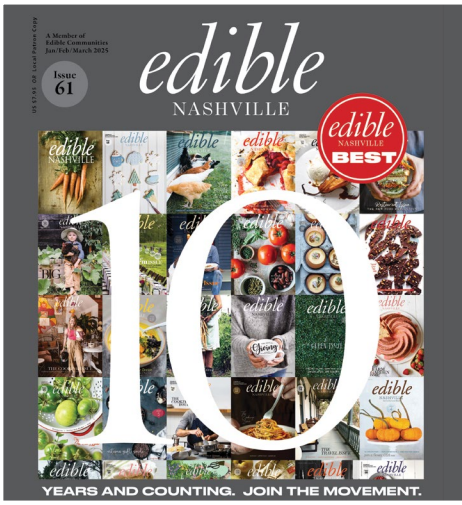
MEDIA KIT 2027

edible
NASHVILLE



12 YEARS of
FOOD · COMMUNITY · LIFESTYLE

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

Print magazines are back and more relevant than ever! As folks tire of their screens they are turning to authentic story telling and engaging information from trusted sources. *Edible Nashville* has been telling the stories of our community for more than 12 years with engrossing, beautiful, well-written content...and recipes. Our beautiful magazine is read on couches, at kitchen tables and coffee shops for super high reader engagement.

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

EDIBLE NASHVILLE 360

PRINT · DIGITAL · EVENTS

- Annual Print: 60,000+ Copies
- Annual Readership: 240,000+ 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.

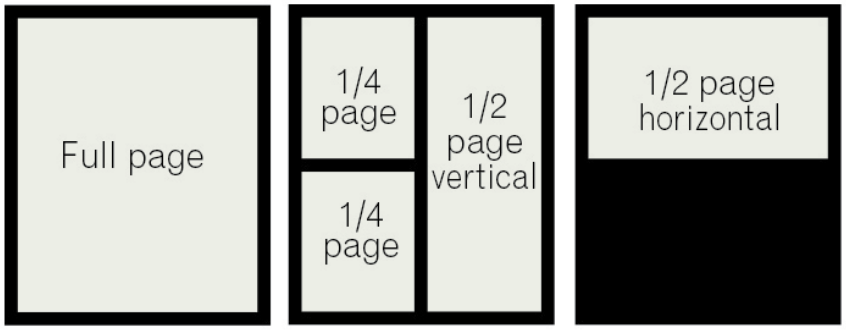
LOCAL: Founded in 2014 by Nashvillian Jill Melton, an editor, writer and professional cook who has 25 years experience in national and regional magazine publishing.

TRUSTED: For over 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.

2027 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

2027 EDITORIAL CALENDAR

Issue		Ad Deadline
WINTER - *Green Issue*	January - March	Dec 10
SPRING - *Travel Issue*	April - June	March 6
SUMMER - *Restaurant Issue*	July - September	June 10
FALL - *Holiday Issue*	October - December	Sept 6

ADVERTORIALS

Whether you're a restaurant, hotel, tourism board or bank we can tell your story in a custom designed ad.

Blue Aster at The Conrad Nashville

Rutherford County Chamber of Commerce

TriStar CPAs

CONTACT

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2027 DIGITAL OPTIONS

DIGITAL ADVERTISING

Web: 15K Min Impressions/Mo

- Email: 13K (Weekly Newsletter & Dedicated Eblasts)
- Socials: 40K IG + FB

WEBSITE

Our beautiful robust website **ediblenashville.com** changes weekly for up to the minute events, restaurant coverage and recipes. Page views are 1500 monthly.

