

# *edible* INDY

2017 Media Kit





# OUR MISSION

**Edible Indy** celebrates Hoosier food and the people who eat, cultivate and prepare what goes on our plates. Season to season, we strive to connect growers, producers, artisans and chefs to the communities where we live and work. Understanding where our food comes from is empowering and sharing stories about how it's produced, supplied and consumed is what **Edible Indy** is all about.

# OUR READERS



26% Men



74% Women

**\$90,150**  
median household  
income

**81%**  
between 25 and  
64 years old

**65%**  
are educators,  
professionals or  
entrepreneurs

**85%**  
are college  
educated

READERSHIP DATA: Readership data collected from *Edible Indy* readers who responded to our 2015 Edible Media survey.

Our Readers Are **Your** Target Audience

# READERSHIP & DISTRIBUTION

**Average Readership Per Issue:** 100,000 + includes print, online and mobile app

**Distribution:** 15,000 each issue quarterly + annual Farmers Market

**Distribution Sites:** 75 locations in Central Indiana including these counties: Bartholomew, Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Lawrence, Madison, Marion, Monroe, Morgan, Shelby

**Frequency:** Quarterly

**Social Media:** Over 16,000 followers | 100,000+ weekly impressions



**Paid Subscribers:** 500+

edibleindy.com  
**17,500 +**  
page views  
per month

# OUR READERS TRUST US

They know we produce honest, smart and beautiful content. No other magazine devotes print and digital editorial exclusive to the food movement in Indiana. Our readers save and savor every copy of **Edible Indy**.

In the last 12 months, **78%** of our readers have purchased an advertised or featured product in **Edible Indy** and **74%** have recommended the item(s) to others.

Because we don't review restaurants or trade editorial content for advertising dollars, our readers trust the businesses we write about and the businesses who advertise with us. This means those businesses are more likely to become new customers for you.

# OUR READERS' HABITS

Our readers love to read about food.

**Edible Indy's** exclusive and well-presented content allows both readers and advertisers to engage each other in a rich experience and relationship.

What do readers like best about *Edible Indy*?

**94%**

like that it's local

**89%**

read the Eat Drink  
Local guide

**83%**

read **Edible Indy**  
feature stories

**74%**

read and cook  
our recipes

**71%**

read **Edible Indy**  
to find a local place  
to eat or shop



**94%**

cook for pleasure and  
to entertain

**76%**

drink wine, beer, spirits at  
least once a week

**81%**

dine out at local restaurants  
and average \$245.50 per  
month on restaurant meals



**95%**

try to buy foods grown  
or produced locally

**85%**

are willing to pay more  
for local, humanely raised,  
family-farmed food

**65%**

shop farmers' markets  
or farm stands



**95%**

look for healthier, more  
local options

**85%**

shop at natural  
food grocers



**70%**

vacation between seven  
and 14 days per year

**93%**

want local food when  
traveling



## WHAT OUR ADVERTISERS SAY

"In our attempt to connect with local restaurateurs, we decided to continue advertising with **Edible Indy**. I assumed year two would be a similar success to our inaugural year. Was I wrong! **Edible Indy** is well-connected with our community and continually come up with new, innovative ways to use their connectivity for the good and continued betterment of our community. In addition, they took our marketing to the next level with the creativity and design of our full page ad. I look forward to our partnership in the coming year."

– **Libby Shoop**  
*C & T Kitchen Design*

"I've been beyond pleased with our 3+ year partnership with **Edible Indy**. Jennifer and her crew are not only delightful to work with but their magazine reaches the heart of our customer base."

– **Wayne Shive,**  
*Best Boy & Co.*

"In addition to being a great marketing avenue for our business, **Edible Indy** has consistently treated us more like a partner. They genuinely care about our business and constantly work with us on events, advertising and opportunities that always lead to results. More importantly, their "local" approach makes it easy for us to continuously stay in front of potential clients in our community. **Edible Indy** is our most valuable asset to our target market. To say we are pleased with our business relationship with **Edible Indy** would be a huge understatement."

– **Bo Boroksi**  
*The Cardinal Room*

"Our partnership with **Edible Indy** is brand new but so far fantastic. **Edible Indy** understands our market and is sensitive to our goals which makes it fun to brainstorm creative, win-win projects. The magazine is as artful as it is flavorful which makes it an inspiring read for the "foodie" in all of us."

