



the word on cheese

culture

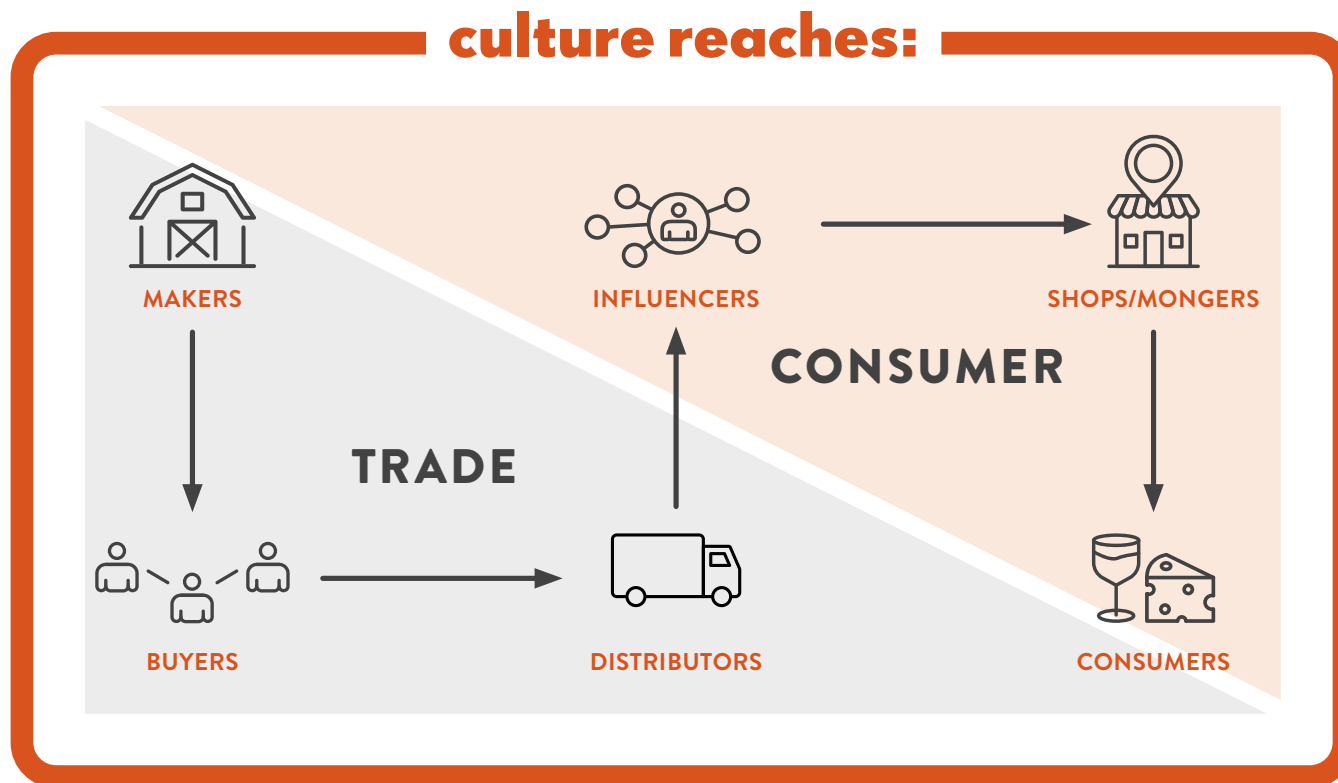
2022 MEDIA KIT

culture moves cheese.

WHY CULTURE?

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

Culture continues to offer a unique blended reach to mongers, consumers and senior buyers across all channels.



