

EAT. DRINK. GATHER. GROW.

At Edible Charleston and Edible Columbia, we tell the story of our region's local, seasonal food culture: what to eat, where to find it, how to make it, and who is growing it. We believe that knowing where our food comes from is powerful, and that being connected to the land and waters that produce South Carolina's unique bounty gives us a strong sense of place. Food brings us together. Food creates community.

We're a member of the James Beard Award-winning Edible Communities, which lists 90 publications nationwide, and is the largest media organization devoted to telling the stories and supporting the efforts of our local farmers, chefs, food artisans, fishers, brewers and distillers.

WHY**EDIBLE**

DISTRIBUTION LOCATIONS THROUGHOUT 250,000

MAGAZINES PRINTED EACH ISSUE

4X PER YEAR ISSUE FREQUENCY





SOUTH CAROLINA

Four times a year, we produce a stunning print magazine that celebrates our flourishing food and drink scene. With smart writing and powerful images, a beautiful website and lively social media, Edible Charleston and Edible Columbia stand out as premier food publications in the area.

OUR READERS

FINANCIALLY SECURE AND WELL-EDUCATED:

77% HAVE COLLEGE DEGREE

25% AVERAGE HOME VALUE \$750,000

THEY TRUST EDIBLE:

96% SAY THEY ARE LIKELY TO VISIT A RESTAURANT THAT THEY SAW IN EDIBLE

REPORT TAKING AN ACTION AFTER READING EDIBLE

15% 85%



LOVE TO DINE OUT:

MORE LIKELY THAN AVERAGE TO **VISIT A FINE-DINING RESTAURANT**

71% DINE OUT 2 OR MORE TIMES **EVERY WEEK**

THEY LOVE ACTIVITIES INVOLVING FOOD AND **ENTERTAINING:**

ENJOY COOKING

TRY TO BUY FOODS GROWN OR PRODUCED LOCALLY

Data provided by 2020 MRI Edible Readership Survey.

2022 DEADLINES

SPRING

Space Reservation JAN 15 Artwork Due FEB 1 HIT STANDS FEB 25TH

SUMMER

Space Reservation MAY 1 Artwork Due MAY 15 HIT STANDS JUN 15TH

FALL

Space Reservation AUG 1 Artwork Due AUG 15 HIT STANDS SEP 15TH

WINTER

Space Reservation OCT 1 Artwork Due OCT 15 HIT STANDS NOV 15TH

RATES

FREQUENCY DISCOUNTS

| | 1X | 4X |
|--------------------------------------|---------|---------|
| BACK COVER | \$4,500 | \$3,700 |
| INSIDE FRONT OR BACK COVER | \$3,500 | \$3,000 |
| SPREAD (Double page) | \$4,800 | \$4,000 |
| FULL PAGE | \$2,700 | \$2,300 |
| 1/2 PAGE (Vertical or Horizontal) | \$2,000 | \$1,500 |
| 1/3 PAGE | \$1,700 | \$1,300 |
| 1/4 PAGE | \$1,250 | \$950 |
| 1/6 PAGE | \$1,000 | \$750 |
| 1/8 PAGE | \$750 | \$550 |
| BUY LOCAL GUIDE (4 issue commitment) | | \$350 |



Let our experienced, award-winning writers tell your story in a way that captures the attention of our readers, and delivers a niche audience that is engaged and curious about our food culture.

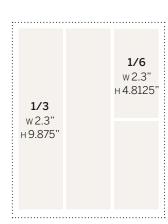
Ask for details.

AD SPECIFICATIONS

DINE LOCAL GUIDE (4 issue commitment. Ask for rdetails) \$250

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2 PAGE SPREAD

BLEED

W17" x H 11.125"

LIVE AREA

W16" x H 10.125"

TRIM

W16.75" x H 10.875"

FULL PAGE
BLEED
W 8.625" x H 11.125"
LIVE AREA
W 7.625" x H 10.125"
TRIM
W 8.375" x H 10.875"

AD SPECS

Please submit a high-resolution (300 dpi) PDF file. Color must be CMYK not RGB. ICC Profile should be US Web Uncoated V2.

SPECIAL REQUESTS

Unique Sizes, Inserts, Business Reply Cards: Rates available upon request.

CREATIVE SERVICES

Available upon request. Ask for rates.