

Tell our  
readers your story!



**Why  
invest  
your  
marketing  
dollars in**  
*edible*  
LOUISVILLE® & THE BLUEGRASS

**2017  
MEDIA KIT**

# Value Proposition

## 1 Target a perfect audience

**Edible readers are champions of local artisans and businesses.** They want to dig deep, understanding the unique aspects of the region's food and beverages.

## 2 Your message gets seen

Our readers devour each issue cover-to-cover and your message isn't lost in a sea of ads. In fact, **our readers view your marketing message as part of the magazine's content.**

## 3 Your message gets seen many times

Readers tell us they never throw away an issue, which also means they **see your marketing message again and again.**

## 4 Benefit from our reputation

Our readers know we produce a high quality, award-winning publication. No other magazine devotes editorial content exclusively to local food and beverage culture.

## 5 Get regional coverage

We offer you a cost-effective strategy for targeted regional awareness — **from Louisville to the Bluegrass and Southern Indiana.**

## 6 Get national reach

*Edible* readers travel here from across the nation. With *Edibles* published in 100 cities, those **out-of-town visitors look to the local Edible publication as a trusted guide**—both online and in print—to purveyors they want to support.

## 7 Extend your own support of "going local"

We are 100% locally owned and operated. Our advertisers are almost exclusively local businesses and our readers are your neighbors. The fact is, we are all in this together.



## Be part of our community!

### Print stats:

*Edible Louisville and the Bluegrass* prints and distributes an average of **15,000** copies six times a year.

### Reader stats:

Each copy of the magazine is shared with an average of **3.5** people (that means our advertisers reach over **50,000** readers).\*

### Digital stats:

Appx. **55,000 pages views** of our website, and appx. **30,000 pages views** last year of our digital magazine (which could include your message).

### Social media followers:

12,500 people and growing follow us on **Facebook, Twitter, Instagram, Pinterest** and our **e-Newsletter**.

\*Based on a national *Edible Communities* readers survey.

# Edible Readers

OUR AVERAGE READER IS A **48-year-old female** WHO **eats out at least once a week, enjoys spirits, likes to travel, AND purchases artisanal food & beverages.**

Edible Communities/Edible Media engaged Gfk MRI to conduct an online study of its readers. The purpose of the study was to provide a reader profile of Edible, including engagement with the publication, purchasing behaviors and attitudes, and demographic characteristics.

Comparisons expressed as an index are based on a competitive set defined as readers of any of the following titles: Bon Appetit, Cooking Light, Eating Well, Food & Wine, Food Network Magazine and Martha Stewart Living.

## Edible Readers

Edible readers are outstanding customers.

<b>College educated</b>	87%
<b>Mean household income</b>	\$109,100
<b>Active traveler/ own a passport</b>	79%
<b>Average \$ spent in restaurants in the last 6 months</b>	\$892.70
<b>Spent an average of 11 nights in a hotel in the last 12 months</b>	30%

## Edible Readers' Spirits Consumption

Edible readers enjoy their spirits, wine, and craft beer. They are 3x more likely than the readers of other food & culinary magazines to drink **bourbon**.

(Base: Personally drank either at home or away from home. Ages 21+)

	%	Index
<b>Bourbon</b>	21%	349
<b>Vodka</b>	35%	243
<b>Rum</b>	16%	189
<b>Tequila</b>	24%	246
<b>Locally brewed beer/ale</b>	36%	na
<b>Locally produced wine</b>	29%	na
<b>Edible readers are more than 3x as likely to "typically drink wine with dinner"</b>	46%	319

## Things readers like best about Edible

<b>89%</b>	That it's local
<b>67%</b>	Photo/Illustration/ Design (the look)
<b>65%</b>	Recipes
<b>28%</b>	<b>Advertising</b>

Edible readers value the advertising information they see in the magazine and website... and take action as a result of it. In the 12 months:

<b>29%</b>	Bought/ordered an advertiser's product or service
<b>40%</b>	Used Ad Directory as a shopping guide
<b>35%</b>	Visited an advertiser's website
<b>16%</b>	Used advertising for travel planning
<b>46%</b>	Visited a specific store or location
<b>60%</b>	Discussed article or referred someone to it
<b>48%</b>	Prepared one or more recipes

## Food attitudes

Edible readers live the "food life." Whether cooking at home or eating out, they are knowledgeable and experiential consumers with a focus on local food and beverage.

