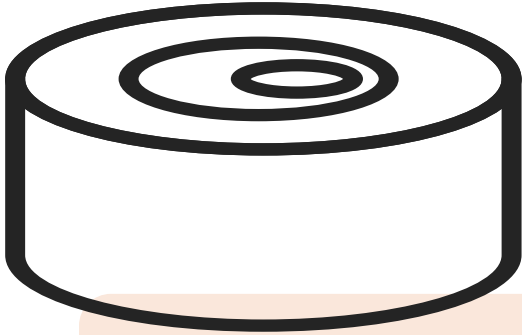
**PENDING**

## COUNTER CULTURE LIVE (ALL 6 EVENTS)

Bag	\$1,500
Lanyard	1,200
Water Bottles (Sponsor Supplied)	1,200



Hit all of *Culture's* digital audiences with our cost-effective packages and **save over 25%** from a la carte.



## WHOLE WHEEL

### *Maximum visibility campaign*

- We will work with you to create a custom pairing, cheese plate or recipe that will engage *Culture's* audiences
- Sponsored post to our social audiences, feature in our trade and consumer e-newsletter, sponsored story on our website for 30 days and one sponsored email.

- **Options include:**

- 1x: \$7,125
- 2x: \$4,985 each
- 4x: \$4,625 each

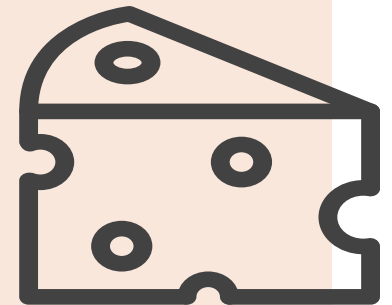
## CUT & WRAP

### *An affordable way to take advantage*

- *Culture* will create a GIF that represents your brand and products
- Sponsored post to our social audiences and sponsored story on our website for 30 days

- **Options include:**

- 1x: \$3,415
- 2x: \$2,395 each
- 4x: \$2,225 each



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