



the word on cheese

culture

our philosophy.

culture is the only national, multifaceted media outlet that connects makers, mongers, distributors, and cheese lovers. Through these connections, we provide exclusive insight to the people, environments, flavors, and cultures that make our niche community one-of-a-kind. We provide a platform for all voices to share their stories, and focus on cheese education from novice to expert. We're not afraid of a good cheese pun, and unabashedly think outside the vat. Our engaging content connects consumers and industry professionals through a range of topics, from sharing recipes and unique pairings, to highlighting in-depth profiles and think pieces on animal husbandry. Our small but funky team strives to create a deep and nuanced appreciation for cheese and the community of folks who make and enjoy it.

It's not just cheese. It's culture.

culture moves cheese.

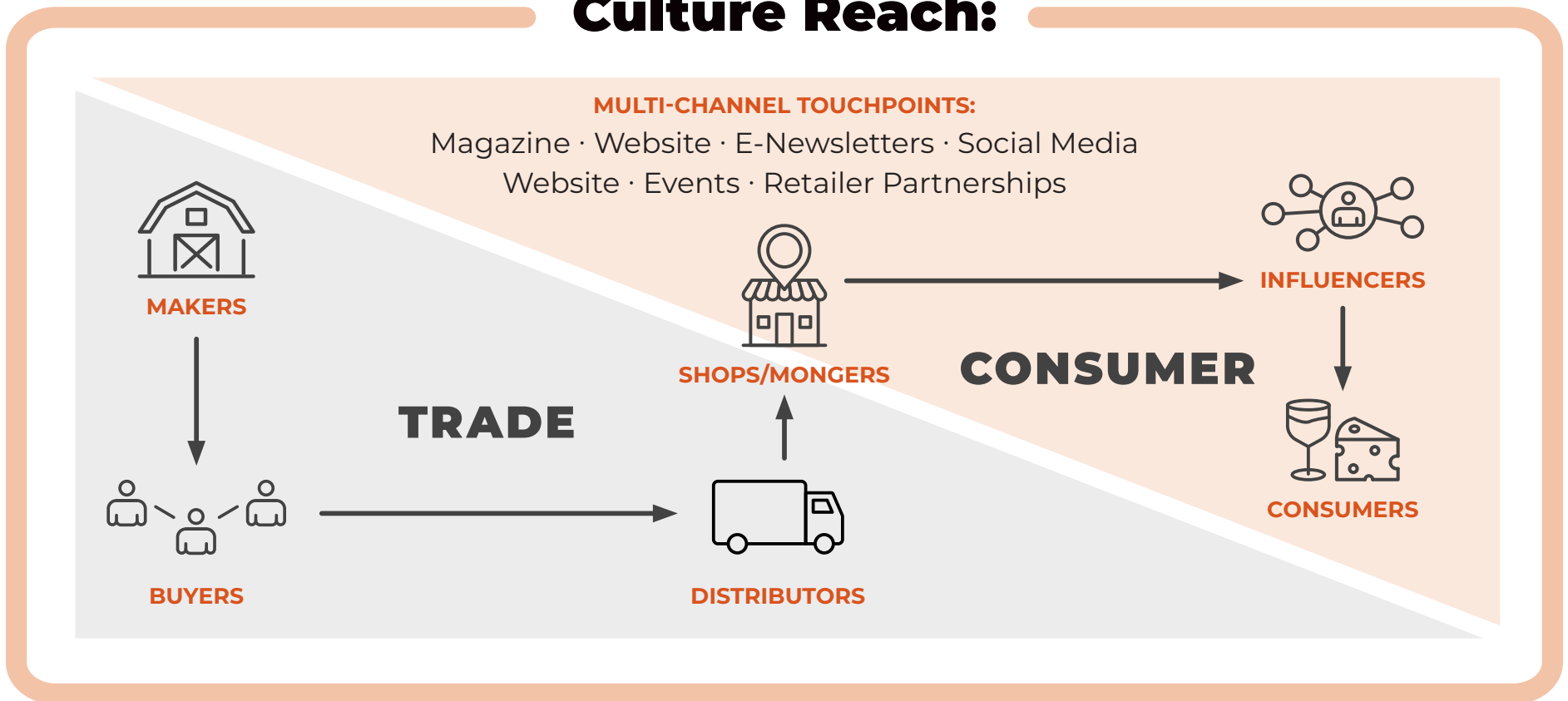


Why Culture?

