

edible OHIO VALLEY®

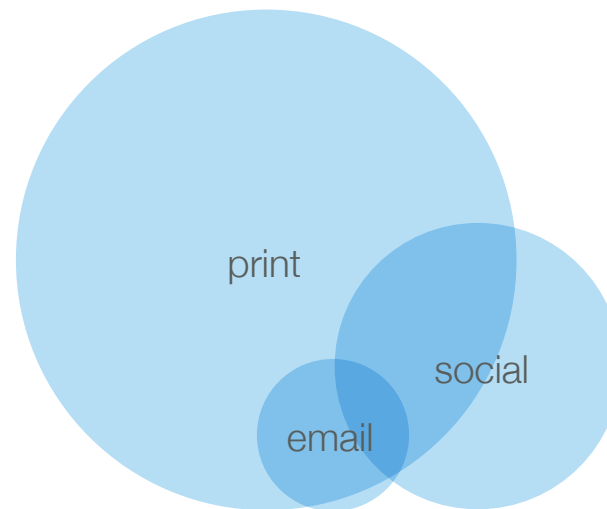
MORE THAN PRINT, IT'S A LIFESTYLE.



SINCE 2010

WE ARE THE NETWORK

Edible magazines are the voice of a movement. We tell stories about people in our community who do things differently. The definitive resource guide for locals who want to support their neighbors—our inspired stories blaze a path toward a more sustainable lifestyle. In the spaces between clean air, clean water, and clean soil we connect the dots with clean food and work towards a healthier region for everyone.



Print

	QTR / YEAR
Total audience	62,500 / 248,000
Rate base	25,000 / 100,000
Frequency	4x / year
Established	2010

Digital

Average monthly page views	8,000+
Average monthly unique visitors	2,000+
Average time spent	4 Mins
Digital edition monthly views	1,300+

Everything Else

Annual subscription (print + digital)	\$28/Year
Newsstand price	\$7.99
Requested distribution	Through partners
Distribution points	220+
Email subscribers	8,000+
Email open rate (average)	25%
Social media fans & followers (Facebook, Twitter, Instagram, Pinterest)	16,500+



Source: AAM Edible Community Annual Audit upon request

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HIGHLY ENGAGED

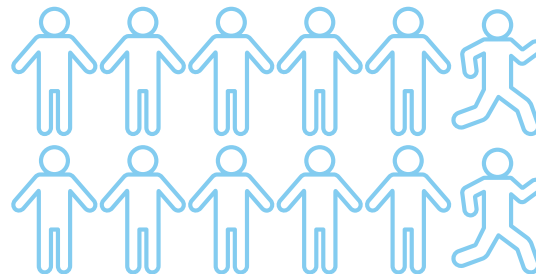
Edible fans are well educated, engaged, and financially secure. Edible magazines are a trusted source. Our audience spends an average of **52 minutes** with each print issue and 72% of readers pass along copies, resulting in 2.5 readers per copy.

Reader employment sectors

- 20% Management
- 12% Healthcare
- 9% Business/Financial
- 9% Legal or Tech
- 8% Food/Beverage
- 42% Other

Female/Male	82 / 18%
Average Age	55
Average HHI	\$128,300
College Educated	77%
Employed (Full / Part Time)	68%

1/6 of readers attend Edible events



MULTI-MEDIA ENGAGEMENT

Edible fans engage consistently on multiple platforms, and in a variety of ways.