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
- Culture's audience is a unique blend of trade professionals and consumer cheese enthusiasts



SOCIAL

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

- 154,000 followers
- An array of content options including recipe creation, storytelling and video
- Consistent engagement above industry average across all platforms:

Instagram:

10.39%

Facebook:

3.13%

Twitter:

2.3%



DIGITAL

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

- Culture's website receives 53,224 monthly visitors, generating over 365,000 page views
- Culture's trade e-newsletter reaches 4,626 and our consumer edition reaches 15,052 subscribers

PRINT

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



1 CHEESE STYLES ISSUE (ON SALE JANUARY 26, 2022)

Discover 14 unique styles of cheese and our picks for must-try brands, plus recipes, tips and tricks for buying, pairing, and storing cheese, and more!

Sales Close: 12-15-21
Materials Due: 12-29-21

2 INNOVATION ISSUE (ON SALE MARCH 16, 2022)

From improvements in the cheese industry to innovation in animal husbandry, this issue will spotlight what's new in the world of wedges and wheels.

Sales Close: 2-2-22 Materials Due: 2-9-22

3 TRAVEL ISSUE (ON SALE MAY 11, 2022)

For our readers, there's no better vacation or weekend away than one that includes a cheese-centric destination. This issue spotlights cheesemakers to visit stateside and around the world, offering inspiration for that next trip.

Sales Close: 3-30-22 Materials Due: 4-6-22

4 PAIRINGS ISSUE (ON SALE JULY 13)

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.

Sales Close: 6-1-22 Materials Due: 6-8-22

5 ENTERTAINING ISSUE (ON SALE OCTOBER 12, 2022)

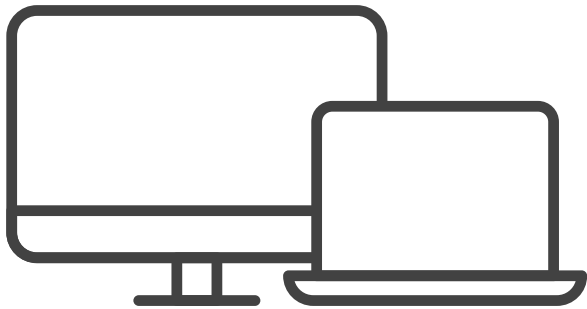
It's not a special occasion without cheese, and this issue will cover all the ways to celebrate with your favorite food.

Sales Close: 8-31-22 Materials Due: 9-7-22

6 BEST CHEESES (ON SALE DECEMBER 14, 2022)

A roundup of our picks for Best Cheeses of the Year!

Sales Close: 11-2-22 Materials Due: 11-9-22



Our website and e-newsletters complete the circle.

WEBSITE

Our website delivers over 365,000 impressions and over 53,224 unique trade and consumer visitors per month.

Our recent overhaul includes:

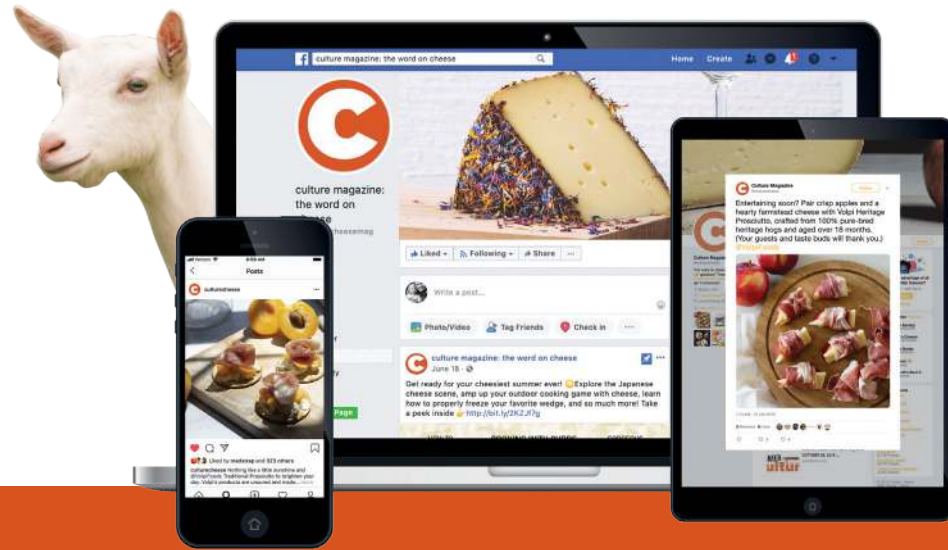
- 1** Increased site functionality by making our large archive of high-quality content better organized and easier to find
- 2** Dedicated space for partner (sponsored) content and giveaways.
- 3** Better mobile-responsiveness