– **Karen Radcliff**  
*Deputy Director, Hamilton County Tourism*

### The New Way of Life

According to a 2014 Dunnhumby  
Healthy, Wealthy & Wise report:

- Consumers want locally sourced foods wherever possible. Cutting back on processed foods is considered a good way to achieve a healthier lifestyle across all countries.
- People are more likely to care how their food is sourced and will buy locally sourced produce where possible.
- More than 70% of people globally believe they are less healthy than previous generations. Consumers have an expectation that food manufacturers and retailers, rather than governments, should play a part in supporting them in leading a healthy lifestyle.
- 43% of the growth of the local food movement can be attributed to getting "back to basics" eschewing processed products in favor of the natural including a preference for non-GMO, organic and gluten-free products. While these more natural trends are not new, they are enjoying a healthy, low double-digit growth.



# EDITORIAL OVERVIEW | 2017

Every issue of **Edible Indy** includes high quality storytelling through the brilliance of our staff, contributors and photographers. Below is a list of our standard “in every issue” departments. Have an idea for a great story? Pitch us ... along with these departments we also publish three to five features with each issue. Keep in mind we run approximately six months prior to drop date.

## Drink

A new look at an old favorite, maybe a new spin on a classic ... or an exciting new concoction hitting the beverage world.

## Hoosier History & Culture

A look into Hoosier heritage from either a homegrown point of view, or a transplant that now calls Indiana home.

## Farm

Profile of a local or regional farm, their goods, their purpose, their way of life and commitment to the farm-to-table movement.

## Dine

Could be anything revolving around a local restaurant. Spotlight on a super special dish, maybe a remodel or makeover of a neighborhood favorite, a highly anticipated opening of a new restaurant, or even a changing of the guard (or chef) at a longstanding eatery.

## Now in Season

Focusing on what's currently accessible locally—so we won't be featuring an article on fresh homegrown tomatoes in December. Likewise, we aren't apt to do a story on roasting root vegetables for the summer issue.

## On the Road

Stories told from the road—where the hotspots are for quick bites and long drawn-out dinners while scampering the Midwest and beyond.

## Who's Cooking What

A short interview with a local chef.

## The Hoosier Home

What's new on the home front—new remedies, new products, new anything and everything brought to you by Hoosiers for Hoosiers. A sometimes brief, sometimes in depth, look at an essential kitchen-based tool that every home cook needs. Could be a utensil, a cookbook, a type of pan or maybe even a look at the types of cooking oils every chef needs on their shelf.

## Growing

What's growing locally—and where you can find Hoosier grown goodness. Also tips on the best gardening practices from local gardeners.

## Eat Drink Local Guide

An advertorial feature **89% of our readers** use as a resource for eating locally. Annual print and digital pricing available.

## SPECIAL OPPORTUNITIES

### Annual Farm Market Guide

An ancillary insert in the summer issue showcasing over 100 farms and farmers' markets within Central Indiana. Each insert is themed with tips, stories, recipes and other information inspiring readers to visit the included locations and encourage local spending. Sponsorships and guide pricing available.

### Edible Indy Wedding Guide

Inaugural issue planned for winter 2017. For rates and information see **Edible Indy** Wedding Guide supplement.

### Food Start-Up Boot Camp

Sponsorship and vendor opportunities will be available for our 2nd annual event coming summer 2017.

## Contact Edible Indy

P.O. Box 155  
Zionsville, Indiana 46077  
317.489.9194

info@edibleindy.com  
EdibleIndy.com

# ADVERTISING RATES

Edible readers are well informed, passionate consumers who place a premium on quality products and experiences. They look for value, but are willing to pay more for exceptional quality. Advertising with **Edible Indy** helps these discriminating consumers discover new businesses—YOUR BUSINESS—to visit, make purchases and recommend to their friends and family.