For over 15 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 over 240,000+ trade professionals and consumer enthusiasts across all channels.

Culture Reach:



Culture Magazine

The brand pinnacle.

culture's unique, approachable voice draws an equally unique audience: decision-making trade professionals, and hardcore cheese enthusiasts.



KEY FACTS:

- 24,000 readers
- Retail distribution to more than 155 cheese and specialty food stores

2024 Editorial Calendar

SIP	Spring	Summer	Autumn	Winter
Best Cheeses	The Beginnings Issue	The Hot List	Cheese: 101	Entertaining
—	—	—	—	—
Ads due: Dec. 6	Ads due: Feb. 7	Ads due: May 8	Ads due: Aug. 7	Ads due: Oct. 9
Newsstand: Jan./Feb.	Newsstand: Mar./Apr./May	Newsstand: June/July/Aug.	Newsstand: Sept./Oct.	Newsstand: Nov./Dec.
BONUS DISTRIBUTION: Winter Fancy Food Show	BONUS DISTRIBUTION: IDDBA	BONUS DISTRIBUTION: Summer Fancy Food Show and ACS Conference		

Social Media



culture's highly engaged social media audience is among the largest in cheese.

Mouth-watering products, travelogues, plating and pairing conspire to capture and hold the attention of over 150,000+ professionals and enthusiasts.

culture can develop a winning creative asset for you or you can provide your own content. **culture**-developed assets tend to have higher engagement and reach but providing your own creative asset gives you complete control.



CLICK SOCIAL MEDIA LOGO TO VIEW OUR HIGHEST PERFORMING POST:



Instagram
Followers: 49.2k
Reach: 300k accounts*



Facebook
Followers: 98k
Likes: 100k
Engagement Rate by Reach: 10%



X
Followers: 14.6k
Engagement: .9%



Pinterest
Followers: 3.9k
Monthly Views: 277.8k



E-Newsletters

culture's weekly newsletters keep trade and consumer audiences informed:

culture reaches 15,800 consumer subscribers and **counter culture** reaches 8,000 industry professionals.

TOPICS COVERED:

■ **counter culture:** Our industry-focused news platform for makers, mongers, importers, and distributors.

34% average open rate

3.2% average click rate

■ **culture: the word on cheese:** Features cheese news, insider tips, events, and recipes, plus highlights from culture's digital platforms.

