



# *edible*

## WESTERN NY

Celebrating Local Food, Culture and Community

LOYAL TO LOCAL  
*Member of Edible Communities*

Media Kit 2018



# edible WESTERN NY

## Welcome to *edible* WESTERN NY!

Published quarterly, *Edible Western NY* is a beautiful and informative print resource for local foods, culture and communities with editorial covering subjects from organic farms and grass roots efforts to culinary art and kitchen design.

*Edible Western NY* is a member of *Edible Communities Inc.*, a network of more than 90 regional publications across the United States and Canada whose mission is to transform the way consumers shop for, cook, eat and relate to local food. Through its printed publications, websites and events, ECI strives to connect consumers with local growers, retailers, chefs and food artisans, enabling those relationships to grow and thrive in a mutually beneficial, healthful and economically viable way.

Each issue of *Edible Western NY* pays tribute to the personal stories of our local farmers, food artisans, craft beverage makers, home cooks and aspiring chefs - the people who make things happen, the products and services they offer, and the natural landscape that inspires it all. And, every issue is supported with editorially and visually rich digital and social media content. Our affluent and discerning readers are looking for authentic stories, seeking personal experiences and relationships with the businesses they patronize. Let them discover you within the pages of *Edible Western NY* and online at [ediblewesternny.com](http://ediblewesternny.com).

- **Passionate and informed readership** in a highly desirable demographic.
- **Unparalleled editorial and design quality**, with world-class writing, photography and illustration.
- **Highly targeted controlled circulation** in the Western NY and Northwest PA Region.
- **We believe in top quality print** as an incredibly effective way to consistently connect with local readers seeking your product or service.
- ***Edible Western NY* publishes an average 18,000** copies quarterly, reaching more than 194,400 readers annually (based on a 2.7 per copy pass-along rate). Our circulation will be audited by Verified Audit Circulation, a leading national provider of services for confirmation of print and digital media for more than 50 years.
- **We take great care of our advertisers:** Creative and production services are available. Please ask for costs. We constantly work to ensure the ad is as effective as possible through placement and design.





# Why Invest Your Marketing Dollars in *Edible Western NY*?

**Edible readers are concerned, connected, savvy and community minded.** Exactly the sort of customers you want. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why.

And, frankly, they trust us. They know we are an honest, smart, and beautiful publication. With a unique, decentralized publishing model, no other magazine devotes editorial exclusively to local foods and food culture. And that makes our advertisers more attractive from Albion to Erie.

**A Quarterly Publication with an average Circulation of 18,000 Copies Per Issue.**

## HIGH-VISIBILITY ADS

*Edible* readers tell us that they “read the magazine cover to cover—even the ads.” That means more exposure for you.

Our rates are the most cost effective in the region for reaching connected consumers who sincerely care about businesses like yours.

## TRUST

Our readers trust the businesses we write about and the businesses that advertise with us. That means they are more likely to become new customers for you.

These magazines are valuable reference material that are kept on coffee tables for years and are not discarded like general interest or advertising-heavy publications. We always have more content than ads, so you will not get lost in the crowd.

## DO YOU ACCEPT ADVERTISING FROM NON-FOOD & DRINK-RELATED BUSINESSES?

Yes! But we don't accept just any ad. Our readers appreciate the quality of the advertising and we want to keep it that way. We seek advertising from local, regional, and national businesses that share our values, audience demographic, and commitment to building a thriving and vibrant community.

## TARGETED DISTRIBUTION

*Edible Western NY* is published 4 times per year and distributed through locally owned businesses: Grocery stores and coffee shops, bookstores and libraries, specialty food and beverage merchants, restaurants, hotels, realtor's offices, information centers, museums, farmers markets and farm stands. Copies of each publication are also mailed to subscribers and major decision makers within the Western NY and Northwest PA business community.

## When it comes to local food, we're the only game in town.

We cover the thriving food and drink culture in western New York State. That makes us the area's most targeted publication. In every issue we introduce our readers to the people, places, businesses and organizations who are exemplary, innovative, exciting and that make a difference in our local economy.

If you'd like to share your message with our readers by advertising in *Edible Western NY*, please contact us: [hello@ediblewesternny.com](mailto:hello@ediblewesternny.com).



# By the Numbers



## Targeted Demographic

Average household income exceeds **\$100,000.**

**87%** are college graduates.

**77%** are women, aged 18-64.

The average Edible reader is **48** years old, regularly drinks beer, wine, or spirits, eats out at least once per week and purchases artisanal food from farmers markets.

**2.7** average number of readers sharing each *Edible* magazine.

**97%** of Edible readers say it is important when they travel to know where to find local food, and **64%** rely on Edible to find local food options in the places they visit.

**59.4** minutes average time spent with each issue.

Circulation is **18,000** copies every three months, audited by Verified Audit Circulation.



