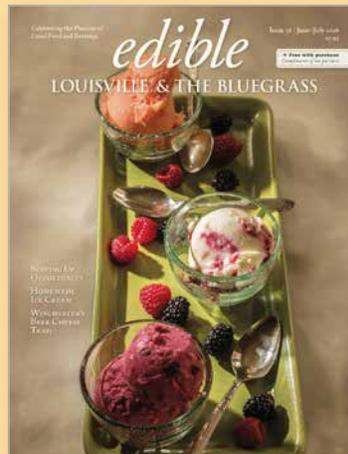
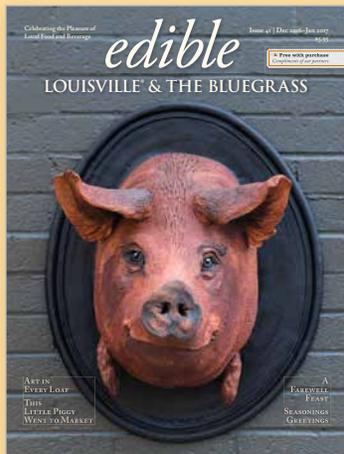
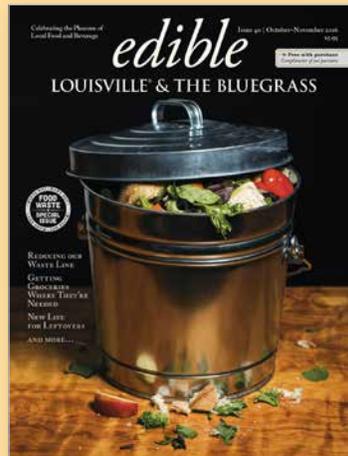
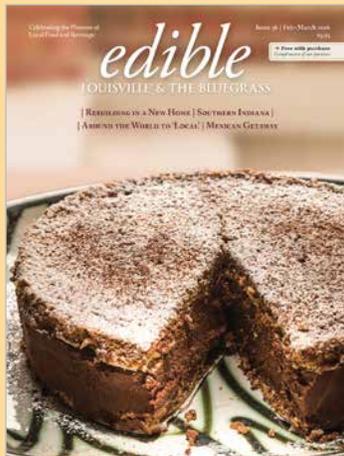


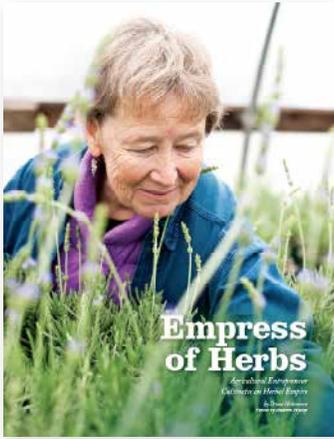
edible

LOUISVILLE® & THE BLUEGRASS

Celebrating the Pleasure of Local Food and Beverage



2017 Media Kit



Why Advertise in Edible?

1 Target a perfect audience

Our readers are champions of local artisans and businesses. They prefer neighborhood markets over big box chains. They actively share their new finds with friends. **Exactly the kind of customers you want!**

2 Your ad gets seen many times

Our readers devour each issue cover-to-cover and your message isn't lost in a sea of ads. Readers tell us they never throw away an issue, which also means **they see your ads again and again.**

3 Get regional coverage

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



4 Magazines to give free to your customers

You get *Edibles* to give to your customers. Consumers actively look for a free copy of the magazine, which will **increase foot traffic** to your storefront, business or event.

5 Benefit from our reputation

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

6 Promote events in our digital communications

Promote your special food-related events in our weekly e-mail to readers, our website, Facebook page and Twitter feeds, **reaching many more beyond the print publication...** and our followers are growing weekly.

Get started now! Become part of something beautiful.

Print stats:

Edible Louisville and the Bluegrass distributes throughout the region approximately **15,000** printed 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).*

Our readers are **51%** women, **49%** men. Median age **34**.* Average household income is **\$115,000**. **84%** are college graduates, **81%** are professionals, educators, entrepreneurs.*

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

Digital stats:

We had approximately **55,000 pages views** of our website, and approximately **30,000 pages views** of our digital magazine which includes all our ads.

An active, growing social media presence with **Facebook** (over **3,100** likes) and **Twitter** (nearly **6,800** followers). Instagram and Pinterest followers growing every day.

www.ediblelouisville.com

Jefferson County: Kara Voit, 502-396-0875, karaleighvoit@gmail.com;

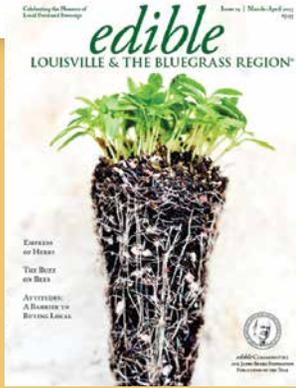
Fayette County: Norma Taylor, 859-619-2774, nftaylor@sellstrategies.com

Dining Guide & Southern Indiana: Chef Meagan Jeanette, 502-819-7722, chef.meagan.jeanette@gmail.com

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.





Don't take our word for it!

Steve and staff,

I continue to be so impressed with this magazine. Just arrived home this morning after a two and a half day trip, I sort through the mail that's been neatly collected on the kitchen

counter... and see my new favorite magazine underneath the envelopes and can't wait to tear into the wrap. I'm wondering with this fourth edition if this magazine will slightly disappoint... after all, how can you maintain such high quality?... maybe it will be the photos or the recipes or the featured articles. Nope. It's all FANTASTIC! 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.** ... The "local" concept seems to be infectious, which you are helping to spread with each edition. THANK YOU, *Edible Louisville* and please keep it up!

— Cindy Youngblood, Prospect, KY

Subject: I just subscribed.

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

Subject: THANK YOU for a terrific March/April 2012 issue

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.

What I took away from this issue included:

- New color palette for a spare bedroom in my house (from your yellow/aqua/sand cover photo of a little spring chick)
- Great dinner menu for "Welcome Spring" party later this month (Ms. Buthod's meatloaf, asparagus, mac-n-cheese, and lemon bars)
- Birthday present for my mom ("Make a Hanging Basket" workshop at Wilson's Nursery in Frankfort from your event calendar)
- Face-to-face answers to all the questions I've been writing in my gardening journal over the winter, re: planting shrubs, hydrangea, roses and ornamental grasses (again, from your event calendar, upcoming classes at Wallitsch Nursery in Louisville)
- Reminder to pick up "Small Plot, Big Yield" gardening book at Carmichael's
- List of local places to visit this spring/summer, including Holly Hill Inn (Midway), Bernheim Forest, and Shakertown

I picked this issue up for free while dining at Hillbilly Tea – and greatly appreciate that your advertisers can make the magazine available for their patrons at no charge.

I also appreciate the quality of the materials that go into the publication.... I'm old enough to remember the "golden age" of magazines and your publication is a stand-out.

— Christine Long, Shelbyville, KY



2017 Advertising Rates

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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 purveyors)	\$225	\$225	\$225

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)