



edible

WESTERN NY®
& ERIE LAKESHORE

2024
MEDIA KIT

Member of Edible Communities

Celebrating Food and Community

Launched in 2017, *Edible Western NY & Erie Lakeshore* explores local foods from Lewiston, NY, to Edinboro, PA. As an independently owned, regional publication, we celebrate the people who grow, produce, prepare and serve our food and who are the foundation of our local food economy. We are also a member of Edible Communities Inc. and embrace the mission shared by more than 75 associated publications across the U.S. and Canada to connect food lovers to the best resources they can find in their own neighborhoods. Together, we believe that locally sourced, sustainably produced food matters to our health, to our lives, to our communities and to the future of the world around us.

Across the Region

Edible Western NY & Erie Lakeshore is published four times per year and distributed at more than 120 locations including advertisers and high traffic sites such as farmers' markets, grocery stores, co-ops, wineries, museums, galleries, tourist attractions, hotels and visitor centers. Each season, 99% of the magazines are picked up and readers tell us they keep them for years. Each issue is also mailed directly to paid subscribers, major influencers and is accessible as a digital edition on our website.

Offering

- Seasonal recipes featuring locally sourced ingredients.
- Cooking tips and practical DIY advice.
- Feature articles that resonate with readers invested in our region.
- Regular columns spotlighting chefs, farmers, artisans and destinations with a culinary perspective.
- An insider's guide to the best seasonal produce, farmers' markets, local food resources and culinary-themed events.

What readers say...

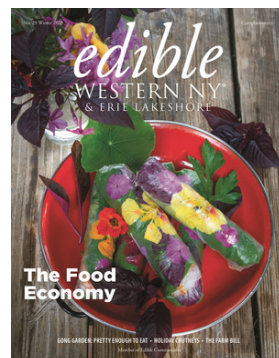
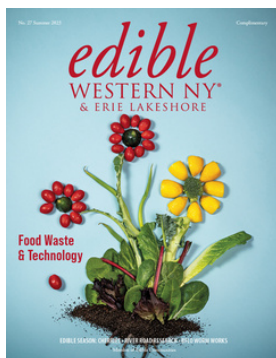
"I just want to let you know what a great publication Edible is. Beautifully put together. Elegant looking and well written. Not to mention the subject matter is fantastic. Keep up the good work."

"It is wonderful to have this beautiful and important publication to celebrate the local food and culture of our area!"

"Great magazine! Makes you realize how much our area has to offer."

ISSUE	THEMES	SPACE DEADLINE	AD DEADLINE	PUBLISH DATE
SPRING	Health Light Gardening Planting	January 23	January 30	March 1
SUMMER	Heritage Foodways Farms Markets	April 24	May 1	June 1
FALL	Harvest Culinary Art Tours Trails	July 24	July 31	September 1
WINTER	Home Gathering Entertaining Dining	October 17	October 24	November 15

Editorial themes, publishing dates and deadlines subject to change.



Advertise and Receive

- Basic ad design using your photos, logo and text.
- Vendor listing in the Local Marketplace (print + digital).
- A supply of magazines and your location listed as a place to "Find a Copy".
- Live link to your website in the digital edition.
- Opportunity for value-added digital advertising.
- 5% discount for full pre-payment of annual contracts.

Ad Guidelines

- Files must be submitted as high-resolution (300+ dpi) PDF or JPG.
- Color format: CMYK (not RGB).
- Add 0.25 inch on all sides for full page bleed.
- Digital ads must be at correct size, 72 dpi, JPG or PNG file (no PDFs), and RGB color format.

PREMIUM PLACEMENT	SIZE: W X H	1X	2X	4X
Back Cover	8.375" x 10.875"	\$3,085	\$2,460	\$2,240
Inside Front or Back Cover	8.375" x 10.875"	\$2,810	\$2,265	\$2,055

INTERIOR PAGES

Full Page	8.375" x 10.875"	\$2,205	\$1,970	\$1,790
Half Page (horizontal)	7.375" x 4.8125"	\$1,520	\$1,180	\$1,075
Half Page (vertical)	3.5625" x 9.875"	\$1,520	\$1,180	\$1,075
Quarter Page	3.5625" x 4.8125"	\$815	\$690	\$625
Eighth Page	3.5625" x 2.285"	\$495	\$385	\$345

