

# *edible* SOUTH SHORE<sup>®</sup> SOUTH COAST

*Celebrating the Abundance of Southeastern Massachusetts, Season by Season!*

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## **Marketing Beyond the print ad with *edible* SOUTH SHORE & SOUTH COAST**

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*edible* SOUTH SHORE & SOUTH COAST distributes approximately 20,000 magazines each issue. Sent initially to our loyal subscribers; it is then distributed primarily to and through our advertisers; *eSS&SC* gets out there! We support and distribute *eSS&SC* to many local Southeastern Massachusetts resources.

In addition, we have extensive and vital marketing opportunities online including:

- Interactive Digital Edition of each issue is available online always.  
Your ad – with live links to your website – is easily accessible online.
- The *eSS&SC* TIDINGS e-Newsletter is mailed regularly to over 3,000 subscribers and growing. With an event focus we can help publicize your special occasions for no additional charge.
- Our Blog has over 2,000 views per month; the focus is light, fun, lively and timely topics. Send us an idea suggestion: local food, a new product, service or resource, a human-interest story.
- Over 2,500 followers on Facebook as our *edible* SOUTH SHORE & SOUTH COAST community continues to grow. *eSS&SC* will be happy to LIKE your Facebook page and help promote your page. Please LIKE us as well!
- Over 1,700 people following us on Twitter.  
We've been known to tweet about events and special promotions on behalf of our advertisers. Tell us what you have going on.
- Website links – Check out the active link on our Advertiser page.  
Many *eSS&SC* readers use it as a reliable resource for our local community-oriented businesses.
- Website event calendar – Advertisers are always given priority to post events on the online calendar. The *edible*SOUTHSHORE.com website is growing up to be the 'go-to' site for aligned events, (local, regional, national), and to be a reliable community resource (for further food for thought).
- The MARKET, is our B-to-B marketing e-Newsletter and is distributed to over 500 subscribers. Please let us know the unique ways you distribute *eSS&SC* and we may share your story.
- Our GOBBLE e-Newsletter is distributed to 600 subscribers and the focus is seasonal local food recipes. Perhaps you would like to share a favorite seasonal recipe of your own?

Connecting through aligned venues and growing our *eSS&SC* community. Thanks for your interest!