

dishing®

MEDIA KIT



A food lover's guide to great dining around Jackson Hole

www.dishingjh.com

THE DISH

Join us as we explore Jackson Hole's culinary scene. We'll tell you where you should eat, what you should order and what's new. Let's dish.

The Tetons' culinary scene goes way beyond cowboy cuisine. Jackson Hole and boast an array of restaurants as worldly as the people who live here. Choose from award-winning cuisine or a curbside burrito. Order a \$2 tall boy Pabst Blue Ribbon or a \$500 bottle of wine. *Dishing* helps foodies find what they are looking for.

We are the only culinary magazine of the Tetons, offering local restaurant information and food-related news. The biannual print magazine focuses on the culinary scenes in Jackson Hole and Teton Valley, offering residents and visitors entertaining information about restaurants, food trends and chefs in the region. With almost every restaurant in town participating, *Dishing* is the best resource to inform readers about where to eat and what to order so that they have the best experiences.

On Dishingjh.com, our daily blog expands upon stories found in the print publication; publishes recipes from area restaurants; features great recipes; and keeps a comprehensive calendar of events. The website also offers video content, a recipe database, restaurant menus, a map and listings. With the ability to book your reservations, our site is your one-stop source for everything foodwise in Jackson Hole.

WITH DISHING, YOU WILL REACH READERS WHO ARE HUNGRY FOR WHAT WE OFFER: USEFUL CONTENT, GOOD DESIGN, UPDATED INFORMATION AND STYLE.

IN EVERY ISSUE

- **Restaurant Listings** – A local's perspective on restaurants and their food and ambiance, accompanied by mouth-watering photos
- **Ask For It** – Recipes for some of our favorite dishes from the valley's restaurants
- **A Lesson In** – A local chef teaches readers something in the kitchen
- **Will Travel for Food** – Foodies travel beyond Jackson Hole
- **A Jackson Classic** – A focus on a favorite, not-to-be-missed place or plate

SOCIAL MEDIA & COMMUNITY INVOLVEMENT

Dishing is committed to more than publishing a magazine and blog. We offer the best social media promotions and support available. You will find consistent promotion through all social media outlets.

DISTRIBUTION

- 25,000 copies per issue
- More than 100,000 readers reached
- Hotels
- Restaurants
- Free stands around town
- Chamber of Commerce and Visitor Center
- Concierge iPad tools
- Property Management companies

DISHINGJH.COM

- Keeps locals up-to-date and helps travelers plan their trip prior to arrival.
- Provides a go-to source for happy hours, news and up-to-date information about what is going on in town.
- Offers exclusive content, the latest food news and popular regular bloggers, recipes, videos, social media and more.

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. Our readership is comprised of a mix of locals and tourists of all ages and income brackets. Locals give us feedback that they use *Dishing* to keep current about what is going on in the restaurant scene in Jackson Hole, and 75 percent of our local readers keep a copy in their homes. Tourists use *Dishing* to navigate and plan the dining portion of their trips. Our easy, approachable content and mouth-watering photographs will invite our 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

“ While visiting Jackson Hole in February, I relied quite heavily on your dining guide. I believe I got to experience MOST of the best restaurants in JH. I stayed at Rustic Inn Cabins; and I picked up your mag there. It has a very nice format! I travel frequently, and part of my trips are trying to find the best restaurants in the area.

- Laura Ulshoefer, Wrightsville Beach, N.C.

“ Whenever I see that there are shares on a Facebook post, I usually have a good guess that *Dishing* was one of the shares. They have been incredibly helpful at spreading the word for us on events and promotions at the restaurants. Getting the word out to not only our fans but their fan base as well has made a noticeable difference in our reach and impressions.

- Marketing Department of Teton Mountain Lodge and Hotel Terra

“ *Dishing* wrote a blog story about our salsa company, and an hour after it went live the traction on our website was incredible, with more than 600 visitors, more than 200 Facebook likes and 27 new customer orders. It was a tremendous boost for us, and the article was reposted numerous times on many social media platforms by companies and bloggers. This is a small town magazine with a big time audience!

- Andrew Bourke, Founder, Tenayo Salsa

ADVERTISING

RATES

| | |
|--|---------|
| Restaurant write-up/listing | \$2,000 |
| *Back cover | \$3,000 |
| *Inside back/front cover | \$2,500 |
| *Full page (first 15 pgs.) | \$2,250 |
| Full page | \$2,000 |
| *1/2 page (first 15 pgs.) | \$1,500 |
| 1/2 page | \$1,200 |
| 1/4 page | \$650 |
| Social media package | \$4,500 |
| (includes two seasonal photoshoots, a video and extra social media) no discounts apply | |
| Photoshoot package | \$300 |
| (includes two seasonal photoshoots) no discounts apply | |

- A 15% discount is available when you sign up for the full year.
- A charge of \$100 will apply if *Dishing* needs to create your ad.
- For restaurant listings, we are happy to photograph the food for an additional \$150 fee (restaurants may reuse any photo we take with a *Dishing* credit).
- Placement requests can be accommodated, but annual discount does not apply.

* Premium and exclusive placements are not discounted

AD SPECS

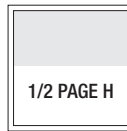
Full Page

| | |
|------------------------|-----------------|
| 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

1/2 Page H

1/4 Page



1. PDF, TIFF, EPS, PSD, AI files accepted.
2. Ads must be CMYK format, and rich blacks must be C=60, M=40, Y=30, K=100.

3. All fonts must be embedded or converted to outlines.
4. All images must be embedded and 300 dpi.

DEADLINES & DATES

The Summer/Fall issue will publish around June 1 and be in circulation through Dec. 1.

Ad closing date

Materials deadline

The Winter/Spring issue will publish around Dec. 1 and be in circulation through June 1.

Ad closing date

Materials deadline

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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.