39% average open rate

3% average click rate

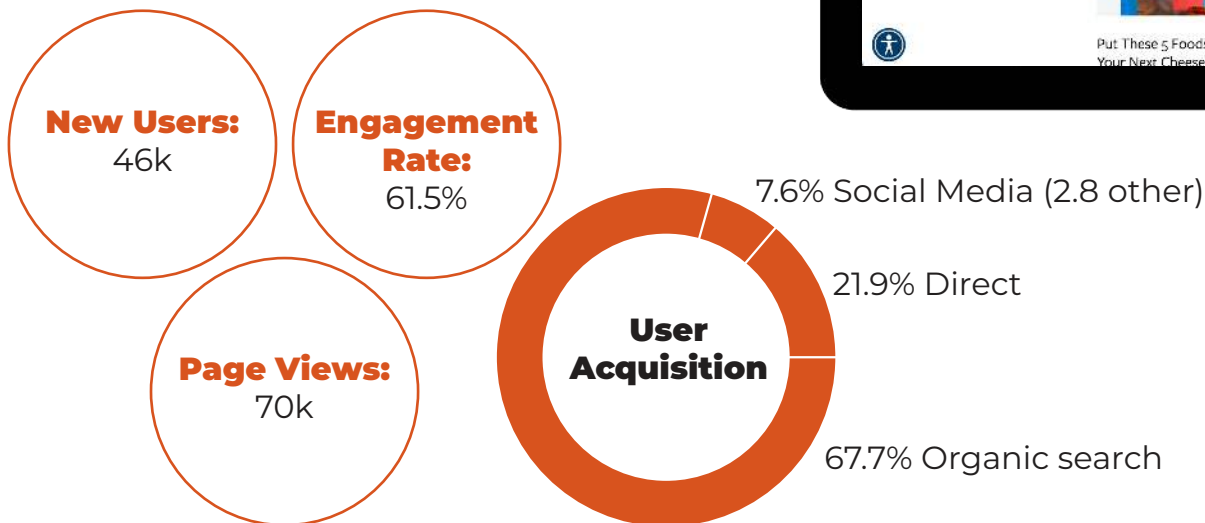


Website

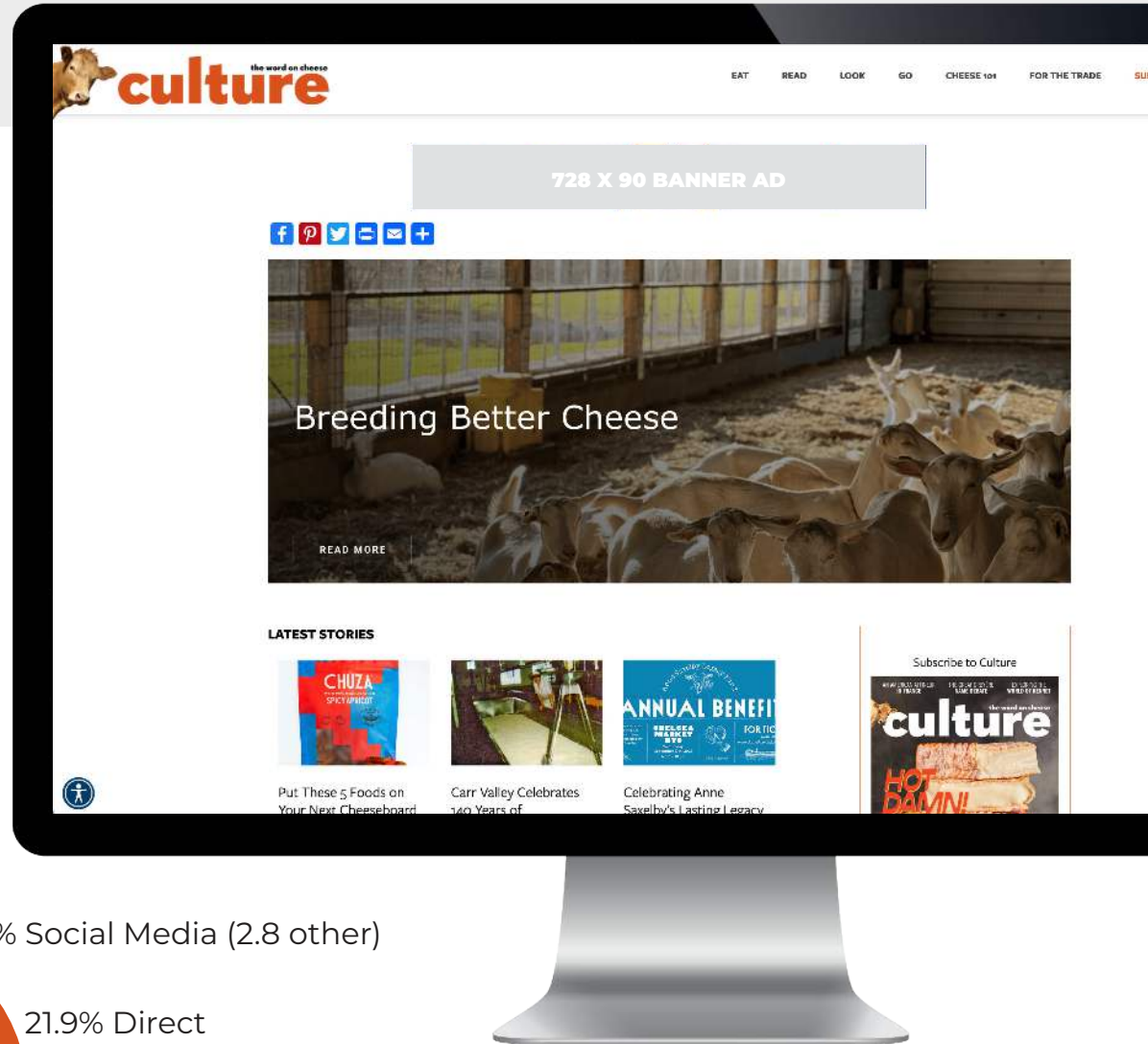
culture's website is a deep well of cheese and accompaniments content:

New product launches, destinations, recipes, contests, pairing ideas, cheese styles, maker profiles, and so much more!