84%

of fans engage with the print magazine

75%

of fans engage with Edible online

48% read e-newsletters

39% visit the website

58%

interact with Edible on social media

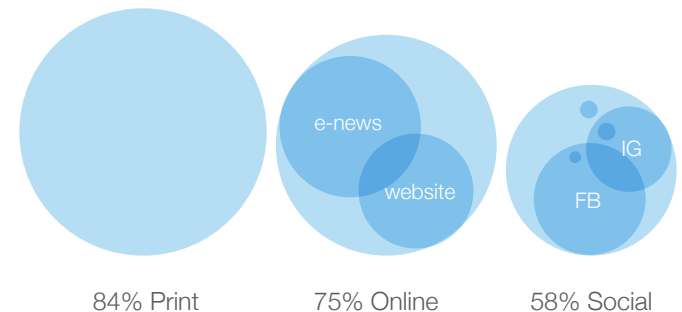
38% interact on Facebook

29% interact on Instagram

6% interact on Pinterest

6% interact on Twitter

4% interact on YouTube



INFLUENTIAL & VALUES ORIENTED

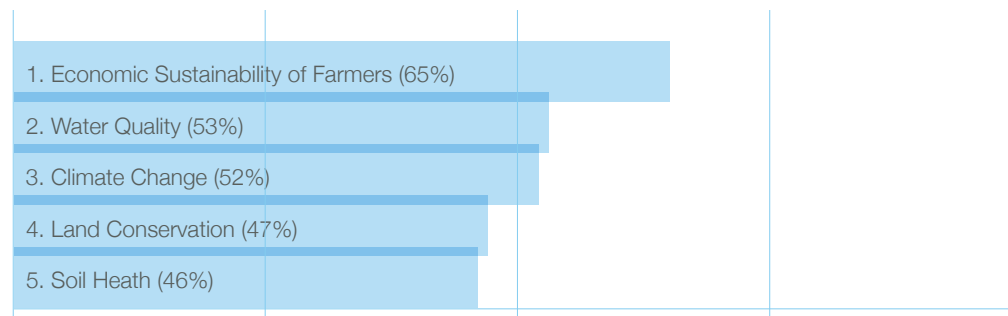
Edible fans trust our content and take action after reading it. The majority of readers are consumers who choose products that align with their values. They rate sustainability in the food system as the #1 food-related issue and influential in their purchasing behaviors.

THE FOOD SYSTEM

78% of *Edible* readers rated sustainability as the #1 food issue.

ENVIRONMENTAL SUSTAINABILITY

5 Most influential/critical issues that affect purchasing behavior



INFLUENTIAL

Edible fans trust our content and take action as a result.

93%

of readers report taking action as a result of *Edible* media

58% discussed/referred article to someone

54% prepared 1+ recipes from the pages

43% visited a store/location in the magazine

43% visited an advertiser's website

VALUES

Edible readers choose products aligning with their values.

96%

think brands should be socially responsible

94% believe a brand's reputation is important

90% look for environmentally friendly brands

87% will pay more for sustainable brands with sustainable practices

81% are loyal to brands that share their values

79% look for brands that share their values

69% like knowing a brand's charitable affiliations

READERS AT HOME

Edible fans love activities involving food and entertaining. Enthusiastic home cooks, they share their love of food and drink with others. Away from the kitchen they tend sprouting plants in pots, patios, and gardens.

GARDENING

83% of *Edible* readers consider themselves gardeners at some level, growing the following:

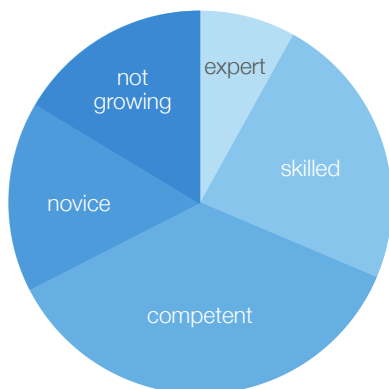
83% herbs (index 737)

79% perennials

76% vegetables (index 402)

73% trees/shrubs

57% fruits (index 1372)



ENTERTAINING

84% of *Edible* readers entertained friends or relatives at home in the last 12 months. In the same time period they engaged in the following:

87% cooking for fun (index 433)

80% baking (index 346)

65% barbecuing (index 232)

39% picnicking (index 424)

59% of *Edible* readers self-identify as 'skilled' or 'competent' gardeners

COOKING AT HOME

95%

of readers share/recommend products to people they know

97% "I enjoy trying different types of foods."

93% "I enjoy being creative in the kitchen."

ALCOHOL CONSUMPTION

Edible readers are above national averages when it comes to appreciating alcoholic beverages.

70%

of readers drank/served alcohol in the last week

62% drank or served wine

50% drank or served beer

66%

of readers drank/served distilled spirits in the last month and consumed the following types:

28% drank ARTISAN SPIRITS

26% drank VODKA (index 216)

23% drank BOURBON (index 317)

20% drank GIN (index 508)

17% drank TEQUILA (index 199)

11% drank RUM (index 528)

11% drank SCOTCH WHISKEY (index 150)

Source: 2020, MRI-Simmons Edible Reader Survey. Competitive set: *Survey of the American Consumer*, Spring 2019.