E-NEWSLETTERS

- Distributed weekly
- Dedicated trade and consumer e-newsletters
 - Cheese: The Word reaches 15,000 consumer subscribers
 - Counter Culture reaches 4,600 cheese professionals
 - Distributed weekly

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

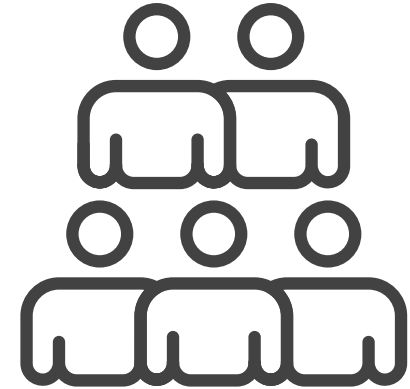
GIVEAWAYS

- 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:

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 retail, restaurants, distributors and importers

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

*Check out our [YouTube channel](#) to view past events

2022 ADVERTISING RATES



SOCIAL

Frequency	1x	3x	6x	12x
Pairing Video	\$5,500	\$4,880	\$4,600	\$4,345
Cheese Plate Video	5,800	5,380	5,100	4,582
Recipe Dev. Video	6,800	6,380	6,100	5,372
Sponsored Content	5,800	5,380	4,600	4,582
Animated GIF	3,550	3,130	2,850	2,805

WEBSITE

Banner Ad (728 x 90)	\$1,200
Double Banner Ad (728 x 180)	2,100
Digital Giveaway	1,600

VIRTUAL COUNTER CULTURE

Presenting Sponsorship	\$2,500
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CULTURE CONNECTS

Presenting Sponsorship	\$2,500
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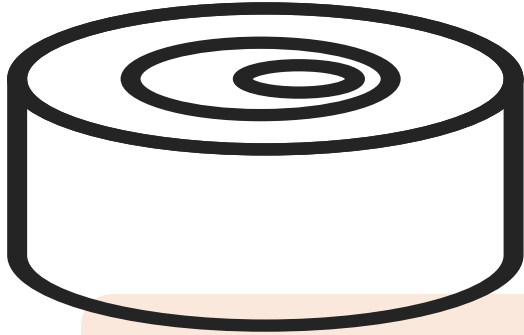
PRINT

Frequency	1x	3x	6x	12x
Covers (2, 3, & 4)	\$5,193	\$4,414	\$3,895	\$3,375
Full page	4,310	3,664	3,233	2,802
1/2 page vert./hor.	2,802	2,381	2,101	1,821
1/3 page square/vert.	1,940	1,649	1,455	1,236
1/4 page square	1,509	1,282	1,131	981

CULTURE & COUNTER CULTURE E-NEWSLETTERS

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

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.

- **Options include:**

- 1x: \$7,125
- 2x: \$4,985 each
- 4x: \$4,625 each
- 12x: \$4,275 each



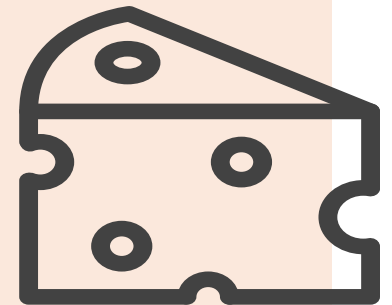
CUT & WRAP

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
- 12x: \$2,049 each



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