



edible
HOUSTON
media kit

Our Mission

To inspire readers to explore Houston's local food community through beautiful images, thoughtful stories and seasonal recipes. We promote and celebrate the men and women who produce our local food and drink along with the businesses that make Houston a culinary destination.

Edible Houston

Magazine Engagement / Where to Find Us

Distribution: 15,000 across Houston's neighborhoods

Readership: Over 40,000 readers and followers per quarter

Frequency: 4x per year

Annual Reach: Over 160,000

Beyond Our Pages

Digital integration: advertising packages can include online listings, photography, branding strategy & digital marketing support, and hyper-linked content from the digital edition of our magazine

- E-newsletter
- Festivals and events
- Special Guides + Inserts
- Dynamic Social Media Presence
- Virtual Collaborations
- Edible Communities

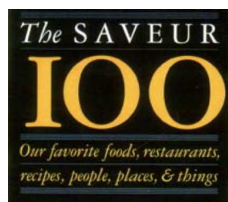
Edible Houston is distributed to specialty markets, restaurants, coffee shops, wine shops, farmers markets and grocery stores throughout Houston neighborhoods. Copies are also direct-mailed to paid subscribers and influencers.

Edible Communities

Locally owned and operated, *Edible Houston* is a proud member of *Edible Communities Inc. (ECI)*, a publishing network of more than 90 distinct culinary regions throughout North America. ECI is devoted to telling the stories and sustaining the efforts of the farmers, chefs, food artisans, vintners and home cooks who feed us.

James Beard Foundation: 2011 Publication of the Year

Saveur magazine: Top 100 in 2004 & 2006



By the Numbers



75% women
and 25% men

Targeted Demographic

91%

try to buy foods
that are grown or
produced locally

94%

college
graduates

1.7

of readers
sharing each
Edible Magazine

35 to 59

The *Edible* reader is between 35 to 59 years old, regularly drinks wine, spirits and beer, enjoy being creative in the kitchen and shop at farmers markets.

Our Readers

Houstonians love their city and are champions of local businesses. We understand that Houston is a culinary destination because of our cultural diversity. We love sharing the hidden gems and exploring new places with our friends, family and visitors. We ♥ local.

95% will recommend a food product they like

92% believe a brand's reputation is important

96% are likely to patronize a restaurant featured in our pages

76% own their home with a reported AMV of over \$400,000

83% entertain at home



Dine out
2+ times
a week.



Buy from
local food
artisans.



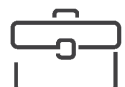
Purchase
alcohol.



Read every
issue.



Love to
cook.



Travel
frequently.

Edible Houston is targeted—demographically, geographically with relatable content—to engage readers that businesses want to reach.



These data were derived from a 2019 MRI-Simmons survey of Edible readers across North America. The number of Edible Houston readers who responded to the survey were significant, allowing us to determine demographic metrics specific to readers of Edible Houston.

Value Proposition

Edible's recipe for the highest quality print impression in Houston:

Beautiful Design + Informative Content
= Meaningful Engagement

Edible Houston is 100% locally owned and curated

- Local owners / local contributors / local readers
- Targeted and focused distribution
- Celebration, Sustainability, Connection
- Strong & Committed Digital Presence
- Longevity in Print - beautiful, practical, collectible
- Partnership opportunities with other *Edible* titles
- Entertaining and informative / visually appealing / easily digestible



Why Edible?

QUALITY From the paper we print on to the beautiful photography to the stories no other publication is sharing, move this magazine from the newsstand to the coffee table.

TRUSTED CONTENT Because we don't review restaurants or lean on gossipy stories, our readers trust the businesses we write about and the businesses that advertise with us. We're transparent! All company branded content is labeled.

ENGAGEMENT Our readers choose to pick up *Edible Houston*. They make recipes, talk about the articles and visit the businesses found in our pages. For our advertisers we go above expectations and share information with our readers via social media and our newsletter.

BEYOND OUR PAGES We're social! Readers visit our website for digital only content and to read the stories from the magazine online. We have a robust social media presence and newsletter. **80% of our readers engage with us digitally.**

All this adds up to great exposure to a thoughtful, engaged and targeted group of potential customers you want to reach.

