

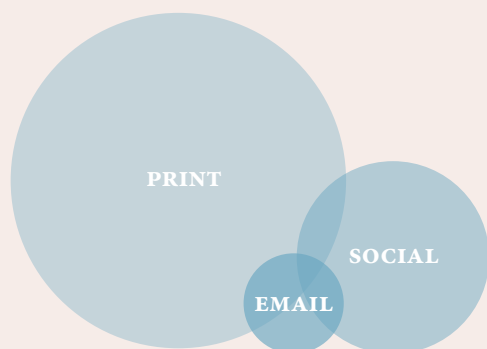
edible INDY[®]

2023 MEDIA KIT



MARKET CONNECTORS

Print is alive. It is an escape from the daily grind. It is a way for readers to draw a connection with a tangible object. It engages consumers and gives them something to hold onto, literally and figuratively. Print is used to support other mediums such as digital and social. It builds confidence and trust with a loyal consumer, our consumer, your consumer.



PRINT

	QUARTERLY	YEARLY
Total audience	42k	170k
Rate base	15k	60k
Frequency	4x per year	

DIGITAL

Monthly page views	11k +
unique visitors	6k +
Average time spent	3 minutes
Digital edition monthly views	1.5k +
Email subscribers	4k +
Email open rate	21.5%

SOCIAL

Social media followers	34k +
(Facebook, Twitter, Instagram, Pinterest)	



DISTRIBUTION

Central Indiana

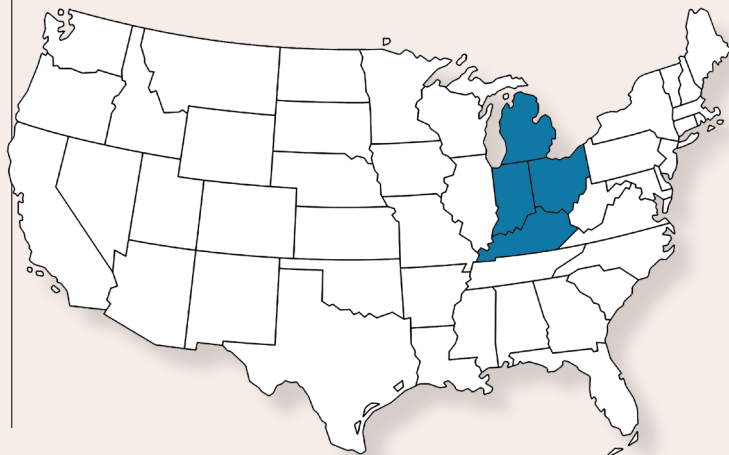
THE EDIBLE COMMUNITY

The Edible community spans across the United States and Canada with 70+ local publishers who print more than 1.4 million copies edibles each quarter.

REGIONALLY

Indiana, Ohio, Michigan and Kentucky.

225k + print readers per quarter
110k + digital engagements per quarter
135k + followers on social media



EDIBLE READERS

Our readers trust us. We are a voice with the food community. We build foundations of trust, valued knowledge and connections throughout our state, country and Canada. Our partnerships provide opportunities for businesses through our platforms of advertising, marketing and advocacy. Our readers are entrepreneurs, builders, creators. They are your target market.



DEMOGRAPHICS



74%

FEMALE

26%

MALE

Average Age 35+ | Average HHI \$128k

80%

Own a home valued over 500k

77%

College Educated

65%

Educators, professionals or entrepreneurs

Edible readers spend an average of 52 minutes with each print issue and 72% pass along copies resulting in more than 3 readers per copy. 78% of our readers purchased an advertised or featured product in Edible Indy with 74% recommending those items to others.

MULTI-MEDIA ENGAGEMENT

Edible readers engage consistently on multiple platforms and in a variety of ways

84%

Engage with the print magazine

75%

Engage with digital content

48% read our news-letters

82% visit our advertisers websites

92.9%

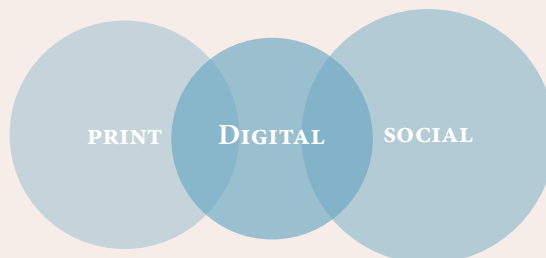
Engage on social media

68% interact with Instagram

35% interact with Twitter

32% interact with Facebook

15% interact with Pinterest



READER HABITS

Edible readers take action, influence and support those featured within our multi-media platforms. They trust us.

