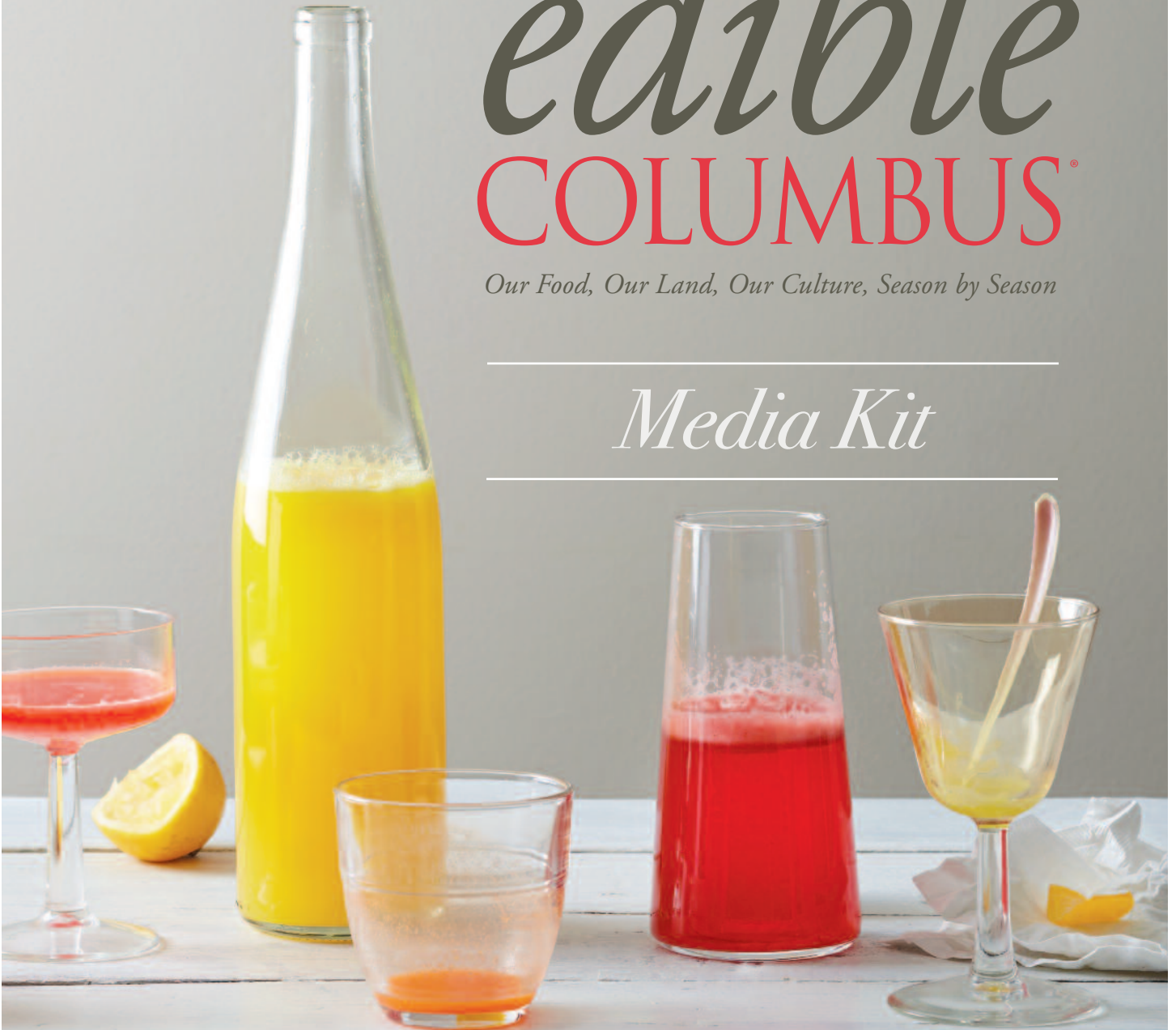


edible COLUMBUS[®]

Our Food, Our Land, Our Culture, Season by Season

Media Kit



Our Mission

Edible Columbus celebrates Central Ohio food culture, season by season. We believe that knowing where our food comes from is a powerful thing. With our high-quality, aesthetically pleasing and informative publication, we inspire readers to support and celebrate the growers, producers, chefs, beverage and food artisans and other food professionals in our community.

Through print, online and events, we are **constantly connected** to our audience—delivering fresh content to our readers seven days a week and between print publications 52 weeks a year.



