

edible BLUE RIDGE

OUR MISSION

Eat. Drink. Read. Explore.

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.

*We publish four times
a year, season to season.*

92%

of readers pick
their copy of
Edible Blue Ridge
up at local businesses.

DISTRIBUTION & CIRCULATION

10,000 copies of each quarterly issue are distributed to **200+ locations** in Central and Southwest Virginia including these counties:

- Albemarle
- Amherst
- Augusta
- Bedford
- Botetourt
- Buckingham
- Fluvanna
- Louisa
- Nelson
- Roanoke
- Rockbridge
- Rockingham

♀ **82%**

*of our readers
are women.*



77%

*have a
four-year degree.*



2.5

*readers
per copy.*

\$128K

*is their average
household income.*

1 in 3

*use ad directory as
a shopping guide.*

WHY JOIN OUR COMMUNITY?

✔ *Target a Perfect Audience*

Edible readers are champions of local businesses who influence their friends, telling them where to shop, eat, drink and what to cook.

✔ *Your Message Gets Seen*

Our readers devour each issue cover to cover. They view your marketing message as part of the magazine's content.

✔ *Longevity*

Readers tell us they never throw away an issue, which means your marketing message gets seen again and again.

✔ *Benefit from our Reputation*

Our readers know we care as deeply as they do about our communities. They know we produce a high-quality publication. No other magazine in the region devotes editorial content exclusively to our local food and beverage culture.

✔ *Get National Reach*

Tourists know and trust edible and look to our local publications—both digital and print—as a guide when they travel.

 **82%** *engage with edible online.*

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.



95% *of Edible readers are likely to recommend a product they like to people they know.*



96% *of our readers state they are likely to patronize a restaurant featured in edible.*



96% *of readers report taking some kind of action as a result of reading EBR.*

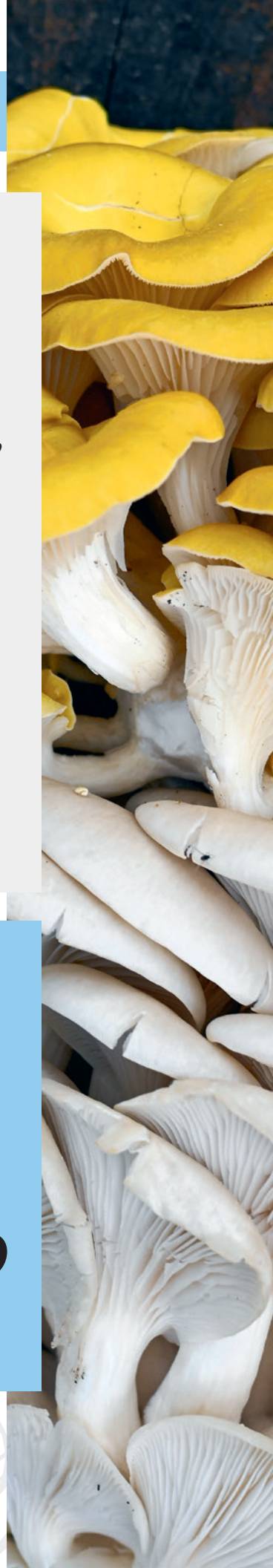


Thank you for making such a wonderful magazine! It is a treat to read and conveys lots of information (including the ads) that have led me to new culinary discoveries! Your production team is top notch.