MARKETPLACE

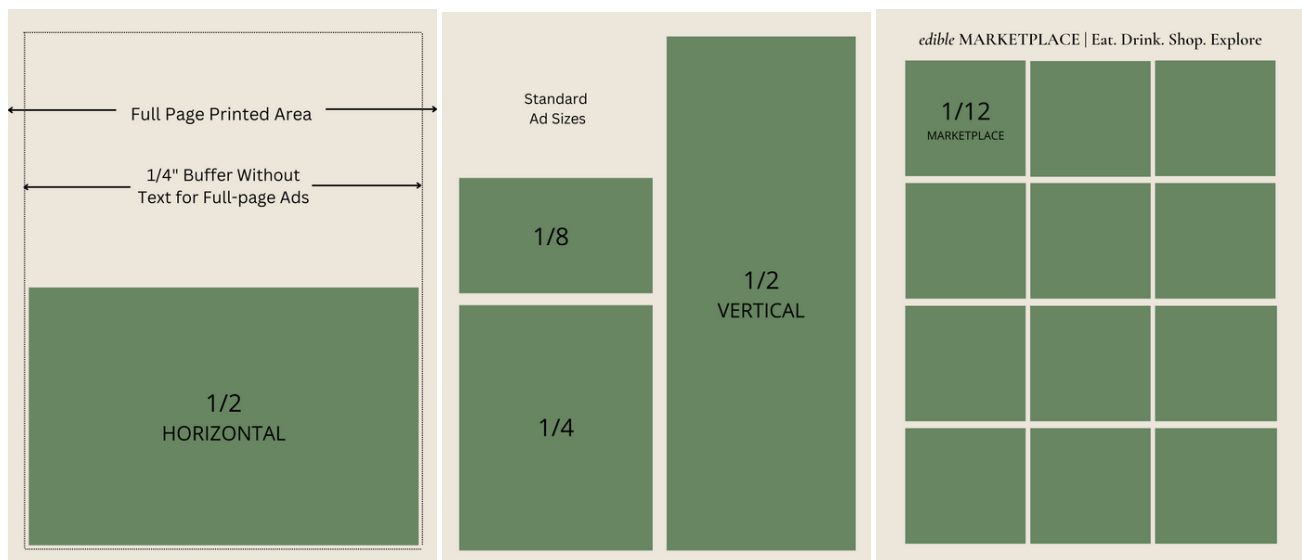
Twelfth Page	2.25" x 2.3"	\$299	\$249	\$224
Vendor Listing Only (incl. with all display ads)	<i>name, location, phone number, website address and 10-word description or product list.</i>	\$124	\$99	\$84

DIGITAL & NEWSLETTER ADS

728 x 90 pixels
300 x 250 pixels
300 x 600 pixels

Ask about digital rates and packages in combination with print advertising.

Prices per issue. All rates net and include full color.



An Engaged Community

From Niagara Falls to Erie, *Edible* readers are curious, connected, community-minded and environmentally-conscious consumers who shop their values. They enjoy cooking, entertaining, traveling and exploring.

Our Value

- Targeted, direct access to informed readers who care passionately about food and drink...and who are willing to pay more for quality products and experiences.
- A place to be seen on premium, sustainably sourced paper set adjacent to inspiring editorial. Our advertising to editorial ratio is designed to create a perfect balance that engages readers who spend an average 51 minutes with each issue. Readers say they hold on to each issue, referring back to articles, recipes and ads again and again.
- Added value benefits, including our Local Marketplace, digital ads, newsletter packages and specialty guides.
- Your brand positioned as a leader in the community, supporting a strong local food economy.
- A media partner who genuinely cares about your success and who will work to help you build your business, offering ad design services and marketing consultation.
- An established reputation. Our readers know we produce a high-quality, award-winning publication. No other regional magazine devotes editorial exclusively to local foods and food culture.
- A brand recognized across the U.S. and Canada. Tourists know and trust *Edible* and look to local publications—both online and in print—as a trusted guide to purveyors they want to support.

97%

*of Edible readers state that
“when I find a product I like,
I typically recommend it to
people I know.”*

96%

*of readers report taking action
as a result of reading Edible...
and try to buy food grown or
produced locally.*

94%

*of Edible readers are willing
to pay more for products that
align with their values.*

92%

*of Edible readers prioritize
food experiences while
traveling...and are 8 times
more likely to stay at a B&B
than the average adult.*

91%

*of Edible readers list
sustainably sourced as a factor
in making purchase decisions.*

*Source: MRI/Edible Communities 2023

Features

Seasonal Recipes
Chef Spotlights
Farmer Profiles
Food for Thought
Culinary Destinations
Local Marketplace
Specialty Guides

Our Audience

77% female
72% ages 35–64
58% HHI \$100k+
73% college graduates
35% post-grad degrees
79% homeowners

Snapshot

14k–16k copies per issue
120+ distribution points
99% pick-up rate
3 readers per copy
Published 4x per year

Media

Print, Digital, Website
Newsletter, Social Media



Contact Us

Fred Cohen
716-626-1226
fredcohenediblewnymagazine@gmail.com

Donna Scibetta
716-864-7520
donna@ediblewesternny.com

Jason Toczydlowski
646-623-3964
jason@ediblewesternny.com

Stephanie Schuckers Burdo
716-499-1090
hello@ediblewesternny.com