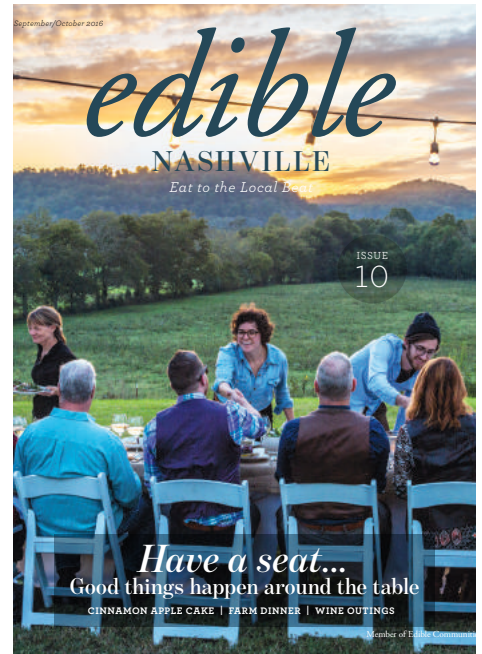




# 2017

## MEDIA KIT

[ediblenashville.com](http://ediblenashville.com)



“Other magazines I pick up and glance at, but Edible I read cover to cover.”

John Pyle, manager,  
The Well Coffeehouse, Brentwood

*edible*

# DIGITAL PACKAGES & MORE

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READERS TRUST THE ADVERTISING IN  
EDIBLE MAGAZINE:

**28%** think the advertising is the best thing  
about Edible

**29%** bought an advertiser's product or service

**35%** visited an advertiser's website

*Edible Nashville* is so much more than a beautiful print magazine that readers devour. We engage the community across all platforms by telling their story.

**EDIBLE NASHVILLE.COM** With over 100 Edibles across the country, we get national and local traffic. With recipes, stories, videos and activities ediblenashville.com has what's happening now with local food in Middle Tennessee.

**SOCIAL MEDIA** With robust social media platforms we engage followers with your brand in an active and immediate way, including give-aways, contests and events.

**THE EDIBLE KITCHEN** In conjunction with the Nashville Farmers' Market, Edible hosts local chefs for live cooking demos the first and third Saturday of the month. As a partner, your chef can participate in the Edible Kitchen. This is great publicity for your organization and connects you with the community.

**CUSTOM ADVERTORIALS** Let us tell your story with custom ads and videos that engage our readers in a deeper, active way. Successful campaigns have been with M Street, JM Thomason, the Hummus Chick and TN Beef Council.

**EVENTS & GATHERINGS**  
Edible Artisan Meet-ups—mix, mingle and eat at quarterly get-togethers held for artisans and entrepreneurs. 4 x year

**POP-UPS & VIDEOS— COMING 2017**

*Edible prints*  
**15,000 issues**  
bimonthly  
(6 issues per year)  
of Nashville's favorite  
magazine

**37%** Edible readers follow  
us on social media.

 **16k**  
@ediblenash

 **1,800**  
/ediblenashville

 **2,200**  
@ediblenash

*Edible's recipe for the highest quality print impression in Nashville:  
High Design + Accessible Content = Meaningful Engagement*

# EDIBLE NASHVILLE READERS


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Reach  
**50,000**  
Nashvillians  
per issue

"I'm obsessed with this magazine!" • "Damn you put together a beautiful read." • "I love this magazine." — *Edible Nashville* readers


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**DEMOGRAPHIC** *Edible* readers are champions of local businesses. They seek a rich experience and relationship with businesses they patronize.

 Median age of **34**  
with a household income of  
**\$100,000**

 **89%** would pay more for a product that is organic, sustainable, local, or that has a story behind it

 **50/50** male/female


 **76%** make a restaurant reservation **before** making a hotel reservation when traveling

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**GEOGRAPHIC** *Edible Nashville* flies off the shelves. Our advertisers get first dibs.