Edible Communities
Publications of the Year, 2011

Edible Columbus is a part of Edible Communities, a network of more than 100 independently owned food magazines (and growing) in the United States and Canada, telling our nation's food story, community by community. Red state, blue state. Rural, urban. Gourmand or food novice. Through these publications and Edible Radio, our message has a wide reach.

“I just love reading [Edible Communities] publications cover to cover—they are some of the best things I’ve ever read.”

—Julia Child



EdibleColumbus.com

40,000

Average page views per month

16,000+

Unique visitors per month

22,800+

Digital issue impressions
per issue



Edible Columbus Magazine

Distribution: 25,000

Readership: 105,000

Frequency: 4 times a year

Annual Reach: 420,000

Other Platforms



2,600+

Editorial Newsletter
subscribers



10.7k

@ediblecolumbus



5.6k

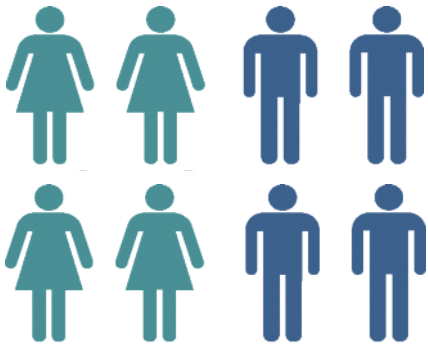
@Edible Columbus



7.9k

@ediblecolumbus

Audience



51% women
and 49% men

Targeted Demographic

115K average household income

22-60 years old

94% cook regularly at home

84% college graduates

81% professionals, educators and entrepreneurs

95% of readers are willing to pay more for **Local, Organic** and **Humanely Raised** food.

Reader Interests



Dine out
2+ times a week



Purchase
alcohol



Cook
regularly



Buy from
local artisans



Read
every issue



Like
to travel

Trust
78% of readers
have contacted or
purchased from an
advertiser after
seeing their ad in
Edible Columbus

#1 interest is cooking for pleasure

Advertising Rates

All prices are cost per ad insertion.

Premium Pages

	SIZE (width x height)	ONE TIME	WITH YEAR
Back Cover (add 1/8" on all sides for bleeds)	8.375" x 10.875"	\$3,000	\$2,700
Inside Front or Back Cover (add 1/8" on all sides for bleeds)	8.375" x 10.875"	\$2,800	\$2,400

Display Ads

Full Page (add 1/8" on all sides for bleeds)	8.375" x 10.875"	\$2,500	\$2,150
Half Page (horizontal)	7.25" x 4.75"	\$1,600	\$1,350
Half Page (vertical)	3.5" x 9.75"	\$1,600	\$1,350
Third Page (vertical)	2.25" x 9.75"	\$1,300	\$1,100
Quarter Page	3.5" x 4.75"	\$800	\$650
Eighth Page (vertical)	2.25" x 3.5"	\$450	\$350
Eighth Page (horizontal)	3.5" x 2.25"	\$450	\$350

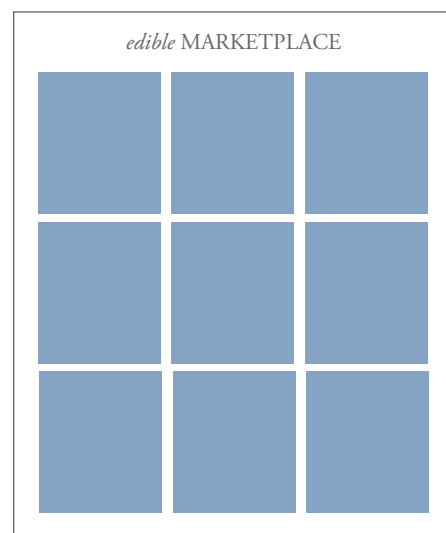
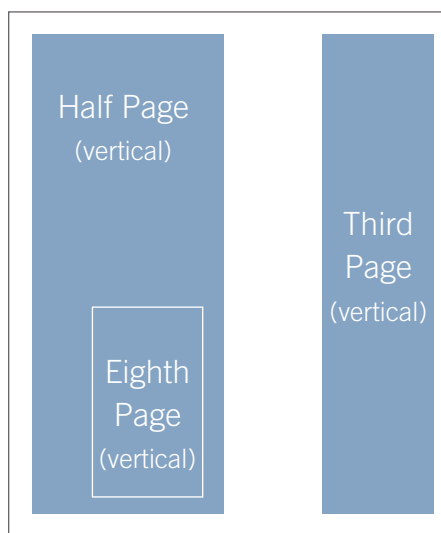
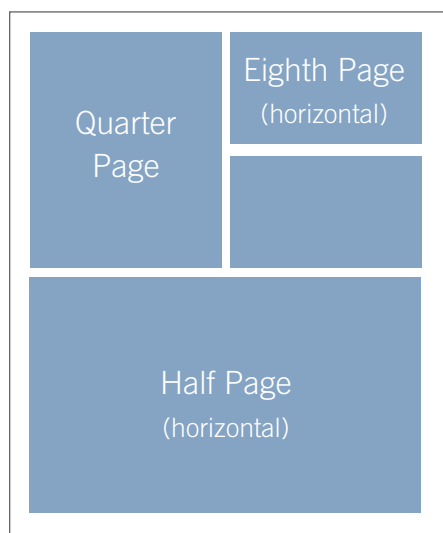
Marketplace Ads