96%

Are likely to patronize a local business featured in Edible

95%

Recommend a product when they like it

85%

Says food is their passion

89%

Read our local guides

83%

Read our feature stories

95%

Look for local healthy options



AT HOME

- 74% Read and cook our recipes
- 94% Cook for pleasure or to entertain
- 77% Have drank or served spirits, wine or beer in the last 7 days
- 66% Purchased distilled spirits—Bourbon and Vodka are purchased the most
- 62% Purchased wine
- 50% Purchased craft beer
- 83% Consider themselves gardeners
- 84% Entertained friends or relatives at their home in the last 12 months.



SHOPPING

- 84% Prefer and will pay more for organic and non-go products
- 96% Buy foods grown or produced locally
- 85% Pay more for local, humanely raised family-farmed food
- 85% Shop natural food stores
- 69% Shop local neighborhood markets
- 65% Shop farm markets



EATING OUT

- 71% Dine out at local restaurants averaging \$245.50 per month on restaurant meals. Edible readers dine at the following:
- 83% Fine dining
- 74% Family restaurants
- 70% Farm to table
- 50% Food trucks and pop ups
- 40% Plant-based restaurants



TRAVEL

- 71% Read to find local places to visit
- 77% Stayed in luxury hotels and resorts
- 46% Stayed in a boutique hotel, an Airbnb or “by owner” rental
- 95% Look for local options when traveling
- 62% Use Edible digital and print to find the best local options when traveling

READER VALUES

Our readers support farm markets, local CSAs, neighborhood markets and places who support local artisans. They support companies and products that align with their values.



96%

Support brands that are socially responsible

94%

Believe a brand's reputation is important

90%

Look for environmentally friendly brands

87%

Pay for sustainable and responsible brands

81%

Are loyal to brands who share their values

65%

Believe economic suitability for farmers influences their purchasing behavior

53%

Believe water quality is important

EDITORIAL CALENDAR & CONTENT



Spring 2023
PRIDE &
JOY



Summer 2023
IN THE
SUMMERTIME



Fall 2023
GOLDEN
YEARS



Winter 2023
SHE'S A RAINBOW

Every issue of *Edible Indy* includes high quality storytelling through the brilliance of our staff, contributors and photographers. Below is a list of departments we work hard to cultivate both in print and digitally throughout the year. 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.



Food

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



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.



Social & Sustainability

Policies, issues and politics impacting food and farming communities including environmental concerns, responsibility and sustainability.



Travel

Stories told from the road where local hotspots are for eats, drinks, overnight stays and unique travel destinations from around the Midwest and more.



World & Culture

From markets to family recipes, we feature food portraits around the globe highlighting traditional and non-traditional cuisines and cultures.



Home

What's new at home. From beauty remedies to clean living, garden practices to DIY projects, we explore the fundamental basics of DIY.



Outdoors

Stories and education from local experts on wild foods, foraged ingredients, outdoor adventures and destination all to engage you better with nature.

2023 RATE CARD

Our multi-media strategy with print, digital and social integration provides an average of 111k impressions per quarter. Advertisers have access to our audience both consumers and b2b. Our partnerships are designed to drive traffic and build connections with our audience. All advertising partners have custom opportunities to boost their brand and call to action.

PRINT + DIGITAL

1x

4x

Covers

Back cover	\$2,890	\$2,600
Inside covers	\$2,780	\$2,475

Interior Pages

Spread (Double Page)	\$4,400	\$3,960
Full Page	\$2,520	\$2,270
3/4 Page	\$1,900	\$1,700
1/2 Page (Vertical or Horizontal)	\$1,500	\$1,350
1/4 Page (Vertical or Horizontal)	\$815	\$735
1/8 Page	\$475	\$425
1/9 Page market place	\$300	\$270

DIGITAL + SOCIAL

Web Leader board	\$425	\$385
Web Badge	\$300	\$270
Sponsored Social Post	\$500	\$450
Native Digital + Social Content (social, online + newsletter)	\$950	
Sponsored E-Blast	\$495	
Newsletter inclusion + link	\$275	\$240
Newsletter Banner Ad	\$150	\$125
Online Local Guide Listing (50 words + photos + links + social)		\$300

ADDITIONAL OPPORTUNITIES

Edible Indy can provide and create custom opportunities based on the needs of partner. If there is something not listed, please ask.

