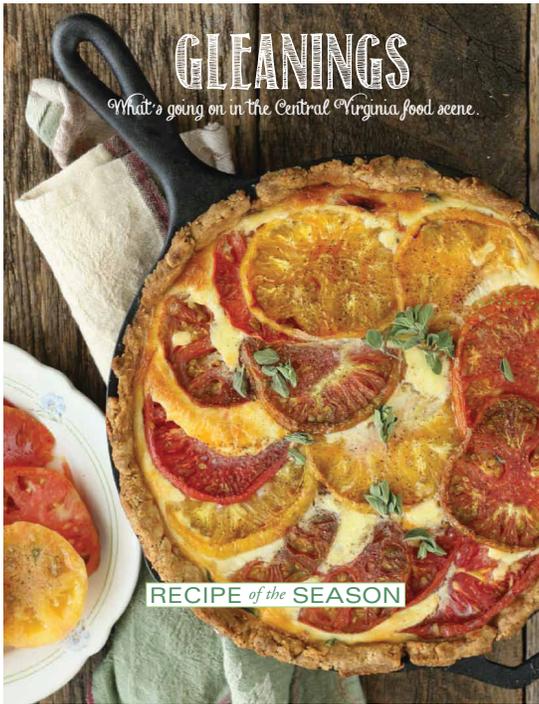


edible BLUE RIDGE

MEDIA KIT 2022

www.EdibleBlueRidge.com
 Ads@edibleblueridge.com



edible BLUE RIDGE readers are concerned, connected, savvy and community minded. They are active consumers who are passionate about local foods and sustainability. They are champions of local, independent businesses who influence their friends, telling them where to shop, eat, drink and what to cook.



OUR MISSION

We celebrate the food culture of Central and Southwest Virginia, season by season. Through multi-faceted, beautiful and compelling storytelling, we connect our readers with those who feed them— farmers, growers, chefs, producers, beverage and food artisans and those supporting food equality in their communities. We believe understanding where our food comes from empowers us to make informed decisions about what we eat, what we stand for, and how to better support our communities.

PUBLISHING SCHEDULE

Four times a year, season to season.

DISTRIBUTION/CIRCULATION

10,000 copies of each quarterly issue are distributed to 100+ locations in Central and Southwest Virginia including these counties: Albemarle, Amherst, Augusta, Bedford, Botetourt, Buckingham, Fluvanna, Louisa, Nelson, Roanoke, Rockbridge, Rockingham

OUR READERS

82% women



77% have a four-year degree



128k average household income



2.5 readers per copy

72% pick up their copy of edible at local businesses

82% engage with edible online

96% state they are likely to patronize a restaurant

featured in edible

87% will pay more for brands that follow sustainable practices

1 in 3 use the edible ad directory as a shopping guide

*data collected from Edible Communities reader survey, winter 2019

OUR READERS TRUST US

They know that we care as deeply as they do about our food communities. They know we produce honest, smart and aesthetically beautiful publications. No other magazine devotes editorial exclusively to the local foods of Central and Southwest Virginia, so we offer the information they are looking for.

95% of Edible readers are likely to recommend a product they like to people they know. Our readers trust the businesses we write about and the businesses who advertise with us. This means they are more likely to become new customers for you.



2022 EDITORIAL PRINT CALENDAR

SPRING 2022

Ad Reservation Deadline: **Jan. 15th**

Ad Art Deadline: **Feb. 1st**

Publication Date: **March 1st**

FALL 2022

Ad Reservation Deadline: **July 15th**

Ad Art Deadline: **Aug. 1st**

Publication Date: **Sep. 1st**

SUMMER 2022

Ad Reservation Deadline: **April 15th**

Ad Art Deadline: **May 1st**

Publication Date: **Jun 1st**

WINTER 2022

Ad Reservation Deadline: **Oct. 15th**

Ad Art Deadline: **Nov. 1st**

Publication Date: **Dec. 1st**

INSIDE EVERY ISSUE

Each issue of edible Blue Ridge includes high quality storytelling through the brilliance of our staff, contributors and photographers. Issues include a selection of the following departments, along with a variety of features.

FOOD FOR THOUGHT

Notes from our editorial staff as they explore current events and news from the local food world.

SHARING THE BOUNTY

The latest food-related finds from the region, covering products, restaurants, ingredients and gadgets as well as essays and books from nationally recognized authors.

MOVERS & SHAKERS

Profiles of food professionals, note-worthy home cooks, restaurants, community advocates and farming organizations.

FROM THE LAND

Hear about and from farmers and growers, foragers and others who are ensuring the bounty of our local landscape.

COOKING FRESH

Recipes, what's in season and home gardening tips.

LIQUID ASSETS

Portrays the art and science of all local liquids from micro brews to wine, water, coffee and everything in between.

EDIBLE EXCURSIONS

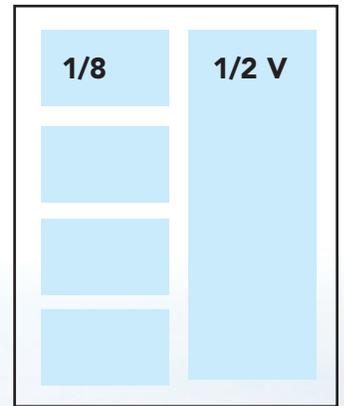
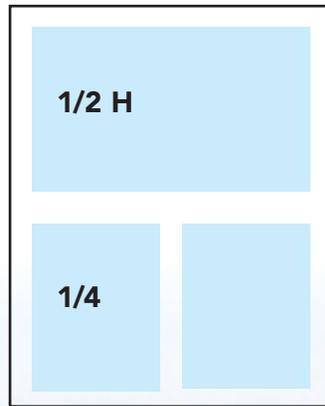
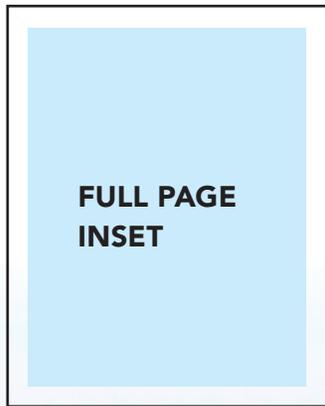
This column features a series of day trips and travel recommendations that lead to exciting culinary discoveries.

THE LAST BITE

Features an artist's work that is inspired by food and the pleasures of the table.

EDIBLE PRINT RATES

	Size	1x	4x
Back Cover (Plus 1/8" for full bleeds)	8.375" x 10.875"	\$2350	\$2000
Inside Cover (front or back) (Plus 1/8" for full bleeds)	8.375" x 10.875"	\$2050	\$1750
Full Page (Inset)	7.625" x 9.75"	\$1650	\$1400
Half Page Vertical	3.75" x 9.75"	\$1025	\$900
Half Page Horizontal	7.625" x 4.75"	\$1000	\$875
Quarter Page	3.75" x 4.75"	\$575	\$500
Eighth Page	3.75" x 2.25"	\$375	\$300



10,000 circulation



2.5 people read each copy

100+ distribution points throughout Central & Southwest Virginia





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ADVERTISING CONTRACT

Name: _____ Ad Size: _____ Ad Rate: _____

Business Name: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Signature: _____

Issue: _____

Number of times ad will run: _____

Special Note: _____