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READERS AWAY FROM HOME

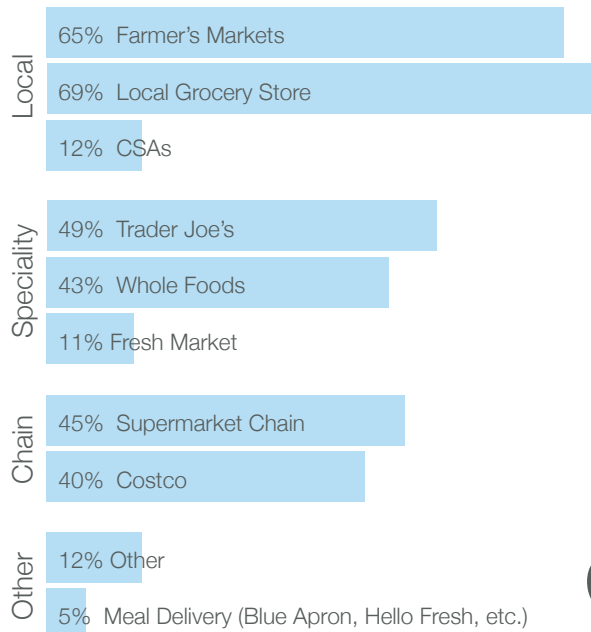
Edible fans are highly selective and discerning consumers. Whether eating out, shopping, or traveling they look for high-quality products and experiences with a purpose.

FOOD SHOPPING

97% “I look for healthier options.”

96% “I try to buy foods grown/produced locally.”

91% “I rely on product labels to help make purchase decisions.”



84% of readers are willing to pay more for organic products

DINING OUT

71% of *Edible* readers dine out at least 2X/week spending an average of \$173 on fine dining in a 30 day span. In the last 6 months readers dined at the following:

83% Fine Dining

74% Family Restaurants

70% Farm to Table

50% Food Trucks or Pop-Ups

40% Vegan/Vegetarian

TRAVEL ATTITUDES

Edible readers have a strong relationship between food and travel experiences.

98%

enjoy trying new restaurants while traveling

95% “It’s important to look for the best local restaurants while traveling.”

83% “I research restaurants before I travel.”

62% “I use *Edible* to find the best local restaurants.”

77% stayed in a luxury hotel/resort in the past 12 months

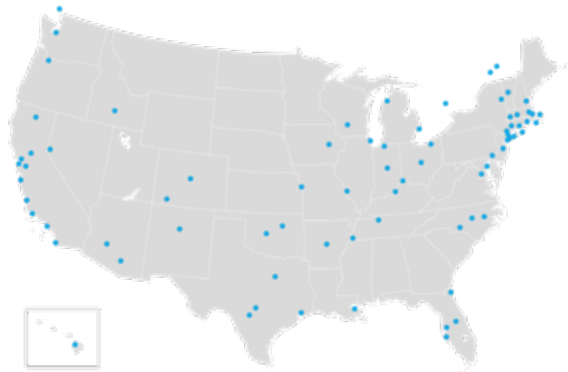
46% stayed in an AirBnb or “by owner” rental property in the past 12 months

THE EDIBLE COMMUNITY

INTERNATIONAL, REGIONAL, OR HYPER-LOCAL

Over 80+ regional communities engaging over 1.4 million influential fans

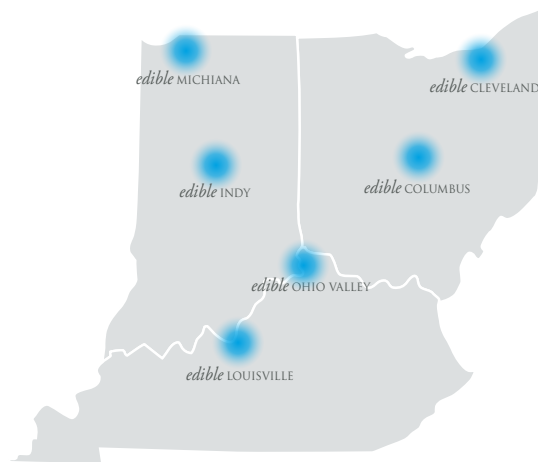
US & Canada, national, or targeted areas given upon request



US & CANADA

1.4 MILLION print

edible
COMMUNITIES



IMMEDIATE REGION

115,000 print
93,300+ digital



GREATER CINCINNATI & DAYTON

25,000 print
24,500+ digital

RATE CARD

49,500+ IMPRESSIONS

Edible Ohio Valley has a twelve-month print+digital package for all advertisers. High-quality, and trustworthy content accompanies your ad on our print and digital platforms.