WEEKLY NEWSLETTERS

Are limited for super high reader engagement to our audience of 13K engaged locals with a 30% open rate. Eblasts get 45% open rates

INSTAGRAM: 33K

$600

- 4 weeks digital banner ads across all pages on ediblenashville.com
- 4 newsletter inclusions

$800

- 4 weeks digital banner ads across all pages on ediblenashville.com
- Feature story on Landing Page (Restaurants, Things to Do, etc)
- 4 newsletter inclusions
- 1 Instagram Post + 1 Instagram Story

$1200

- 6 weeks digital banner ads across all pages on ediblenashville.com
- Feature story on Landing Page (Restaurants, Things to Do, etc)
- 6 newsletter inclusions
- 2 Instagram Posts + 2 Instagram Stories

DIGITAL SPECS *(pixels)*

Website banner ads:
- 728 x 90

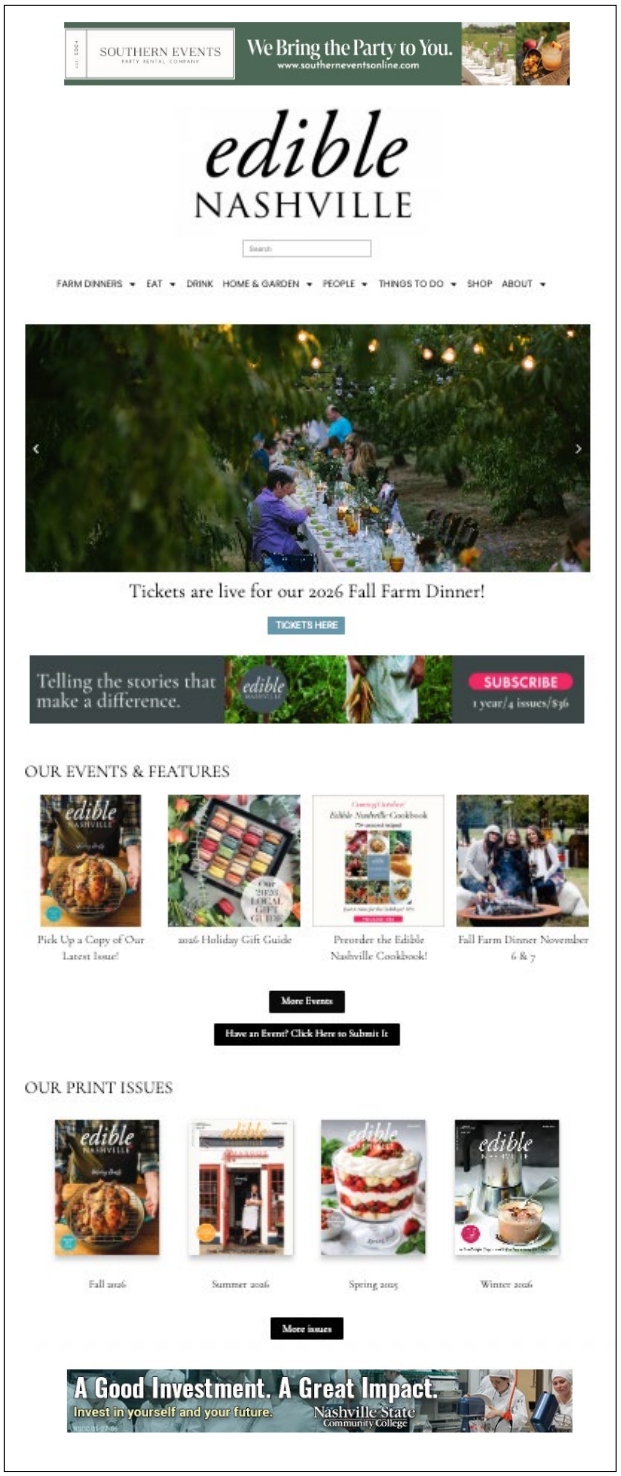
Website featured image:
- 1080 x 1080

Newsletter:
- 600 x 300
- 600 x 150

Instagram:
- 1080 x 1080
- 1080 x 1350

* RBG, JPG, JPEG, PNG, GIF
Max file size 1MB

* Link: Please send over a website or link



CONTACT

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2027 FARM DINNERS

For eight 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.

2027 Dates

Spring Farm Dinner:	tbd
Summer Creek Dinner:	tbd
Fall Farm Dinner:	tbd

Check out our previous farm dinners here.
All sponsorship options include both Friday & Saturday night dinners

Presenting Sponsor

$2,500/Dinner or $7,000/3 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

$1,500/Dinner or $4,000/3 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)
- Access to photography and video

(Up to 5 Product Spaces Available Per Dinner)

CONTACT
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