 **80/20** urban/suburban

 **Placement** at the best coffee shops, restaurants, grocers, and retail stores

 Our readers are active in their community—and reading *Edible* is a big part of that

Result: A true  
**99%**  
pickup rate



# ADVERTISING RATES

Contact  
Jill Melton

ediblenashville.com  
jill@ediblenashville.com  
615-513-4465

| Display Ads (pricing per issue)            | 1 issue         | 3 issues | 6 issues |
|--|-----------------|----------|----------|
| <i>Guaranteed / Premium Placement +15%</i> |                 |          |          |
| Full Page                                  | \$2,400         | \$2,200  | \$1,900  |
| Half Page (horizontal or vertical)         | \$1,300         | \$1,100  | \$990    |
| Quarter Page                               | \$700           | \$600    | \$500    |
| Marketplace (1/9)                          | \$300           | \$250    | \$200    |
| Back Cover                                 | \$3,500         | \$3,200  | \$3,200  |
| Inside Front or Back Cover                 | \$2,800         | \$2,600  | \$2,400  |
| Eat Local Guide (6 issues)                 | \$200 per issue |          |          |
| includes premium placement in online guide |                 |          |          |
| Edible Artisan Collective (6 issues)       | \$950/ year     |          |          |

## Digital Ads

| (one rotation = 60 days) | 1x    | 2+    |
|--------------------------|-------|-------|
| Top Banner               | \$350 | \$250 |
| Large Box (right side)   | \$250 | \$200 |
| Medium Box (right side)  | \$200 | \$150 |
| Bottom Banner            | \$150 | \$100 |
| Email Newsletter Banner  | \$150 |       |
| Sponsored Newsletter     | \$200 |       |

## Customized Video

Pricing available upon request

# AD SPECS

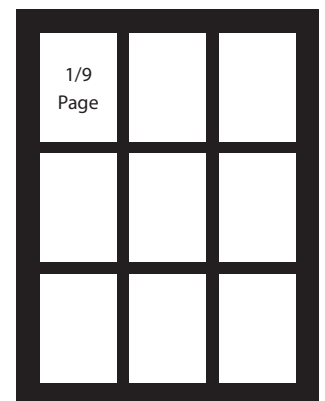
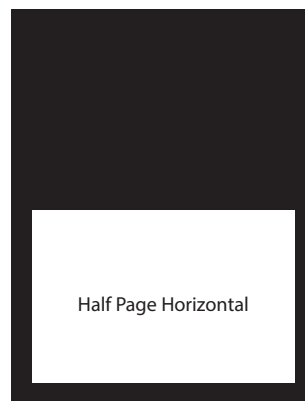
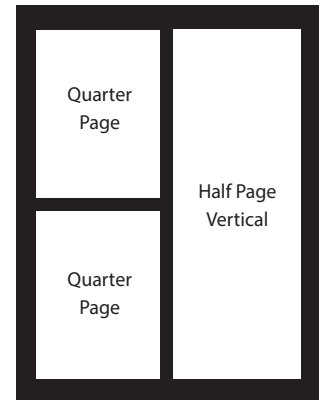
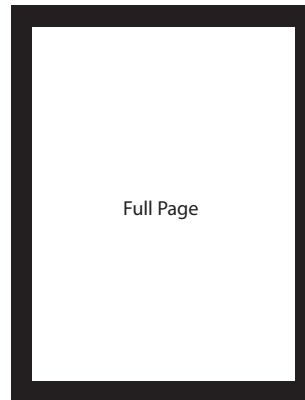
## Print Ads

Resolution should be minimum 300dpi, CMYK  
Preferred formats are PDF or .jpg or .tif

|                      |                                |
|----------------------|--------------------------------|
| Full Page            | 8.375" x 10.875" + .125" bleed |
| Half Page Horizontal | 7.375" x 4.875"                |
| Half Page Vertical   | 3.625" x 9.875"                |
| Quarter Page         | 3.625" x 4.875"                |
| Marketplace (1/9)    | 2.25" x 3"                     |

## Digital Ads (sizes are in pixels)

|                      |           |
|----------------------|-----------|
| Top & Bottom Banners | 728 x 90  |
| Medium Box           | 300 x 250 |
| Large Box            | 300 x 600 |



## Dates

| Issue             | Jan/Feb | Mar/April | May/June | July/Aug | Sept/Oct | Nov/Dec |
|-------------------|---------|-----------|----------|----------|----------|---------|
| Reserve Space by: | Dec 10  | Feb 10    | April 10 | June 10  | Aug 10   | Oct 10  |