

# dishing<sup>®</sup>

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.

On [Dishingpc.com](http://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 and TikTok, *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 culinary guide. 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

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“ We love *Dishing Magazine* here at The Hilton Sunrise Resort, it represents Park City so well! We literally give every single guest a copy of *Dishing* when they come through our door. That is approximately 7k magazines a year!”

– Hilton Sunrise Concierges Team

“ 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

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## 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, Pendry Park City, Stein Eriksen Residences, Westgate Resort, Abode 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.

- 30,000 copies per issue
- More than 100,000 readers reached
- In-Room at hotels & rentals
- Free stands around town
- Chamber of Commerce and Visitor's Center
- Concierge iPad tools
- Property management companies

# DISTRIBUTION LOCATIONS

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## In Room/Concierge

AC Hotel by Marriott – concierge and front desk  
Black Bear Lodge – in room  
Black Diamond Lodge – in room  
Caledonian – in room  
Double Tree by Hilton – front desk  
Goldener Hirsch – in room, concierge and front desk  
Grand Summit Hotel – concierge and front desk  
Hilton Vacation – concierge  
Hyatt Centric – in room and concierge  
Holiday Inn – concierge and front desk  
Hyatt Place – in room and front desk  
Lespri – front desk  
Lodges at Deer Valley – in room, concierge  
Main and Sky – concierge  
Marriott Mountainside – concierge  
Marriott Summit Watch – concierge  
Montage – concierge, sales  
Newpark Hotel – in room, concierge  
Park Regency – in room and stand  
Peaks Hotel – concierge and stand

Pendry Park City – in room and front desk  
Sheraton Park City – concierge  
Silver Baron Lodge – concierge and front desk  
St. Regis – in room, concierge and front desk  
Stein Eriksen Collection – in room, concierge and front desk  
Sweetwater Lift Lodge – in room and stand  
Swiss Alps Hotel, Heber – in room  
Treasure Mountain Inn – in room, concierge and front desk  
Waldorf Astoria – concierge  
Westgate Resort – in room, concierge  
Yotel Pad – front desk

## Property Management Companies

Abode – in room  
CooperWynn Property Management – in room  
Deer Valley Resort Premiere Lodging – in room  
Exclusive Resorts – in room  
Park City Rental Properties – in room  
Silverado Property Manager

## Free Stands

Atticus  
Big Dipper

Butchers  
Boneyard  
Este Pizza  
Freshies  
Fresh Market – 2 locations  
Glyn Thai  
Goochy Goo BBQ – Heber  
Hearth and Hill  
Heber Valley Chamber – Visitors Center  
Java Cow  
Loco Lizard  
Main Street Post Office Free Box  
The MARC  
The Market – Snowcreek  
Outlets Park City  
Park Avenue Condos  
Park Regency  
PC Bread and Bagel  
Peaks Hotel  
Park City Chamber – Visitors Center / Main St.  
Park City Library  
The Prospector  
Silver King Hotel  
Silver Mountain Sports  
Smiths Food and Drug  
Squatters  
Sundial Lodge  
Szechwan Chinese Kitchen  
Whole Foods

# DISTRIBUTION AND SOCIAL SNAPSHOT

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INDEPENDENT STANDS  
IN AND AROUND  
PARK CITY



TOTAL NUMBER OF  
GUEST ROOMS  
WITH MAGAZINES:

5,000

30,000

Number of  
**magazines**  
distributed per  
issue



ACTIVE  
CONCIERGES

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dishingpc.com

MULTIPLE WEEKLY BLOG POSTS



@dishingpc



dishing  
park city



# ADVERTISING RATES

## RESTAURANT LISTINGS

Signature ..... \$1,600/issue  
Two+ issue discount ..... \$1,440/issue  
Includes: restaurant listing in magazine, web listing on Dishingpc.com, calendar events, blog posts, Facebook and Instagram following and cross-posting.

Add full page ad to signature listing .....  
..... \$2,500/issue  
Add 1/2 page ad to signature listing .....  
..... \$1,250/issue

## FULL PAGE ADVERTISING

Back Cover ..... \$5,000/issue  
Two+ Issue Discount ..... \$4,500/issue  
Back cover placement, web ad on Dishingpc.com

Full Page Limited ..... \$4,000/issue  
Two+ Issue Discount ..... \$3,600/issue  
Inside front cover, RHR Inside front cover, inside back cover placement, web ad on Dishingpc.com

Full Page Signature ..... \$3,500/issue  
Two+ Issue Discount ..... \$3,150/issue  
Guaranteed first 15 page placement (limited), web ad on Dishingpc.com.

Full Page Standard ..... \$3,000/issue  
Two + Issue Discount ..... \$2,700/issue  
Full page placement, web ad on Dishingpc.com.

## HALF PAGE ADVERTISING

Half Page Signature ..... \$1,900/issue  
Two+ Issue Discount ..... \$1,700/issue  
Guaranteed first 15 page placement (limited).  
Half Page Standard ..... \$1,600/issue  
Two+ Issue Discount ..... \$1,440/issue

## A LA CARTE (PER ISSUE)

Listing Photography Package ..... \$150  
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.)

Extended Photography Package ..... \$300  
1 hour professional photoshoot, up to 10 dishes to include listing photos and menu items for use in Social Media and Blog posts. Photos will be available for your use with Dishing credit.

Ad Created by Dishing ..... \$150

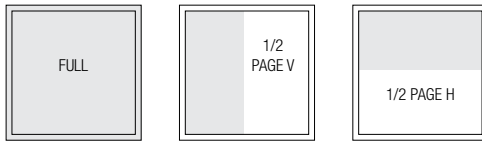
For additional ad  
information, please refer to  
the Advertise page.



## 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"

### 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](mailto:kristen@dishingjh.com). If a file is too large to email, please send via Dropbox, WeTransfer or other file transfer program.