<b>69%</b>	When I find a food product I like, I typically recommend it to people I know
<b>64%</b>	I rely on Edible to find local food and beverage options in the places I visit.

Our readers spend an average of **59.4 minutes** looking at each issue.

# Testimonials



edible COMMUNITIES  
2011 JAMES BEARD FOUNDATION  
PUBLICATION OF THE YEAR

I love the articles, the photos, the recipes, the featured farmers and restaurants, the articles, the upcoming events, the truly local businesses and even all the ads that I typically ignore in all other magazines. ...

— Cindy Youngblood, Prospect, KY



## Lot's Brewing in the Bluegrass

Longtime and Louisville are enjoying a surge in craft brewery openings

By Ben Davis

It's a well-known fact that Louisville is a craft beer mecca. The city's reputation for its craft beer scene is well-deserved, and it's only getting started. The city's craft beer scene is well-deserved, and it's only getting started. The city's craft beer scene is well-deserved, and it's only getting started.



I spent an hour with the March/April issue this morning and had to send an email to THANK YOU for providing such great information in a gorgeous format. ... I picked this issue up for free while dining out—and greatly appreciate that your advertisers can make the magazine available for their patrons at no charge.

— Christine Long, Shelbyville, KY



I looked over the past issues, and I do want them all. I think your magazine is amazing! And it encompasses 95% of all of my favorite things.

— Jen Wren

## This Little Piggy Went to Market

Blue Dog Brewery makes fun on meat of Red Dog

By Ben Davis

Blue Dog Brewery is a craft beer mecca. The city's reputation for its craft beer scene is well-deserved, and it's only getting started. The city's craft beer scene is well-deserved, and it's only getting started.



# 2017 Advertising Rates

## edible

LOUISVILLE® & THE BLUEGRASS

Ad rates	6x	3x	1x
Full page	\$1,950	\$2,250	\$2,500
1/2 page	\$1,250	\$1,400	\$1,600
1/3 page	\$800	\$900	\$1,000
1/4 page	\$650	\$725	\$800
1/6 page	\$425	\$500	\$575
1/8 page	\$350	\$400	\$450
1/9 page (edible shops/pantry)	\$200	\$200	\$200

Preferred positions	6x	3x	1x
Outside Back Cover	\$2,550	\$2,750	\$3,000
Inside Front Cover	\$2,350	\$2,550	\$2,750
Inside Back Cover	\$2,250	\$2,450	\$2,650
Page One	\$2,150	\$2,350	\$2,550

Listings	
Directory	\$175 per 25–40 word listing
Dining Guide	\$175 per 40 word listing

Issues	Feb/Mar	Apr/May	Jun/Jul	Aug/Sep	Oct/Nov	Dec/Jan
Pub Dates	Feb 5	Apr 5	Jun 5	Aug 5	Oct 5	Dec 5
Ad Deadlines	Jan 15	Mar 15	May 15	Jul 15	Sep 15	Nov 15

- Advertising rates are net.
- Guaranteed positioning is available for an extra 15% on cost.
- **Acceptable file formats** — Files must be in one of the following formats: TIFF, PDF, or EPS. All files must be flattened and converted to CMYK with no spot colors.
- **Unacceptable file formats** — Files in Microsoft Word, PowerPoint, or any other word processing program are unacceptable. Resolution must be at least 300 dpi.
- Ad preparation specifications and tips will be made provided to advertisers with a signed contract.
- Ad design services are available.
  - Initial design and one-round change: Free with signed multi-issue contract.
  - Single issue and additional changes: \$80 an hour, billed in 15-minute increments.
- Advertisements are subject to the approval of the publisher. *Edible Louisville and the Bluegrass* reserves the right to reject or omit any advertisement at any time for any reason.
- Advertisers assume responsibility and complete liability for all content in their ad. *Edible Louisville and the Bluegrass* is limited in its liability for errors not to exceed the value/cost of the space occupied by the error. Contracts not completed within a contract year, or any other breach, will be subject to a short rate.

