

dishing[®]

PARK CITY

MEDIA KIT



A food-lover's guide to great dining around Park City

dishingpc.com

THE DISH

Dishing Magazine is a premier media company specializing in food publications for resort communities, producing high quality content for a wide spectrum of audiences. Attracting 100,000 consumers monthly across our print, digital, social and video channels in Jackson Hole and Park City, we explore the unique culinary scenes in each town. Our biannual print magazines offer residents and visitors entertaining information about restaurants, food trends and chefs in the region.

Join us as we explore Park City's restaurants. We'll tell you where you should eat, what you should order and what's new. *Dishing* is the source for food information and restaurant options. It's a unique combination of food magazine and dining guide, which makes it a resource for locals, visitors and the hospitality industry alike.

On Dishingpc.com, daily stories expand upon information found in the print publication; restaurants reveal recipes for some of their most popular dishes; and a comprehensive calendar of events keeps you in the know about happy hours, special events and more. The website also offers video content, restaurant menus, a map and listings.



IN EVERY ISSUE

- **Restaurant Listings** – A local's perspective on restaurants and their food and ambiance, accompanied by mouthwatering photos
- **Ask For It** – Recipes for some of our favorite dishes from area restaurants
- **Feature stories** – Food trends and roundup articles
- **A Lesson In** – A local chef teaches readers something in the kitchen
- **Will Travel for Food** – Foodies travel beyond Park City

WHO WE REACH



2 in 3
women



1 in 3
men



1 in 2
millennials

ACROSS PLATFORMS

212,000
print readers



22,000
social followers



29,000
digital uniques



LET'S GET SOCIAL

In addition to the beautiful print publication, *Dishing* is getting social and is spreading the food love where people spend a large majority of their time: on their phones. Building an active community on Facebook, Instagram, Pinterest and Twitter, *Dishing's* social focuses solely on the Park City food scene and shares restaurant specials, most loved dishes, videos and behind the scenes looks to get people liking, sharing, engaging and in the door.

ABOUT OUR READERS

Everyone eats out, so our audience is also that broad. *Dishing* is designed to reach a wide ranging reader, from the well-traveled and well-fed foodie to a kitchen novice who eats out for convenience. The readership is comprised of a mix of locals and tourists of all ages and income brackets. Locals and tourists use it to keep current about what is going on in the restaurant scene. Tourists come to Park City

for experiences, and they use *Dishing* as their guide to the plan the most memorable culinary experiences. Concierge services use *Dishing* to direct others to the best spots to eat around town. Our easy, approachable content and mouthwatering photographs invite readers to savor the publication for months. It's designed to stay on the coffee table for six months until the next comes out.

WHAT PEOPLE ARE SAYING

“ Recently you gave us a few boxes of your magazine, and we have been putting them out for our guests to read and enjoy, and boy have they ever! Everyday multiple times a day we have to keep replenishing them due to our guests reveling in them.

–Your Signature Collections Front Desk Staff
Deer Valley Signature Collection of Homes and Condos

“ Launching a new restaurant in a small foodie mountain town is challenging enough, but collaborating with *Dishing* was one of the easiest and best decisions we've made. They were truly committed to marketing Versante Hearth + Bar as we went through our opening. They were amazing to partner with and eager to help us get the word out. Their attention to detail and brand messaging is spot on in social media postings and print. It's always great to see our followers increase after a *Dishing* post. We are thrilled with our first year success and are appreciative to the *Dishing* Team for all their help! Bonus - there is not a hipper food magazine around and we're in it!

–Stephanie Samuels, GM, Peaks Hotel
Versante Hearth + Bar

DISTRIBUTION

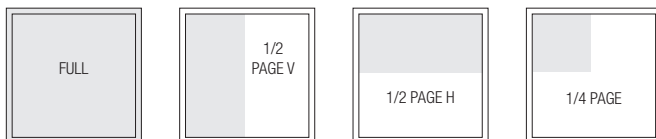
Dishing Park City distributes to more than 200 locations throughout Park City. Find the magazine at most hotels and property management companies and in-room at exclusive properties such as St. Regis Deer Valley, Montage Deer Valley, Stein Eriksen Lodge, The Chateaux, Westgate Resort, Marriott Mountainside and more. Visitors and locals also pick up free copies from hotel concierges, at front desk check-in or at stands throughout town. The magazine is provided to numbers groups coming to Park City for vacations and conferences.

- 26,500 copies per issue
- More than 100,000 readers reached
- In-Room at hotels & restaurants
- Free stands around town
- Chamber of Commerce and Visitor's Center
- Concierge iPad tools
- Property management companies

ADVERTISE

We like to think of ourselves as in the business of marketing your brand, not selling advertising. What we don't do: Sign you up for an ad and then disappear for six months. With everything we do, we do it with our advertisers in mind. Our multifaceted content channels allow you to reach a range of consumers, while our distribution model and subscription base gets your business into the hands of people who care about food in Park City.

AD SPECIFICATIONS



1. PDF, TIFF, EPS, PSD, AI files accepted.
2. Ads must be CMYK format, and blacks must be C=30, M=30, Y=30, K=100.
3. All fonts must be embedded or converted to outlines.
4. All images must be embedded and 300 dpi.

For advertising rates, please refer to the Advertising Rates insert.

Full Page

Live Area 8.125" x 8.125"
Trim Size 8.5" x 8.5"
With .125" bleed 8.75" x 8.75"

1/2 Page V 3.96" x 7.93"

1/2 Page H 7.93" x 3.96"

1/4 Page 3.875" x 3.875"

DEADLINES & DATES

The Summer/Fall issue will publish around mid June and be in circulation through mid Dec.

The Winter/Spring issue will publish around mid Dec. and be in circulation through mid June.

CONTACT US

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Please email ad materials to kristen@dishingjh.com. If a file is too large to email, please send via Dropbox, WeTransfer or other file transfer program.