Advertising Rates

Ad rates are per issue

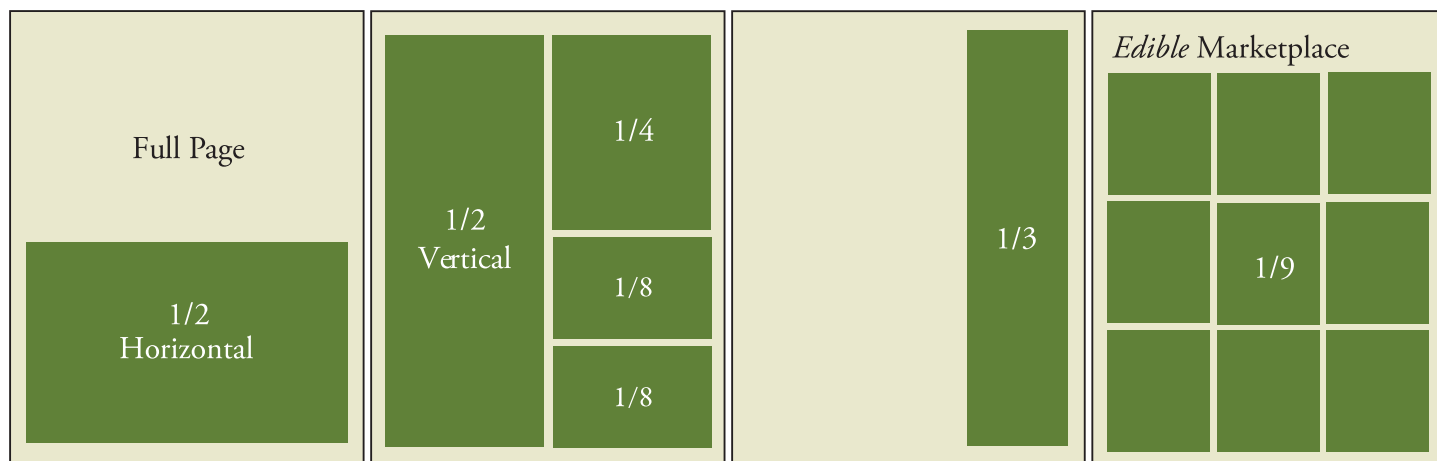
PREMIUM PAGES*	SIZE: W x H	1-2 x ISSUES	3-4 x ISSUES
Back Cover	8.375" x 10.875" (+0.125" bleed)	\$3200	\$2575
Inside Front or Back Cover	8.375" x 10.875" (+0.125" bleed)	\$2500	\$2250
Inside Back Cover, RH opposite Inside front cover, and RH opposite LfE/TOC	8.375" x 10.875" (+0.125" bleed)	\$2275	\$2050
Third Page (limited availability RH placement next to editorial or recipe)	2.3" x 9.875"	\$1225	\$975

*3-4 issue premium placements receive 4 months digital vertical ad

INTERIOR DISPLAY ADS

Full Page	8.375" x 10.875" (+0.125" bleed)	\$2025	\$1,750
Half Page (horizontal)	7.375" x 4.8125"	\$1,300	\$1,150
Half Page (vertical)	3.5625" x 9.875"	\$1,300	\$1,150
Quarter Page	3.5625" x 4.8125"	\$800	\$600
Eighth Page	3.5625" x 2.285"	\$450	\$375
Ninth Page / Marketplace	2.35" x 3"	---	\$250

EDITORIAL CALENDAR	SPRING	SUMMER	FALL	WINTER
Publication Month	March	June	September	December
Space Reservation Deadline	Jan 11	April 19	July 19	Oct 18
Payment/Ad Deadline	Feb 1	May 3	Aug 2	Nov 1



Digital Marketing Programs

In addition to print advertising, we can help create customized campaigns designed to deliver your message to customers wherever they play online. Using targeted campaigns we leverage our website, social media platforms and digital newsletters to promote your business.

Reader Engagement

- 80% of our print readers engage with us digitally
- 67% interact with us on social media
- 81% are frequent readers of our e-Newsletter

Digital Audience Behavior

- 6k+ page views of our website per month
- Readers spend an average of 1 1/2 minutes on the site
- Over 25% of our audience are returning users

WEBSITE ADS	SIZE	1 MONTH	MULTIPLE MONTH ROTATIONS
Footer Banner	728 x 90 pixels	\$300	\$200
Vertical Ad	300 x 600 pixels	\$250	\$175
Box Ad	300 x 250 pixels	\$200	\$150

E-NEWS	SIZE	SINGLE	MULTIPLE
Newsletter Box Ad	300 x 250 pixels	\$200	\$150
Exclusive e-Blast		\$350	

CREATIVE BUSINESS PACKAGE \$750

Branded Article Blog Post written and photographed by our contributor. Approx 600 words with 3-5 photos.
Featured on website and in e-News.
Two months digital footer banner.
Four social media posts

BUSINESS PROFILE PACKAGE \$450

Company Branded Profile Post written by our contributor. Approx 300 words with 1 photo.
Featured on website and in e-News
One month digital vertical ad
Two social media posts
Ad placement on Facebook + Instagram running for 5 days (total spend \$20)