

An outdoor dining courtyard with several wooden tables and metal chairs. The courtyard is paved with light-colored gravel. In the background, there is a large brick building with several windows and a set of stairs leading to an entrance. A white mailbox is mounted on a post in the courtyard. The word "edible" is written in a large, white, cursive font across the center of the image.

edible

NASHVILLE

Eat to the Local Beat

Media
Kit

VALUE PROPOSITION

Edible Nashville is 100% locally owned and curated, though we do license a national brand that tourists recognize from more than 90 cities in the U.S. and Canada. We strive to transform the way Nashvillians shop for, cook, eat, and relate to local food by connecting them with local growers, chefs, retailers, and artisans.

DESIGN Beautiful cover photography and high quality paper move this magazine *from the newsstand to the coffee table*.

SHORT CONTENT *Edible* stays top-of-mind (and top-of-magazine-pile), and *readers can keep coming back to it*.

- » 10 recipes in each issue
- » "Amuse Bouche"
- » Calendar of events
- » Eat Local Guide
- » Edible Artisan Collective
- » Last Bite

Entertaining and informative / visually appealing / easily digestible

ENGAGEMENT *Edible* disappears from newsstands faster than any other magazine in town, and *readers actually use it*. They:

- » make recipes (and share them with us on social media)
- » send us pictures of their kitchens for *Kitchens We Love*
- » Join us at community events

BEYOND OUR PAGES *Edible* readers also find us...

- » on the web at ediblenashville.com
- » in our email newsletter (40% open rate)
- » at events around town

Edible prints
20,000 issues
bimonthly
(6 issues per year)
of Nashville's favorite
magazine

 **10k**
@ediblenash

 **1,300**
/ediblenashville

 **1,750**
@ediblenash

*Edible's recipe for the highest quality print impression in Nashville:
High Design + Accessible Content = Meaningful Engagement*

EDIBLE NASHVILLE READERS

Reach
70,000
Nashvillians
per issue

Edible Nashville is targeted—demographically, geographically, and with core content—to engage the readers that brands want to reach.

DEMOGRAPHIC *Edible* readers are champions of local businesses. They seek a rich experience and relationship with businesses they patronize.

 Median age of **34**
with a household income of
\$100,000

 **89%** would pay more for a product that is organic, sustainable, local, or that has a story behind it

 **50/50** male/female

 **76%** make a restaurant reservation **before** making a hotel reservation when traveling

GEOGRAPHIC *Edible Nashville* flies off the shelves, and our advertisers get first dibs.

 **80/20** urban/suburban

 **Placement** at the best coffee shops, restaurants, grocers, and retail stores

 Our readers are active in their community—and reading *Edible* is a big part of that.

Result: A true
99%
pickup rate

ADVERTISING RATES

Display Ads (pricing per issue)	1 issue	3 issues	6 issues
<i>Guaranteed / Premium Placement +15%</i>			
Full Page	\$2,400	\$2,200	\$1,900
Half Page (horizontal or vertical)	\$1,300	\$1,100	\$990
Quarter Page	\$700	\$600	\$500
Marketplace (1/9)	\$300	\$250	\$200
Back Cover	\$3,500	\$3,200	\$3,200
Inside Front or Back Cover	\$2,800	\$2,600	\$2,400
Eat Local Guide (6 issues) includes premium placement in online guide	\$250 per issue		
<i>Edible Artisan Collective (6 issues)</i>	pricing available upon request		

Edible readers are intelligent, informed, and passionate consumers that place a premium on quality products and experiences. They look for value, but don't mind paying more for exceptional quality. They will discover your business in our pages.

Digital Ads (one rotation = 60 days)	1x	2+
Top Banner	\$350	\$250
Large Box (right side)	\$250	\$200
Medium Box (right side)	\$200	\$150
Bottom Banner	\$150	\$100
Email Newsletter Banner	\$150	
Sponsored Newsletter	pricing available upon request	

Dates

Issue	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Reserve Space by:	Dec 10	Feb 10	April 10	June 10	Aug 10	Oct 10