

MEDIA KIT 2025

edible

NASHVILLE

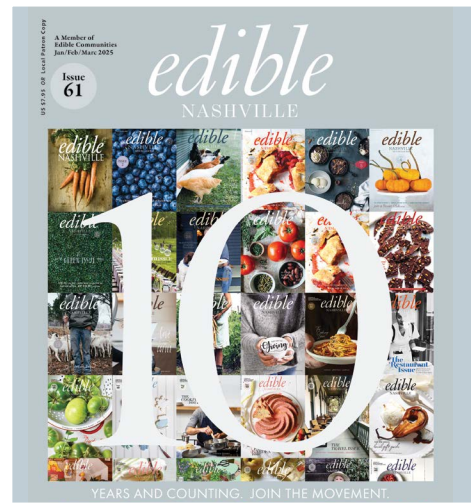
10 YEARS of FOOD • COMMUNITY • LIFESTYLE

Edible Nashville brings folks closer to their food systems, their farmers, their kitchen, each other.

We are bigger than a brand; we are a movement. *Edible Nashville* helps Tennesseans explore where their local food comes from, how it's produced, and who makes it. We believe that locally sourced, sustainably produced food matters to our health, our lives, our communities, and to the future of the world.

In each of our **4 issues per year**, we celebrate food and the people behind it.

Our beautiful print magazine is collected and kept on coffee tables for super high engagement



EDIBLE NASHVILLE 360

PRINT • DIGITAL • EVENTS

- Annual Print: 72,000+ Copies
- Annual Readership: 112,000+ Readers
- Average HHI: \$128,300
- 78% Female/22% Male

EFFECTIVE: More than 90% of readers take action on something they've seen in *Edible*.

REPUTABLE: Part of *Edible Communities*, a national network of locally owned food magazines that are recognized as the definitive word on local food and drink by chefs, journalists, and food policy experts.

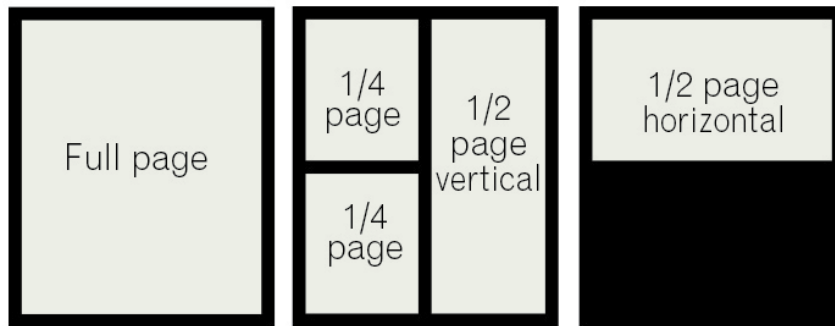
LOCAL: Founded in 2014 by Nashvillian Jill Melton, an editor, writer and professional cook who has 25 years experience in national and regional magazine publishing.

TRUSTED: For a decade *Edible Nashville* has been telling the stories of people and businesses that help local residents live their best lives.

With a trusted voice and loyal base of high-value readers, we provide top-quality marketing options to local businesses.

2025 PRINT OPTIONS

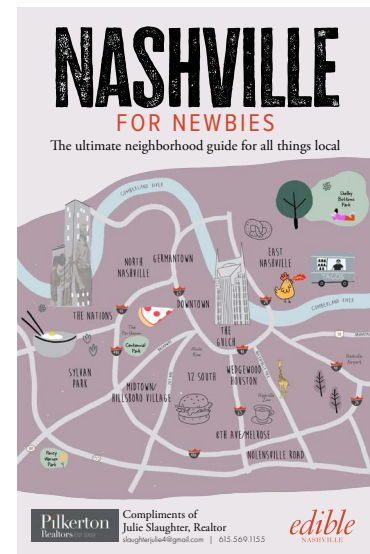
	1X	4X
QUARTER PAGE	\$850	\$800
HALF PAGE (horizontal or vertical)	\$1,600	\$1,500
FULL PAGE	\$2,800	\$2,600
ADVERTORIAL	\$3,200	\$3,000
BACK COVER	\$3,500	\$3,300



2025 EDITORIAL CALENDAR

Issue		Ad Deadline
WINTER - 10th Anniversary Issue	January - March	Dec 10
SPRING - The Restaurant Issue	April - June	March 6
SUMMER - Travel Issue	July - September	June 10
FALL - Holiday Issue	October - December	Sept 6
*SPECIAL ARTS ISSUE	Fall	

CUSTOM PUBLICATIONS



CONTACT

chris@ediblenashville.com, jill@ediblenashville.com

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2025 DIGITAL OPTIONS

Newsletters & E-Blasts

- Email: 15K (Weekly Newsletter & Dedicated)
- Web: 30K Avg Impressions/Mo
- Socials: 20K IG + FB

Option A - 1 Week Digital Campaign

- 1 x Run of Site Web Rotation - 1 Week
- 1 x Newsletter Block
- 2 x Organic Social Posts

Total Value: \$625

Discount: 15%

Discounted Rate: \$550

Option B - 2 Week Digital Campaign

- 1 x Run of Site Web Rotation - 2 Weeks
- 1 x Newsletter Block
- 2 x Newsletter Featured Squares
- 3 x Organic Social Posts
- Targeted Social Campaign - 10K Impressions

Total Value: \$1,000

Discount: 15%

Discounted Package Rate: \$850

Option C - 3 Week Digital Campaign

- 1 x Run of Site Web Rotation - 3 Weeks
- 1 x Dedicated E-Blast - 5K Sends
- 1 x Newsletter Block
- 3 x Newsletter Featured Squares
- 3 x Organic Social Posts
- Targeted Social Campaign - 30K Impressions

Total Value: \$1,975

Discount: 19%

Discounted Package Rate: \$1,500

Option D - 4 Week Digital Campaign

- 1 x Run of Site Web Rotation - 4 Weeks
- 1 x Dedicated E-Blast - 5K Sends
- 2 x Newsletter Block
- 4 x Newsletter Featured Squares
- 4 x Organic Social Posts
- Targeted Social Campaign // 50K Impressions

Total Value: \$2,750

Discount: 27%

Discounted Package Rate: \$2,000

*Multi-Month Package Options Available Upon Request



Weekly Newsletter Example



Dedicated Email Example



CONTACT

chris@ediblenashville.com, jill@ediblenashville.com

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