

MEDIA KIT 2025

# edible

## NASHVILLE

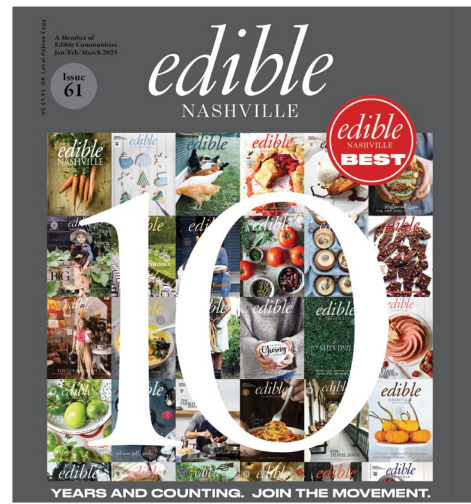
### 10 YEARS of FOOD • COMMUNITY • LIFESTYLE

*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.

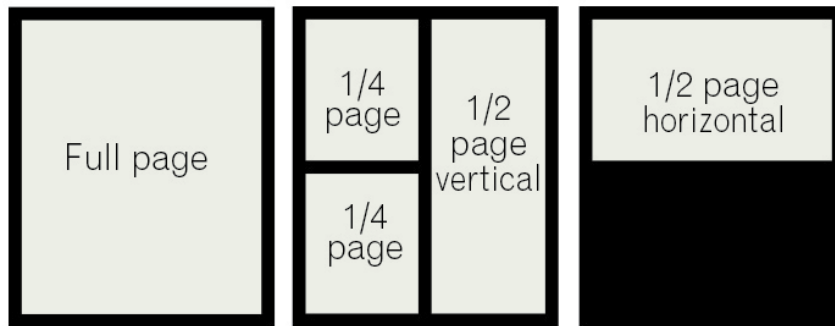
**LOCAL:** Founded in 2014 by Nashvillian Jill Melton, an editor, writer and professional cook who has 25 years experience in national and regional magazine publishing.

**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



## PRINT SPECS

- Full page..... 8.375" x 10.875" + 0.125" bleed on all sides
- Half page vertical..... 3.625" x 9.875"
- Half page horizontal..... 7.375" x 4.875"
- Quarter page..... 3.625" x 4.875"
  - Magazine trims to 8.375" x 10.875" — Bleed size is 8.625" x 11.125"
  - Keep live matter 0.375" from all sides that bleed; 0.25" from trim
  - Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed
  - Allow 0.1875" safety at gutter of spreads

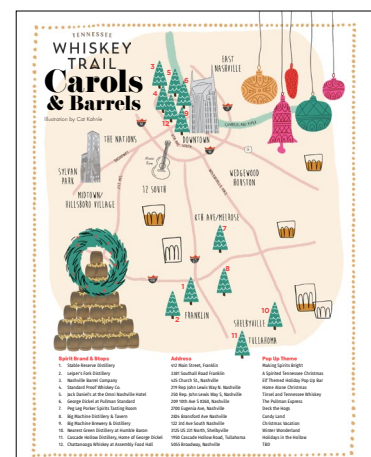
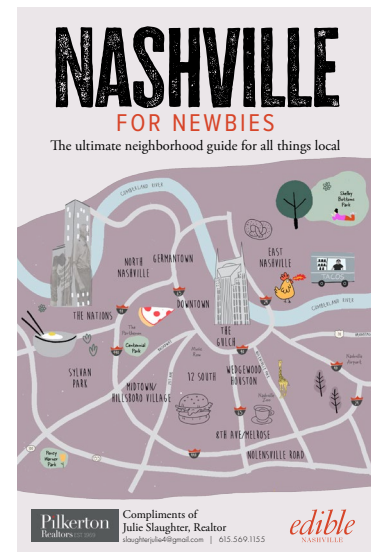
# 2025 EDITORIAL CALENDAR

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

## CONTACT

chris@ediblenashville.com, jill@ediblenashville.com

# CUSTOM PUBLICATIONS



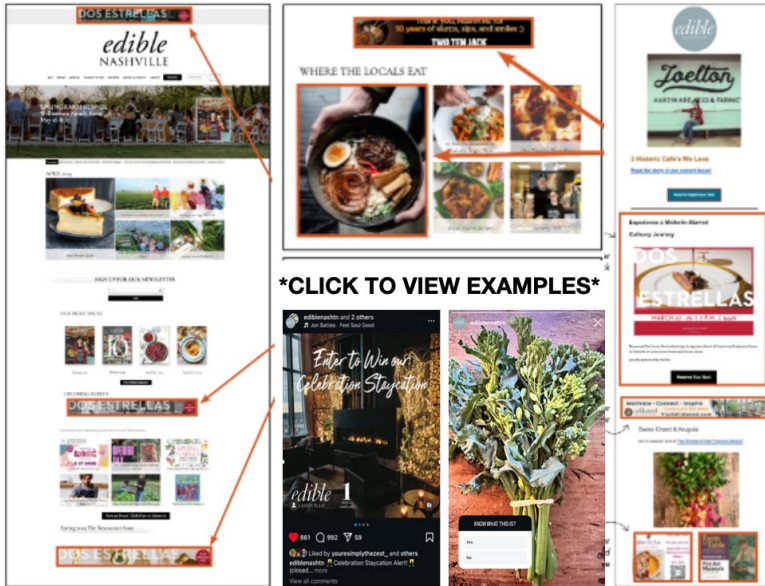
*edible*  
NASHVILLE



# 2025 DIGITAL OPTIONS

## EDIBLE NASHVILLE'S DIGITAL AUDIENCE:

- Web: 15K Min Impressions/Mo
- Email: 13K (Weekly Newsletter & Dedicated)
- Socials: 20K IG + FB