Print Cover Bug (2" circle)	\$2,000
Print inserts	UPON REQUEST
Publication wraps	UPON REQUEST
Custom content publishing	UPON REQUEST
Regional rates for other Edibles	UPON REQUEST
Recipe development	UPON REQUEST
Private events & sponsorship	UPON REQUEST
Launch and release party sponsorships	UPON REQUEST
Edible Indy Minute Video	UPON REQUEST
Marketing Consulting	UPON REQUEST

ADDED VALUE FOR ANNUAL PARTNERSHIP

- Partners receive copies of Edible Indy for distribution at no charge
- Opportunities for earned social posts
- First opportunity for partnerships on events, social media engagement, on-air appearances and product placement
- Online local guide listing at no charge

PRODUCTION & AD SPECS

Print Schedule	Spring	Summer	Fall	Winter
Issue release	March 15	June 10	Sept 15	Nov 15
Ad Artwork	Feb 1	May 1	Aug 1	Oct 1
Ad Reservation	January 20	April 20	July 20	Sept 20

Creative and production services available upon request at an additional charge. All rates are for full-color ads. Ad build rate covers two revisions. Additional revisions will be charged at \$50 per hour. 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.

QUESTIONS?

Contact us at
info@edibleindy.com
or call 260.438.1948.

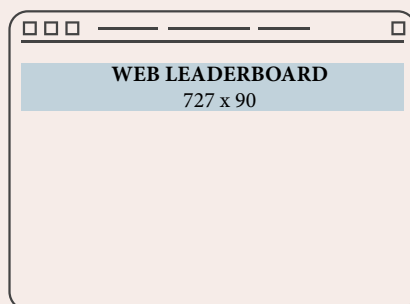
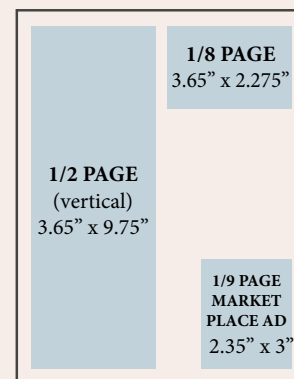
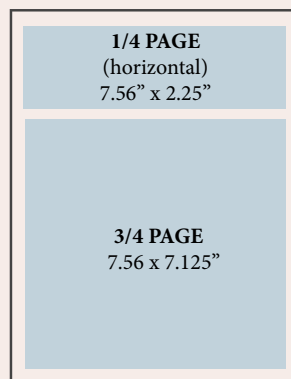
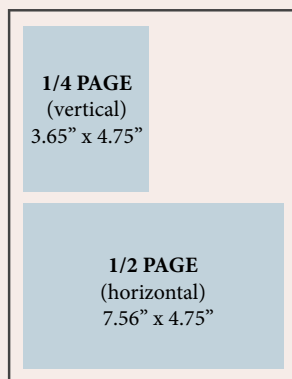
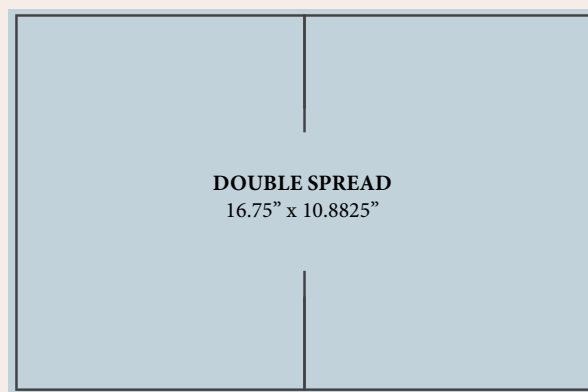
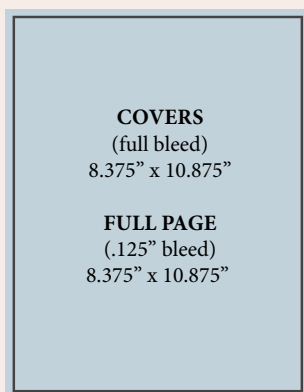
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ADVERTISING AGREEMENT

BUSINESS NAME

CONTACT

ADDRESS

CITY

STATE ZIP

EMAIL

PHONE

INVOICE CONTACT & EMAIL

ADVERTISING COMMITMENT

AD SIZE

ISSUE TO START

PRINT SCHEDULE	ISSUE RELEASE	AD ARTWORK	AD RESERVATION
SPRING	MARCH 15	FEB 1	JAN 20
SUMMER	JUNE 10	MAY 1	APRIL 20
FALL	SEPT 15	AUG 1	JULY 20
WINTER	NOV 15	OCT 1	SEPT 20

DIGITAL & SOCIAL ADVERTISING

ANNUAL LOCAL GUIDE LISTING

LEADER BOARD

WEB BADGE

SPONSORED SOCIAL MEDIA POST

NATIVE CONTENT FEATURE

SPONSORED NEWSLETTER

OTHER

TOTAL AGREEMENT INVESTMENT

CREDIT CARD NUMBER

EXPIRATION DATE

CVV

BILLING ZIP

AMOUNT TO BE CHARGED

PLEASE CHARGE THIS CARD EACH ISSUE

ADVERTISER SIGNATURE

DATE

SALES PERSON