Performance Metrics (Avg/30 days):



Data collected 9/20/2023.



culturecheesemag.com



Photo taken at Counter Culture Long Island City on October 10, 2022.



counter culture

- February 13** Los Angeles, CA
- April 9** Philadelphia, PA
- April 28** San Diego, CA*
- May 14** Seattle, WA
- September 24** Chicago, IL

PROMOTIONAL DETAILS

While the in-person event is the primary value, there are additional benefits to sponsoring **counter culture**:

- Your brand is highlighted in outreach to prospective attendees.
- Your branding is included in the event program including a writeup of your presenter and company.
- Your brand is highlighted in post-event follow-up to attendees and your presentation is made available to all attendees for reference.

- **counter culture** provides a focused opportunity to engage mongers and buyers in an interactive, educational setting. It's an intensive, full-day session with ample opportunity to talk one-on-one and network with buyers and peers.
- Each presenting sponsor is provided with 30 minutes to tell their unique story of origin, people, process, and of course, taste their product!
- Tasting Table Opportunity: Each table at the event features an array of accompaniments that attendees can taste and pair with cheese throughout the day.

*4 presenting slots available at Liquid City Event. Ask rep for details.

starter culture

A turnkey product introduction engine that puts **culture's** industry and consumer engagement to work for you.

starter culture is your one-stop shop to bring products to market, drive sales and build a sustainable presence.

EVERY PROGRAM INCLUDES:

- Retail store placement that's scaled to fit your needs
- Promotion that drives customers to the stores
- In-store impact to generate sales
- Reporting to measure impact



SELECT YOUR STORES

Our participating purveyors are known for careful product selection and an interest in identifying and supporting emerging brands.

BUILD YOUR PROGRAM

■ **culture** works with you to build the program, and provides:

- Creative assets for customer communications, email, social, and web promotion
- POS items such as handouts, shelf talkers, signage, etc. as needed for a successful promotion
- Coordinated training sessions for store-level staff

AMPLIFY THE IMPACT

Email, social media and boosted social posts to **culture's** audience of engaged consumers.

EXTEND THE EXPERIENCE

- Post-promotion to consumers
- Social posts over the course of your campaign
- Exclusive offers to drive consumer action

MONITOR RESULTS

- Performance statistics from all campaigns
- Measurable sales reporting from retailers



Content Development



Enter for your chance to win a **BIG GREEN EGG®** And other great prizes!



PLUS every entrant receives a coupon for @thisisfinecheese

Put **culture's** award-winning content development team to work for you!

If you can think it, we've likely done it. Writing, video production, giveaways, photography, custom events, in-store promotions... we've done it all and for some of the best recognized brands in premium deli. We'll make your brand a star.

CLICK CIRCLE TO SEE EXAMPLE:

- Promotional Video Production
- Custom Giveaways
- Cookbooks
- Pairing Videos
- In Store Promotion (Starter Culture)
- Recipe Development Videos
- Culture Cooking Demos



2024 Advertising Rates

Social

Frequency	1x	3x	6x	12x
Static Image Production	\$4,000			
Video Production	Starting at 5,500			
Media-Only	2,500	2,225	2,100	1,975

Website (limited run**)

Frequency	Month	Quarter	Year
Banner (728 x 90)	\$1,450	\$4,050	\$11,400
Double Banner (728 x 180)	2,500	7,050	19,800
Landing Page	1,800	4,950	14,075

Counter Culture Events

Series Sponsorship (all 4 events)	\$8,000
Presenting Sponsor	3,000
Roundtable or Panel Sponsor	2,000
Lunch Sponsorship	2,000
Evening Reception Sponsorship	2,000
Coffee & Drink Service Sponsorship	1,500
Tasting Table Per Item	200

*Media only = client supplies all assets for post (no production services required from **culture**). See 2024 Media Details page for more information.

