

edible SOUTH SHORE® SOUTH COAST

Celebrating the Abundance of Southeastern Massachusetts, Season by Season!

Marketing your business in partnership with *edible* SOUTH SHORE & SOUTH COAST

edible SOUTH SHORE & SOUTH COAST readers are interested in enjoying delicious food and drink, supporting their local community and learning about and living a more sustainable and healthy lifestyle. By utilizing *eSS&SC* as a marketing tool, you will reach an established and avid fan base and immediately align your business with the important Locavore movement. Fans of *eSS&SC* have a passion for good food and wholesome living; they are searching for like-minded businesses like yours. Use *edible* SOUTH SHORE & SOUTH COAST as a venue to find them. Put your business's advertisement at the fingertips of our voracious readers and eaters. In addition to your ad placement, you will also receive 200+ free copies of each quarterly issue to distribute.

The following examples show some of the clever ways our advertisers use *edible* SOUTH SHORE & SOUTH COAST as a marketing tool.

- Place a small sticker that reads "Compliments of your Xyz Business" on the front cover of *eSS&SC*. Take advantage of a great opportunity to put your name front and center to give your business double the exposure.
- Hand out *edible* SOUTH SHORE & SOUTH COAST at events with your business card tucked inside. Our engaging covers attract people's attention and they will readily pick up a copy.
- If you offer a delivery service, like South Shore Organics, or distribute a weekly CSA box, place a copy of *edible* SOUTH SHORE & SOUTH COAST alongside your product. Your customer will essentially receive a free subscription to the magazine, an appealing bonus to your offerings. Promote this as a benefit of signing up for your service.
- Follow Morrison's Home and Garden's lead and promote via your website that you are part of the *edible* SOUTH SHORE & SOUTH COAST community, are aligned with the locavore movement, and that your business provides free copies of *eSS&SC*.
- Arrange to have your brochure, flyer, or menu inserted into our subscribers' copies for a small fee.
- Clip a logoed pen onto the magazine or staple on a package of free seeds (like Pillsbury Florist).
- Make use of social media outlets like Facebook and Twitter to tell your fans when the new issue arrives. Give them another reason to visit your business.
- If you are having a promotion or a special event, place your flyer inside the magazine (as the Hingham Farmers' Market has done successfully). People are more likely to take a copy of *edible* SOUTH SHORE & SOUTH COAST than a single sheet handout.

We encourage you take advantage of your association with *edible* SOUTH SHORE & SOUTH COAST and think outside the marketing box. Please use the magazine to build your name and reputation as a forward-thinking business that is aligned with community values.