Michael M.
STAUNTON, VIRGINIA

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BLUE RIDGE



2024 EDITORIAL CALENDAR

spring

HOME

Reserve Space: FEB 3rd

Ads Due: FEB 5th

Publication Date: MAR 15th

Special Section: Home Guide

summer

THE RAINBOW CONNECTION

Reserve Space: FEB 3rd

Ads Due: MAY 5th

Publication Date: JUN 15th

fall

UNDER THE CANOPY

Reserve Space: AUG 3rd

Ads Due: AUG 5th

Publication Date: SEP 15th

winter

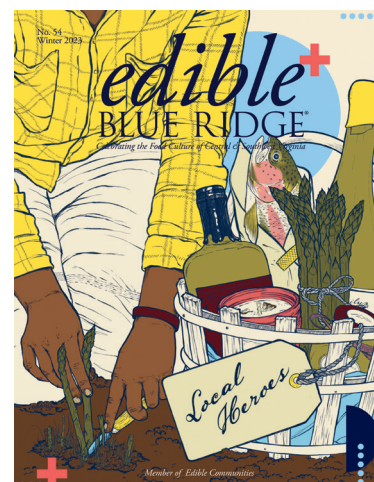
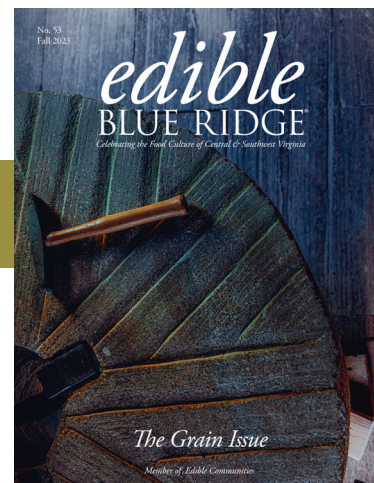
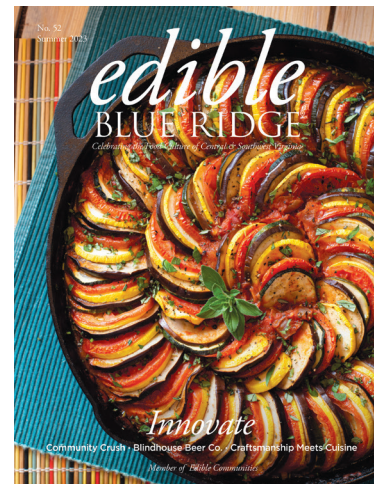
SAVOR

Reserve Space: OCT 22nd

Ads Due: OCT 24th

Publication Date: DEC 1st

Special Section: Holiday Gift Guide



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

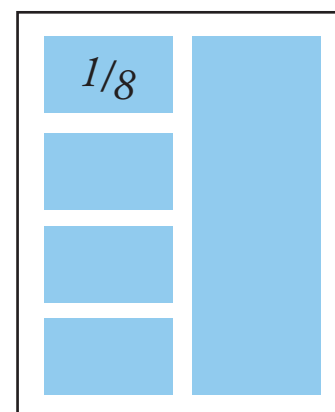
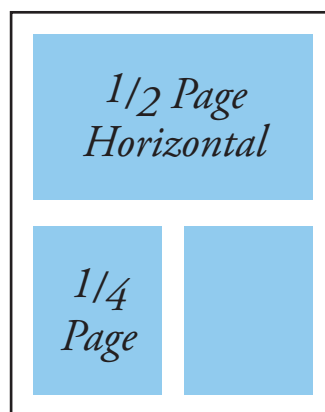
Features an artist's work that is inspired by food and the pleasures of the table.

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EDIBLE PRINT RATES & SPECS



	<i>Size</i>	<i>1x</i>	<i>4x</i>
Back Cover <i>(Plus 1/8 for full bleeds)</i>	8.375" x 10.875"	\$2500	\$2200
Inside Cover (front or back) <i>(Plus 1/8 for full bleeds)</i>	8.375" x 10.875"	\$2250	\$2000
Full Page (Inset)	7.625" x 9.75"	\$1800	\$1550
Half Page Vertical	3.75" x 9.75"	\$1125	\$1000
Half Page Horizontal	7.625" x 4.75"	\$1100	\$975
Quarter Page	3.75" x 4.75"	\$625	\$550
Eighth Page	3.75" x 2.25"	\$400	\$325



edibleblueridge.com

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selections online »*

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