NEED A BOOST?

What are your marketing goals this year and how does advertising fit in? Our advertising options have shifted with technology but consumers still buy from who they know and trust. A potential customer needs to see/hear of your business 10 times before motivation kicks in. Diversify your edible connection with other marketing options. Remind print readers that they saw you in Edible or catch our online only audience if you're set up for e-commerce.

PRINT
25,000

DIGITAL
24,500+

REACH + TIMING
+ FREQUENCY

Prices effective Jan 1, 2021 and guaranteed for recurring contracts. Advertising in Edible does not constitute editorial coverage. Edible Ohio Valley still maintains strict editorial standards and prints stories without fear or favor. All sponsored content will be labeled as such in print and online.

PRINT SPACE	1 ISSUE	4 ISSUES (Digital included in 4x annual contracts)
Back Cover	\$4,050	\$3,645/ea + four social media posts, ad or edit in two e-newsletters, and one guide listing
Inside Cover	\$3,450	\$3,105/ea
Full Page	\$2,880	\$2,592/ea + three social posts, two email ads, one guide listing
Half Page	\$1,725	\$1,552/ea + three social posts, one email ad, one guide listing
Third Page	\$1,080	\$972/ea + two social posts, one guide listing
Quarter Page	\$960	\$864/ea + two social posts, one guide listing
Eighth Page	\$525	\$472/ea + one social post, one guide listing
Dining Guide	----	\$100/mo + one social post each quarter

ADDITIONAL OPPORTUNITIES

Local Guide Listing (logo+ 35 words + link)	+ \$100/ea
Email Newsletter Ad (1000px X 450px + link)	+ \$100/ea
Online announcement bar (minimal text + external link)	+ \$400/mo
Social boost (EOV networks and beyond)	+ \$500/ea
Solo Email Blast (Base 8,000+ / 25% open rate)	+ \$500/ea
Sponsored Digital Content (300-500 wds + photo shoot)	\$1,500
Sponsored Print+Digital Content (Custom 2-page spread)	\$10,000
Cover Bug (2" circle, bottom right)	\$2,000
Wholesale distribution (Edible magazines for special use)	\$4/each
Events: Media Sponsor opportunities	upon request
Special print inserts (tip-in, blow-in, tear out, foldout, etc...)	upon request
Regional rates for multiple Edibles (Oh, Ky, In, Mi, Il, Pa, Tn)	upon request
Custom Publishing (Event programs, newsletters, printing)	upon request

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PRODUCTION & AD SPECS

[UPLOAD LINK](#)

Long-term advertising should be part of a multi-media marketing effort. *Edible Ohio Valley* provides print and digital services to our advertisers and partners throughout the year.

PRINT SCHEDULE

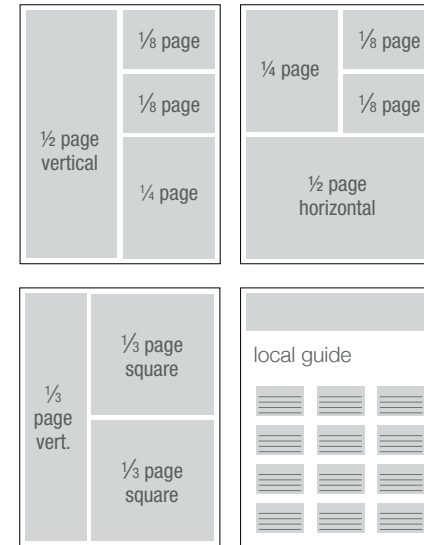
	SPRING	SUMMER	FALL	WINTER
ISSUE RELEASE:	MAR 1	JUNE 1	SEPT 1	DEC 1
ON NEWS STANDS:	MAR 15	JUNE 15	SEPT 15	DEC 15
AD DEADLINE:	FEB 1	MAY 1	AUG 1	NOV 1