COVERS	SIZE (WXH)	COST PER ISSUE:	
		1X	4X
Back Cover (full bleed)	8.375" x 10.875"	\$3,000	\$2,700
Inside Front or Inside Back Cover	8.375" x 10.875"	\$2,800	\$2,400
<b>INTERIOR PAGES</b>			
Full Page *Add .125" bleed	8.375" x 10.875"	\$2,500	\$2,250
Half Page *Vertical/Horizontal	7.5" x 4.75" / 3.65" x 9.75"	\$1,600	\$1,350
One Third Page	2.36" x 9.75"	\$1,200	\$1,025
Quarter Page	3.65" x 4.75"	\$900	\$800
One Eighth Page	3.65" x 2.275"	\$500	\$425
Annual MarketPlace Ad includes digital listing	2.5" x 3"	N/A	\$300
<b>DIGITAL</b>		<b>1X</b>	<b>4X</b>
Annual Digital Guide Listing includes photo, why we love it description, integration with articles & two social media pushes			\$75
Leader Board Ad	727 x 90	\$425	\$350
Web Badge	300 x 250	\$300	\$225
Social Media Pushes includes two pushes per medium		\$50	N/A
<b>EDITORIAL E-NEWSLETTER</b>			
Our bi-weekly e-newsletter goes out to over 2,750 + recipients with an average of 31% open rate.			
Full Sponsored Newsletter		\$495	
Vertical Banner	468 x 60	\$150	\$100
Web Badge	300 x 250	\$100	\$75

## Added Value

- Advertisers receive copies of **Edible Indy** for distribution
  - Annual food and drink advertisers receive the print and digital Eat Drink Local Guide at no cost
  - Select social media pushes
  - First opportunity for partnership on events, social media engagement, on-air appearances and more
- Event, sponsorship and digital engagement opportunities. Contact us for custom options.

## Advertising deadlines

ISSUE	SPRING	SUMMER	FALL	WINTER
Ad Reservation	January 20	March 20	July 20	September 20
Ad Art	February 1	April 1	August 1	October 1
Publication Date	March 15	May 15	September 15	November 15

Please submit your ad in 300 dpi, CMYK color with all fonts embedded. The file format can be tiff, jpg, eps, or pdf, but pdf is preferred. If you have questions on these specs, please do not hesitate to call or email us prior to the ad deadline. We are happy to answer any question you may have. Questions? Contact [info@edibleindy.com](mailto:info@edibleindy.com) or 317.489.9194

**78%** of our readers have purchased an advertised or featured product in **Edible Indy** and **74%** have recommended the item(s) to others.

**65%** have visited our advertisers' websites

**99** daily page views

Returning visitors spend an average of 4 1/2 minutes on [edibleindy.com](http://edibleindy.com) per visit

**92.9 %** visit or interact with **Edible Indy** on social media

**Creative and production services available.**

Ask for rates. Special requests: available upon request

All rates are full-color ads. Ad build rate covers two revisions. Additional revisions will be charged at \$50 per hour.



# ADVERTISING AGREEMENT

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Ad Rate: \_\_\_\_\_ Issue:  Spring  Summer  Fall  Winter

Digital Advertising:  Annual Listing  Leader Board  Web Badge  Social Media

Newsletter:  Full Sponsored  Leaderboard  Digital Desired Date \_\_\_\_\_

Start Date: \_\_\_\_\_ Sales Person: \_\_\_\_\_

Notes: \_\_\_\_\_

Total Agreement: \_\_\_\_\_ Paid: \_\_\_\_\_  Check  CC

CC Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

CVV: \_\_\_\_\_ Billing Zip: \_\_\_\_\_ Amount to be Charged: \_\_\_\_\_

Please Charge This Card Each Issue

Signature \_\_\_\_\_ Date \_\_\_\_\_

Advertising Agency: \_\_\_\_\_ Agency Contact: \_\_\_\_\_

Agency Billing Email: \_\_\_\_\_

**New customers:** Payment for first issue must be paid prior to printing of first issue. Returning customers might be subject to credit check prior to billing. Invoices go out prior to issue release date. Terms are net 30, late charges may apply. Annual agreements paid in full in advance will receive a 5% discount (does not apply to the digital guide listing, farm market insert or wedding guide).

## Contact

Edible Indy | PO Box 155 | Zionsville, Indiana 46077 | 317.489.9194 | [edibleindy.com](http://edibleindy.com) | [info@edibleindy.com](mailto:info@edibleindy.com)