[\\*\\*ALL DIGITAL OPTIONS AND EXAMPLES HERE\\*\\*](#)

## ONE OFF OPTIONS:

- Run of Site Banners: \$150/week
- Homepage Featured Options: \$300/week
- Landing Page Featured Options: \$450/week
- Sponsored Landing Page Takeover: \$1,500
- Sponsored Spotlight Pop-Up: \$2,000 / 8 days
- IG Story + Facebook Post: \$125
- IG Post : Follow + Tag Contest: \$450

## DEDICATED EBLAST:

- Min: 5K email sends // \$750
- Full: 12,000 email sends // \$1,200

\*Open Rate Avg 40%+

\*Options between 5-12K sends available

## DIGITAL PACKAGES:

### Run of Site Banner Package:

- 1 x Homepage Display Banners / 7 days
- 1 x Newsletter Featured Squares
- 1 x Organic Social Posts

**Total Value: \$325**

### Homepage Featured Package:

- 1 x Homepage Featured Option / 7 days
- 1 x Newsletter Block
- 1 x Newsletter Featured Squares
- 2 x Organic Social Posts

**Total Value: \$750**

### Landing Page Featured Package:

- 1 x Landing Page Featured Option / 10 days
- 1 x Newsletter Block
- 2 x Newsletter Featured Squares
- 2 x Organic Social Posts
- Targeted Social Campaign - 30K Impressions

**Total Value: \$1,250**

### Sponsored Landing Page Package:

- 1 x Sponsored Landing Page Static Takeover / 30 days
- 2 x Newsletter Block
- 4 x Newsletter Featured Squares
- 4 x Organic Social Posts
- Targeted Social Campaign // 50K Impressions

**Total Value: \$2,500**

\*All packages are built to combine and multiply to fit your needs

\*Alternative and discounted multi-month packages are available upon request

\*\*ALL DIGITAL OPTIONS AND EXAMPLES HERE\*\*



## CONTACT

[chris@ediblenashville.com](mailto:chris@ediblenashville.com), [jill@ediblenashville.com](mailto:jill@ediblenashville.com)



# 2025 FARM DINNERS

For seven years, [Edible Nashville](#) has been bringing their signature dinners to local farms in a beautiful celebration of local distillers, farmers, brewers, musicians, artisans and locally grown food. Each dinner is unique and special.

## 2025 Dates:

<b>Spring Farm Dinner:</b>	May 16 & 17
<b>Summer Creek Dinner:</b>	July 25 & 26
<b>Fall Farm Dinner:</b>	October 17 & 18
<b>2 x Farm Dinners in The City:</b>	please inquire for more details

Check out our previous farm dinners [here](#).

All sponsorship options include both Friday & Saturday night dinners

## Presenting Sponsor

**\$7,000/Dinner or \$18,000/3 Dinner's**

- Recognition as Presenting Sponsor
- Premier Placement: Brand Activation + Integration Space
- Onsite Signage + Takeaways
- Product Feature at Dinner
- Top Billing on all event materials (menu, swag bags, signage)
- Inclusion on all pre/post marketing materials
- Inclusion in print and digital coverage
- Access to photography and video
- 1 x Half Pages + 1 Month Digital Banner Rotation + 3 Social Media Posts (\$1,500 value)
- Added Value for 3 Dinner Commitment:
- 3 x Half Pages + 3 Month Digital Banner Rotation + 9 Social Media Posts (\$4,500 value)

*(Up to 2 Presenting Spaces Available Per Dinner. Category Exclusive)*

## Supporting Sponsor

**\$3,500/Dinner or \$9,500/3 Dinners**

- Product feature at dinner (tasting table with ambassador)
- Inclusion on marketing materials
- Branding on all event materials (menu, swag bags, signage)
- Product inclusion in swag bags
- 1 x Quarter Page + 2 Week Digital Banner Rotation + 2 Social Media Posts (\$850 value)
- Added Value for 3 Dinner Commitment:
- 3 x Quarter + 3 Month Digital Banner Rotation + 6 Social Media Posts (\$2,700 value)

*(Up to 5 Product Spaces Available Per Dinner)*

## Joining Sponsor

**\$1,500/Dinner - \$4,000/3 Dinners**

- Product mentions in event and marketing materials
- Product inclusion in swag bags
- 2 Week Digital Banner Rotation + 1 Instagram Story Post

*(Unlimited Spaces Available)*

*\*All sponsorship options include both Friday & Saturday night Dinners*



## CONTACT

[chris@ediblenashville.com](mailto:chris@ediblenashville.com), [jill@ediblenashville.com](mailto:jill@ediblenashville.com)

*edible*  
NASHVILLE