DIGITAL POSTS + WEEKLY EMAILS

ADS AND ARTWORK FOR FOLLOWING WEEK ARE DUE NO LATER THAN 5PM ON FRIDAYS

AD DEADLINE EVERY FRIDAY @ 5PM

SPRING	MARCH Print release, e-newsletters, sponsor posts	APRIL editorial blog posts, social media, e-newsletters second print distribution	MAY editorial blog posts, social media, e-newsletters, third print distribution
SUMMER	JUNE Print release, e-newsletters, sponsor posts	JULY editorial blog posts, social media, e-newsletters second print distribution	AUGUST editorial blog posts, social media, e-newsletters, third print distribution
FALL	SEPTEMBER Print release, e-newsletters, sponsor posts	OCTOBER editorial blog posts, social media, e-newsletters second print distribution	NOVEMBER e-newsletters, partnerships pushes, and events, third print distribution
WINTER/ HOLIDAY	DECEMBER Print release, e-newsletters, sponsor posts	JANUARY editorial blog posts, social media, e-newsletters second print distribution	FEBRUARY editorial blog posts, social media, e-newsletters, third print distribution



AD SIZE

WIDTH X HEIGHT

Covers (full bleed)	8.625" x 11.125"
Full Page (no bleed)	7.375" x 9.875"
Half Page (vertical)	3.625" x 9.875"
Half Page (horizontal)	7.375" x 4.875"
Third Page (square)	4.875" x 4.875"
Third Page (vertical)	2.375" x 9.875"
Quarter (vertical)	3.625" x 4.875"
Eighth (horizontal)	3.625" x 2.375"
Dining / Local Guides	logo + 35 words + link
Digital: Email Banner Ads	1000px x 450px
Digital: Announcement Bar	link + 5-7 words

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CONTACTS

accounts

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Kate Staiger

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kate@edibleohiovalley.com

production

Julie Kramer

Creative Director 513.297.0810 x1

julie@edibleohiovalley.com

Mailing Address

PO Box 355

Terrace Park, OH 45174

Office: 513.297.0810

edibleohiovalley.com/advertise

Email Advertising Materials to:

art@edibleohiovalley.com

OR

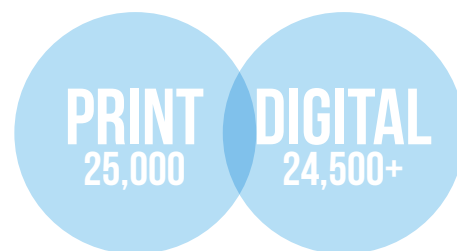
Upload Advertising Materials to:

dropbox.com/request/Tnm0w1v6rC-qdoFKr631X

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ADVERTISING CONTRACT



Contact Name _____

Business Name _____

Billing Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Print Frequency Spring ☐ Summer ☐ Fall ☐ Holiday/Winter ☐

Local Guide(s) CSA ☐ Markets ☐ Beverage ☐ Local Gifts ☐ Dining ☐

Credit Card # _____

Exp. Date _____ CVV _____

Signature _____ Date _____

Rate _____

Size/Sponsor _____

Start MM / DD / YYYY End MM / DD / YYYY

Notes:

Reserve Copies For Your Customers
(newsstand price \$7.99, free to advertisers)

0-50 ☐ 51-200 ☐
201-500 ☐ 500+ ☐

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EVENTS (3 Months Digital included)	Rate
• Deluxe Event Package (<i>full+insert+cover</i>)	\$6,200
• Half Package (<i>half page+solo email+cover</i>)	\$4,700
ADDITIONAL OPTIONS	
• Local Guide Listings	+\$100/ea
• Email Ads (<i>Base 8,000</i>)	+\$100/ea
• Online Announcement Bar	+\$400/mo
• Solo Email Blast (<i>Base 8,000</i>)	+\$500/ea
• Social Boosts	+\$500/ea
• Digital Sponsored Content (<i>web+social</i>)	+\$1,500
• Cover Bug** (<i>2" circle, bottom-right</i>)	+\$2,000

IMPORTANT DATES

ISSUE RELEASE:
ON NEWSSTANDS:
AD DEADLINE:

SPRING

MAR 1
MAR 15
FEB 1

SUMMER

JUNE 1
JUNE 15
MAY 1

FALL

SEPT 1
SEPT 15
AUG 1

WINTER

DEC 1
DEC 15
NOV 1

Base rates: Print: 25,000 / Email Lists: 8,000+ / Social Media Followers: 13,500+ combined (FB, TW, IG, PIN) / Website Visitors: Minimum 10,000 unique visitors per year (humans not bots). **Cover options approved by Creative Director and Publishers.