*This data was derived from a survey of Edible readers across North America. Readers of Edible publications discover their communities and the businesses they want to patronize in the pages of Edible magazines.*

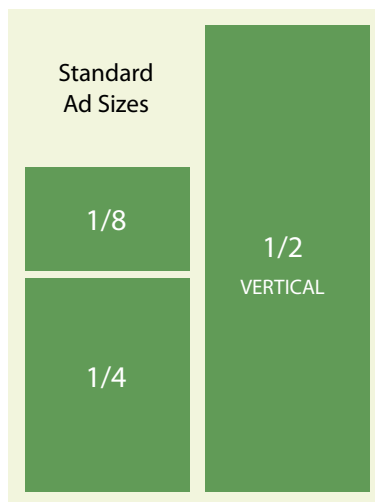
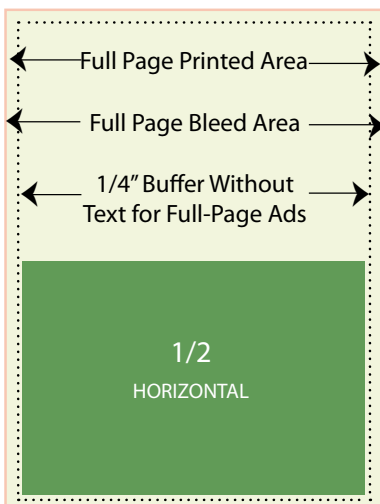
|  |                    |           |           |
|--|--------------------|-----------|-----------|
| <b>Premium Placement</b> (full color)                                | <b>SIZE: W X H</b> | <b>1X</b> | <b>4X</b> |
| Back Cover (For bleed, add 0.125 inch on all sides)                  | 8.375" x 10.875"   | \$2,800   | \$2,500   |
| Inside Front or Back Cover, (For bleed, add 0.125 inch on all sides) | 8.375" x 10.875"   | \$2,550   | \$2,300   |
| <b>Interior Page Ads</b> (full color)                                |                    |           |           |
| Full Page (For bleed, add 0.125 inch on all sides)                   | 8.375" x 10.875"   | \$2,400   | \$2,100   |
| Half Page (horizontal)   | 7.375" x 4.8125    | \$1,400   | \$1,150   |
| Half Page (vertical)   | 3.5625" x 9.875"   | \$1,400   | \$1,150   |
| Quarter Page (vertical)  | 3.5625" x 4.8125"  | \$795     | \$700     |
| Eighth Page (horizontal)   | 3.5625" x 2.285"   | \$495     | \$440     |
| Marketplace & Dining Guide (template, limited availability)          | 2.125" x 2.625"    | \$320     | \$245     |

Marketplace & Dining Guide includes photo, logo, short tag line and contact information. All rates are net.

|                    |                    |   |
|--------------------|--------------------|---|
| <b>Website Ads</b> | <b>Size</b>        | <b>Ask about pricing in combination with print advertising.</b> |
| Leader Board       | 728 pixels x 90 p  |   |
| Footer Banner      | 728 pixels x 90 p  |   |
| Box                | 300 pixels x 250 p |   |

Digital only Business partner listings on [EdibleWesternNY.com](http://EdibleWesternNY.com) are available for \$200 per year.

|                               |               |               |             |               |
|-------------------------------|---------------|---------------|-------------|---------------|
| <b>Deadlines</b>              | <b>Spring</b> | <b>Summer</b> | <b>Fall</b> | <b>Winter</b> |
| Publication Date (Issue Date) | Mar 1         | June 1        | Sep 1       | Nov 15        |
| Space Reservation Deadline    | Jan 25        | April 27      | July 28     | Oct 11        |
| Payment/Ad Deadline           | Feb 1         | May 4         | Aug 4       | Oct 18        |





# ADVERTISING AGREEMENT

First & Last Name \_\_\_\_\_ Business Name \_\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Ad size \_\_\_\_\_ Number of Insertions \_\_\_\_\_ Ad Rate \_\_\_\_\_

Dates of insertion \_\_\_\_\_ Ad changes contact person \_\_\_\_\_

Billing contact \_\_\_\_\_ *Edible Western NY* Account Manager \_\_\_\_\_

Mailing address \_\_\_\_\_

E-mail address \_\_\_\_\_ Website \_\_\_\_\_

Special Notes \_\_\_\_\_

Credit Authorization: Credit Card:  MC  Visa  Amex Card Number \_\_\_\_\_

Payments Charge Date \_\_\_\_\_  Charge on Due Date  Charge if alternate payment is not received

Charge Frequency  Per Issue  Per Contract (10% discount for annual payments on 4X contract)

All advertisers are required to have a credit card on file to charge in the event of non-payment. This card will not be charged unless invoice has reached 40 days aging or 10 days past due. All credit card information will be kept confidential.

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_ Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_ City / State \_\_\_\_\_ Zip \_\_\_\_\_

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

## TERMS AND CONDITIONS

- All contents of advertisements are subject to *Edible Western NY's* approval. *Edible Western NY (EWNY)* reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. *EWNY* reserves the right to insert the word "advertisement" above or below any copy.
- An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If a contract is canceled before the contract has been completed, cancellation is also subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions. Repayment of discounts, waived charges and the penalty charge will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.
- Positioning of advertisements is at the discretion of *EWNY*.
- EWNY* shall have no liability for errors in ads that have been approved.
- EWNY* shall have the right to hold advertiser and or advertising agency jointly and severally liable for such monies as are due and payable to *EWNY* for advertising which advertiser or its agent ordered and which advertising was published.
- Conditions other than rates are subject to change by *EWNY* without notice.
- In the event that any amounts due *EWNY* under this agreement are not paid in accordance to prescribed payment terms (net 10 days), *EWNY* reserves the right to charge interest for delayed payment of 1½% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
- In the event that commercial collection or legal proceedings be instituted by *EWNY* to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.

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

*Celebrating local food, culture and community*

hello@ediblewesternny.com • (716) 499-1090 • ediblewesternny.com • PO Box 143, Lakewood, NY 14750

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