**Full page**  
**no bleed**  
 width: 7.5" (45 picas)  
 height: 10" (60 picas)

**with bleed**  
 width to trim: 8.375" (50p3)  
 height to trim: 10.875" (65p3)  
 width including bleed: 8.625" (51p9)  
 height including bleed: 11.125" (66p9 picas)

**1/3 page vertical**  
 width: 2.3889" (14p4)  
 height: 10" (60 picas)

**2/3 page vertical**  
 width: 4.9444" (29p8)  
 height: 10" (60 picas)

**1/6 page vertical**  
 width: 2.3889" (14p4)  
 height: 4.9167" (29p6)

**1/2 page island**  
 width: 4.9444" (29p8)  
 height: 7.4583" (44p3 picas)

**1/9 page**  
 Shops & Pantry  
 width: 2.3889" (14p4)  
 height: 3" (18 picas)

**1/6 page horizontal**  
 width: 4.9444" (29p8)  
 height: 2.375" (14p3 picas)

**1/4 page square/vertical**  
 width: 3.6627" (22 picas)  
 height: 4.9167" (29p6 picas)

**1/2 page vertical**  
 width: 3.6627" (22 picas)  
 height: 10" (60 picas)

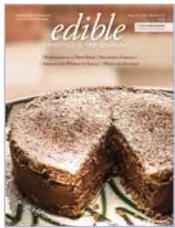
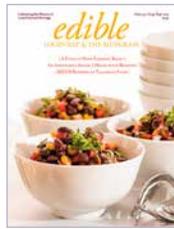
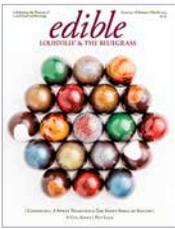
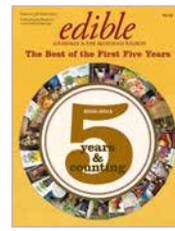
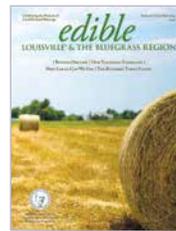
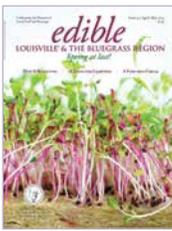
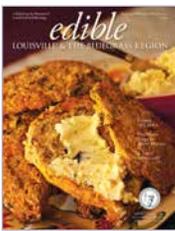
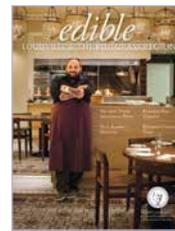
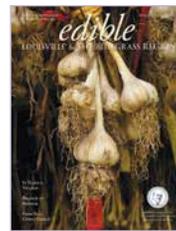
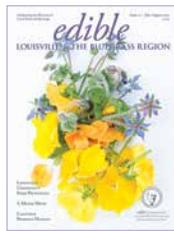
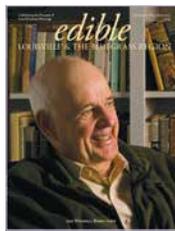
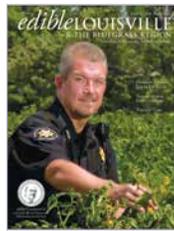
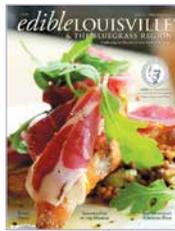
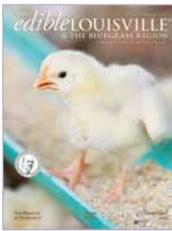
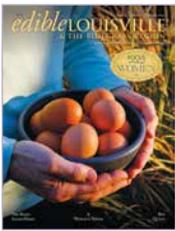
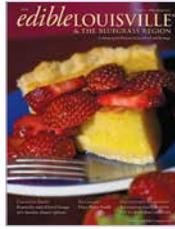
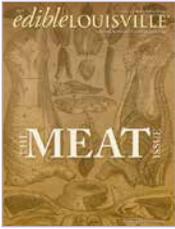
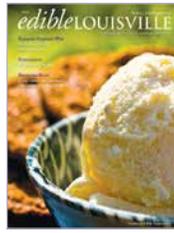
**1/8 page horizontal**  
 width: 3.6627" (22 picas)  
 height: 2.375" (14p3 picas)

**1/2 page horizontal**  
 width: 7.5" (45 picas)  
 height: 4.9167" (29p6)

**1/3 page square**  
 width: 4.9444" (29p8)  
 height: 4.9167" (29p6)

# Publishing since 2010...

Six beautiful issues a year.



Become part of the Edible Community