**Website banner ads are capped at 4 slots per top leaderboard and 4 slots per bottom leaderboard each month. Featured story advertorials are capped at 2 positions per newsletter per month.

***Back cover, inside front cover, inside back cover

Print

Frequency	1x	3x	5x	12x
Covers***	\$5,445	\$4,630	\$4,085	\$3,540
Full page	4,525	3,845	3,395	2,940
1/2 page vert./hor.	2,940	2,500	2,205	1,915
1/3 page square/vert.	2,040	1,735	1,530	1,325
1/4 page square	1,590	1,350	1,195	1,035

E-Newsletters (per week)

Frequency	Week	Month	Quarter	Year
Featured Story Advertorial**	1,450	N/A	N/A	N/A
Banner (728 x 90)	\$420	\$1,450	\$4,250	\$9,750
Double Banner (728 x 180)	735	2,500	7,500	22,750
Recipe Sponsorship	\$625			

Webinars

Sponsored Webinar	\$3,000
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Digital Giveaway (limited run: 1 per month)

Omni-channel Giveaway	\$4,600
Instagram	2,000

2024 Media Details



E-NEWSLETTERS

FEATURED STORY ADVERTORIAL

Each e-newsletter offers a premium spot, just below the marquee story at the top of each email ([example](#)).

Client will provide:

- High resolution (300 dpi) photography (.jpg file) of corresponding content image
- An outline of the press release or product information
- Website url for click through link

Above assets must be submitted to **culture** 48 hours prior to intended promotional run.

BANNER ADS

Banner Ad: 728 x 90 pixels; Double Banner Ad: 728 x 190 pixels. Please submit as camera-ready .jpg, .png, .swf, or .gif files and corresponding url for click through 48 hours prior to post date.

RECIPE SPONSORSHIP

Your recipe is promoted in our **culture: The Word on Cheese** e-newsletter.

Client will provide the following assets 48 hours prior to run date:

- Recipe instructions including ingredients, steps, and yield
- High resolution (300 dpi) photography (.jpg file) of the completed recipe
- Author name and bio (can be a company or a specific person)
- Author photo or company logo at 250 x 250 (300dpi .jpg)

DIGITAL GIVEAWAYS

OMNI-CHANNEL GIVEAWAY

(intended for broader brand awareness):

A giveaway promoted in our **culture: The Word on Cheese** e-newsletter and 2 stories on our social media channels. Entrants are directed to a custom landing page to provide their email address and enter the giveaway.

Client will provide:

- A photo of the prize package (or products should be shipped to a **culture** team member for photographing)
- A list of the prize package items
- Specify the number of winners (we suggest between 1 and 3)
- Specify the deadline for entry (we suggest two weeks from launch date)

INSTAGRAM GIVEAWAY

(intended for social media audience growth):

A giveaway promoted on our **culture** instagram channel. Entrants must follow **culture** and client accounts, comment on the post and tag two friends to enter.

Client will provide:

- Same list as omni-channel

For both types of giveaways, assets must be submitted to **culture** 48 hours prior to intended promotional run.

SOCIAL MEDIA

VIDEO PRODUCTION:

culture will produce a simple video showcasing your product ([examples here](#), [here](#), and [here](#)). The video will adhere to **culture** brand standards and quality.* **culture** will come up with an appropriate caption for the post, however client must provide applicable hashtags and handles for tagging.

MEDIA-ONLY:

You supply all media assets associated with your single post. This can be a video you've created, or static image(s). Must be supplied as high-resolution files in either a .mp4 or .jpg format. Captions and relevant handles and hashtags must be supplied by client.

PRINT

See 2024 printer specification sheet.

WEBSITE LANDING PAGE

Client will provide all relevant content for their [landing page](#) including product and company information, and photography. Please include a company logo and bio for "About the Author" section at the bottom of the page.

This media kit is a good example of **culture's brand standards. Our audiences favor bold photography and font choices, and our style is loud and playful. If **culture** creates your asset, it will look authentic to **culture**'s brand.*

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