

edible INDY

2018 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 *Our Readers Are Your Target Audience*



74% Women



26% Men

\$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.

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: 60 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 24,000 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 4+ 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 | 2018

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 healthy spin on a classic or an exciting concoction hitting the beverage world.

Farm

An in-depth profile of a local or regional farm—their goods, way of life, commitment to the farm-to-table movement and philosophy on farming.

In the Kitchen

Behind the scenes and in the kitchen with a local chef or home cook and what they're cooking season to season.

Food for Thought

Food issues and politics impacting our local communities and the thought leaders making an impact by way of food.

Edible Entrepreneur

Local innovators paving the way for fresh, creative approaches to food businesses on the ground and online.

Worth the Trip

Stories told from the road and select destinations—where the local hotspots are for quick bites, long drawn-out dinners and over-night stays while scampering the Midwest and beyond.

The Hoosier Home

What's new on the home and garden front—new remedies, new products, new gardening practices, 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.

Edible Outdoors

Stories from local experts about wild foods, foraged ingredients, outdoors adventures and destinations in nature to engage all of your senses in the wilds of Indiana.

Hoosier History

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

Edible Culture

In-depth Q&As with Hoosier-based artists, cultural tastemakers and luminaries redefining the relationships between food, nature and art.

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

Look for our edible wedding section in our spring 2018 issue.

Fast And Furious Forks

Opportunities will be available for our 3rd annual event sponsored by C & T Equipment.

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"	\$2,800	\$2,600
Inside Front or Inside Back Cover	8.375" x 10.875"	\$2,600	\$2,400
INTERIOR PAGES			
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"	\$1,500	\$1,200
One Third Page	2.36" x 9.75"	\$1,195	\$1,025
Quarter Page	3.65" x 4.75"	\$800	\$700
One Eighth Page	3.65" x 2.275"	\$475	\$375
Annual MarketPlace Ad includes digital listing	2.5" x 3"	N/A	\$300
DIGITAL		1X	4X
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
EDITORIAL E-NEWSLETTER			
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 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 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 | info@edibleindy.com