Marketplace (limited availability)	2.25" x 2.65"	\$200	\$150
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Creative and Production Services: Available upon request.

Special Requests: Unique sizes, inserts, business reply cards: Rates available upon request.

Ad Specs: Please submit your ad as a high resolution PDF file. Ads should be viewed in CMYK format before sending. Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you may have.



edible COLUMBUS

Steven N. Berk Chief Operating Officer
steve@ediblecolumbus.com • 740-505-2026

Claire Hoppens Associate Publisher
claire@ediblecolumbus.com • 925-708-0515

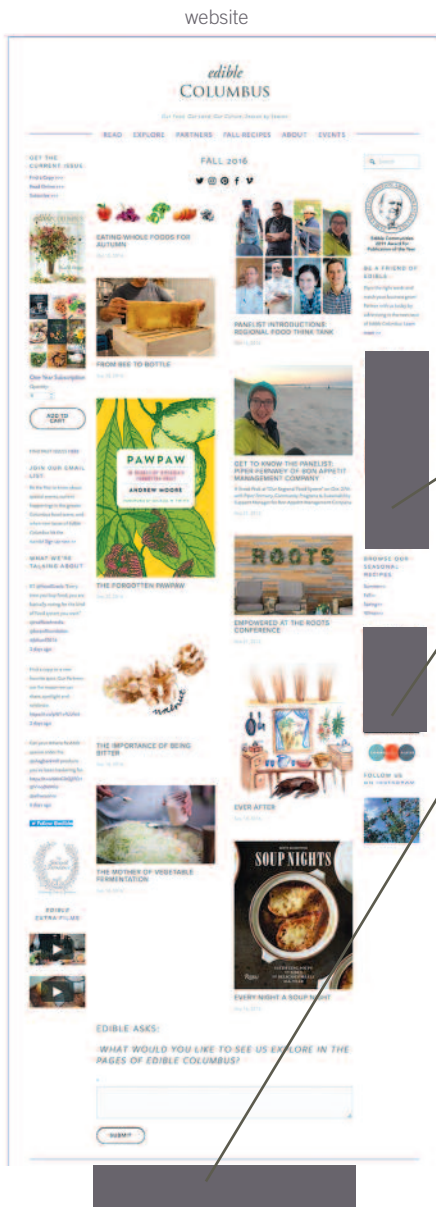
Digital Rates

Website Ads

	SIZE	30-DAY ROTATION	MULTIPLE ROTATIONS
Vertical banner (full)	160 pixels x 600 pixels	\$500	\$450
Vertical banner (half)	160 pixels x 300 pixels	\$300	\$250
Footer banner	710 pixels x 100 pixels	\$400	\$350

Editorial Newsletter Sponsor Ads

		ONE NEWSLETTER	MULTIPLE NEWSLETTERS
Vertical banner	170 pixels x 375 pixels	\$300	\$250
Footer banner	650 pixels x 95 pixels	\$250	\$200
E-News blurb	300 pixels x 250 pixels +50 words	\$350	\$250



website

EdibleColumbus.com

5k Page Views
Monthly Average

2k Unique Visitors
Monthly Average

- Vertical banner (full)
- Vertical banner (half)
- Footer banner
- E-News Blurb

Editorial Newsletter

2.5+k subscribers

Open Rate **31%**
Industry Average 20%

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Steven N. Berk
Chief Operating Officer
steve@ediblecolumbus.com
740-505-2026



newsletter

Vertical banner

Footer banner

Claire Hoppens
Associate Publisher
claire@ediblecolumbus.com
925-708-0515