



2023 MEDIA KIT

DID YOU KNOW?

Edible Northeast Florida is a locally-owned voice in media that celebrates the story of local food and drink within the region. On a much larger scale, we are a proud partner of *Edible Communities*, a brand and network of 80+ publications throughout North America and Canada.

MORE THAN A MAGAZINE...

OUR MISSION

Edible Northeast Florida is in the business of cultivating, celebrating and elevating community.

OUR VISION

Our vision is a vibrant, connected, equitable and sustainable community that's as diverse and authentic as Northeast Florida itself.

OUR VALUES

We believe that knowledge of food and where it comes from is powerful.

We believe in the power of storytelling.

Everyone eats, so we believe good food is for everyone (and so is our magazine).

We believe in responsible stewardship of our environment, foodways and resources.

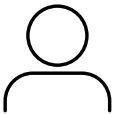
We believe everyone has a right to healthy, affordable food.

We believe in coming together as a community and building a vital human ecosystem in Northeast Florida, and we hope to make our magazine a conduit for that.

OUR AUDIENCE

16,000 print copies

150+ pickup locations throughout Northeast Florida, including Alachua, Bradford, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties



1 in 4 purchase an advertised product or service



are likely to patronize a restaurant featured



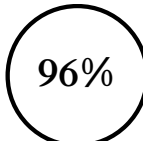
1 in 3 use ads as a shopping guide



engage with both print and digital



1 in 4 readers attended an advertised event



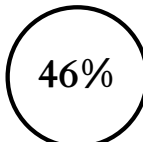
purchase foods that are grown or produced locally

60k+ reach per issue via print, web, social media and newsletters

99% take rate



4.6k+ newsletter subscribers



of readers are men



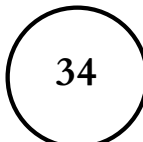
25.7k+ followers @ediblenefflorida.com



of readers are women



5.1k+ likes @ediblenortheastflorida.com



median age of our readers

17.7k+ monthly page views on ediblenefflorida.com

10.9k+ monthly unique users on ediblenefflorida.com

PRINT advertising

PRICING per issue

	1x	3x	6x
Spread (Double Page)	\$4000	\$3800	\$3600
Back Cover (Full Page)	\$3000	\$2800	\$2600
Inside Cover (Front or Back)	\$2600	\$2400	\$2200
Full Page	\$2200	\$2000	\$1800
3/4 Page	\$1700	\$1500	\$1300
1/2 Page (Vertical or Horizontal)	\$1250	\$1150	\$1050
3/8 Page	\$1000	\$900	\$800
1/4 Page (Vertical or Horizontal)	\$750	\$650	\$550
1/8 Page	\$500	\$400	\$300
What's In Season Sponsor	NA	\$500	\$400
Explore Guide	NA	\$300	\$250
Eat & Drink Guide	NA	\$250	\$200
Buy Local Guide	NA	\$250	\$200

*Annual (6x) advertising agreements include a rotating web ad on ediblenefflorida.com, an #officialediblepartner spotlight in our weekly B2C newsletter and discounts on digital advertising.

2023 at a glance

ISSUE THEME	RESERVATION DUE	DROP DATE
January/February - <i>The Emerging Faces Issue</i>	December 12	January 13
March/April - <i>The Heritage Issue</i>	February 15	March 10
May/June - <i>The Water Issue</i>	April 12	May 5
July/August - <i>The Sandwich Issue</i>	June 14	July 7
September/October - <i>The Food + Art Issue</i>	August 16	September 8
November/December - <i>The Makers Issue</i>	October 11	November 3

CONTACT OUR SALES TEAM

sales@ediblenefflorida.com

DIGITAL advertising

NEWSLETTER

AD BANNER \$100

728 x 90 ad placement in our weekly newsletter with direct link to business or event URL.

#OFFICIALEDIBLEPARTNER SPOTLIGHT \$200

Highlight your business or event in our weekly newsletter with a photo and mention curated by our editorial team; includes direct link(s) to business or event.

DEDICATED E-BLAST \$500

Our editorial team will craft an email that features your business or event exclusively and is shared with our readers. You provide the information and artwork. We design and write the copy.

WEB & SOCIAL MEDIA

WEBSITE ADS

728 x 90 Leaderboard	\$200 per month
300 x 250 Rectangle	\$150 per month
300 x 600 Half Page	\$150 per month

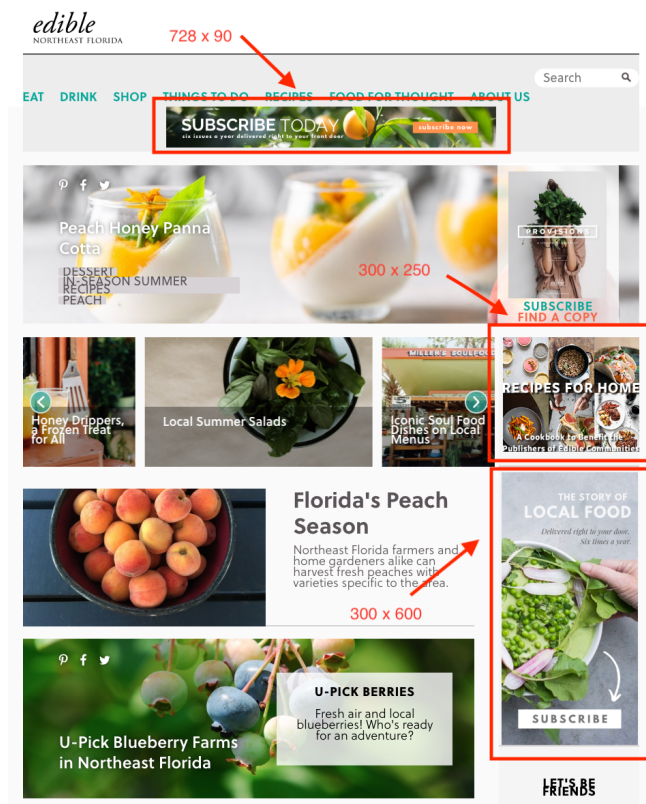
Artwork specs: **jpg, png or gif format**

INSTAGRAM GIVEAWAY \$150

You provide a giveaway product or experience. We curate a post and manage winner selection. Free to annual advertisers.

INSTAGRAM STORY \$150

You provide up to 5 slides promoting your business or event. Our team crafts a story to share with our audience.



CUSTOM CONTENT + PHOTOGRAPHY

If you have a special marketing campaign you'd like to see brought to life, we'd love to help. From custom content projects - both print and digital - to photography services, our resources are available to your business.

AD SPECS

Please ensure the following: **jpg or pdf digital format | CMYK color mode | 300 DPI resolution**

