culture

the word on cheese

2026 MEDIA KIT

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 17 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.

MULTI-CHANNEL TOUCHPOINTS:

Magazine · Website · E-Newsletters · Social Media Website · Events · Retailer Partnerships

Culture Reach:

Over 240,000+ trade professionals and consumer enthusiasts across all channels, all of whom love quality cheese.

Independents → **Supermarkets**

DeLaurenti · France 44 · Di Bruno Bros. · Bristol Farms · Eataly · Kowalski's Market · Dragger's Market · H-E-B · Trader Joe's · Fareway · Antonelli's Cheese · Lady & Larder · venissimo cheese · Formaggio Kitchen · Gus's Community Market · Central Market · Lazy Acres Natural Market · Gelson's · Whole Foods Market · Hy-Vee · Loblaws · Rainbow Grocery · The Spanish Table · Saxelby Cheesemongers · Zingerman's Delicatessen · Murray's · New Leaf Community Markets · Lunds & Byerlys · New Seasons Market · Ralphs · Kroger · Aldi · Cheese Plus · Cheese Cave · Guido's Fresh Marketplace · Fromagination · Erewhon · Town & Country Supermarket · Citarella · Roundy's · ShopRite · Wegmans · Ahold Delhaize · Beautiful Rind · Rubiner's Cheesemongers · Bedford Cheese Shop · Zabar's · Jimbo's · PCC Community Markets · Mariano's · Nugget Markets · Winn-Dixie · Giant Eagle

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 240 cheese and specialty food stores

2026 Editorial Calendar

SIP
The Best Cheeses Issue

Ad Materials due: Dec. 10
Newsstand: Jan./Feb./March

BONUS DISTRIBUTION:
Winter FancyFaire*

Spring
The American Cheese Issue

Ad Materials due: March 4
Newsstand: Apr./May/June

BONUS DISTRIBUTION:
Summer Fancy Food Show
IDDBA

Summer
The Hot List Issue

Ad Materials due: June 3
Newsstand: July/Aug./Sept.

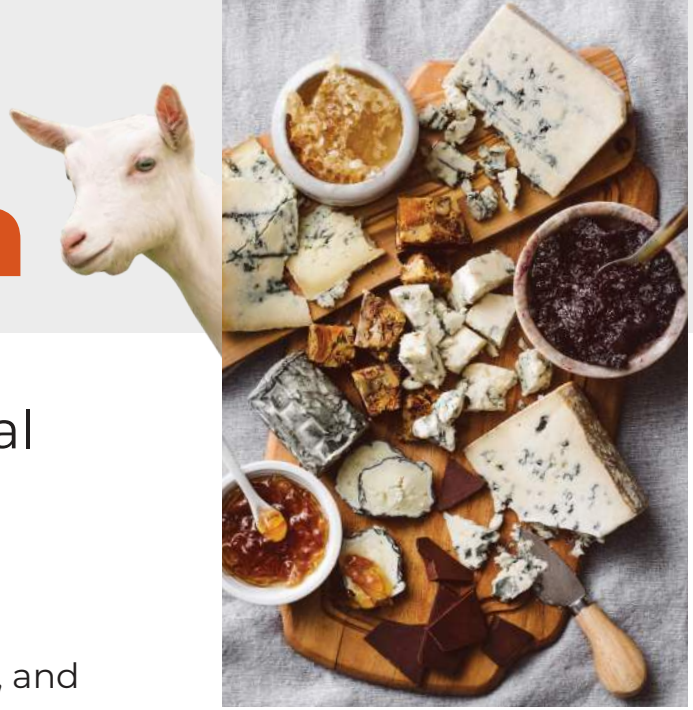
BONUS DISTRIBUTION:
ACS Conference

Autumn/ Winter
Entertaining/ The Trailblazers Issue

Ad Materials due: Sept. 9
Newsstand: Oct./Nov./Dec.

culturecheesemag.com

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.

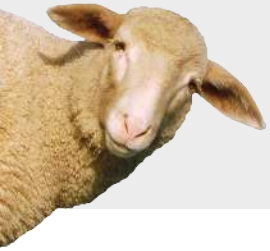
culture can develop a winning creative asset for you or you can provide your own content. **culture**-developed assets tend to have higher engagement and reach, but providing your own creative asset gives you complete control.

Instagram
Followers:
53k
Reach:
300k accounts*

Facebook
Followers:
98k
Reach:
45k accounts*

Pinterest
Followers:
4k
Monthly Views:
250K

Data collected 08/26/2025. *Average over the course of 30 days.



E-Newsletters

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

culture reaches 17,500 consumer subscribers and **counter culture** reaches 8,600 industry professionals.

TOPICS COVERED:

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

  41.5%% average open rate

  4.5% average click rate

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

  37.1% average open rate

  3.2% average click rate

Data collected 08/26/2025.

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!

Average monthly visits:

139,878

Average monthly page views:

215,821

Data collected 08/26/2025.

Photos taken at Counter Culture Chicago on September 24, 2024.

counter culture

February 24	Los Angeles, CA
March 31	Miami, FL
April 21	Washington, D.C.
May 5	Detroit, MI
September 15	Boston, MA
October 6	Portland, OR

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 to 40 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.

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

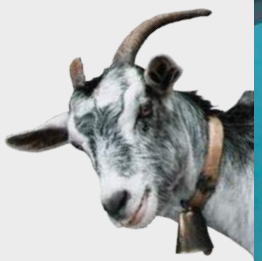
Email, social media, and boosted social posts to **culture**'s audience of engaged consumers.

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

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
- Recipe Development Videos
- Culture Cooking Demos

culturecheesemag.com

2026 Advertising Rates

Social

Frequency	1x	3x	6x	12x
Static Image Production	$4,000			
Video Production	Starting at 5,500 (limited run: 1 per month)			
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

Counter Culture Events

Series Sponsorship (all 6 events)	$18,000
Presenting Sponsor	3,000
Roundtable or Panel Sponsor	2,000
Lunch Sponsorship	3,000
Evening Reception Sponsorship	3,000
Coffee or Drink Service Sponsorship	2,500
Tasting Table Per Item	200
Tote Bag Sponsorship	1,500
Water Bottle Sponsorship	1,000

Print

Frequency	1x	3x	5x	12x
Covers***	$5,990	$5,240	$4,635	$4,015
Full page	4,825	4,225	3,730	3,235
1/2 page vert./hor.	3,235	2,835	2,500	2,165
1/3 page square/vert.	2,240	1,960	1,730	1,500
1/4 page square	1,740	1,525	1,345	1,170

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

Digital Giveaway (limited run: 1 per month)

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

Media only = client supplies all assets for post (no production services required from* ***culture**). Limted run: 2 per month. See 2025 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.*

2026 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 intented 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

***For all Posts:* Client will have the option to be added as a collaborator to increase account discovery.**

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.

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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