



*edible*  
CHARLESTON

*edible*  
COLUMBIA

2022 MEDIA KIT



# 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

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.

100+  
DISTRIBUTION  
LOCATIONS  
THROUGHOUT  
SOUTH CAROLINA

250,000  
TOTAL AUDIENCE PER YEAR

20,000  
MAGAZINES PRINTED EACH ISSUE

4X PER YEAR  
ISSUE FREQUENCY



## 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

93%  
REPORT TAKING AN ACTION  
AFTER READING EDIBLE

48%  
ARE 25-50 YEARS OLD

35  
MEDIAN READERS AGE

15% 85%  
MALE FEMALE



LOVE TO DINE OUT:

5X  
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:

87%  
ENJOY COOKING

96%  
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 <i>(Double page)</i>	\$4,800	\$4,000
FULL PAGE	\$2,700	\$2,300
1/2 PAGE <i>(Vertical or Horizontal)</i>	\$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 <i>(4 issue commitment)</i>		\$350
DINE LOCAL GUIDE <i>(4 issue commitment. Ask for details)</i>		\$250



*Digital Advertising*  
Ask for details.

*Sponsored Content*

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

<p><b>1/2 VERTICAL</b> w 3.5625" h 9.875"</p>	<p><b>1/4</b> w 3.5625" h 4.8125"</p>	<p><b>1/8</b> w 3.5625" h 2.285"</p>	<p><b>1/2 HORIZONTAL</b> w 7.375" h 4.8125"</p>	<p><b>1/3</b> w 2.3" h 9.875"</p>	<p><b>1/6</b> w 2.3" h 4.8125"</p>	<p><b>1/9 PAGE BUY LOCAL GUIDE</b> (may be grouped 3, 6, or 9 to a page)</p>	<p><b>BUY LOCAL GUIDE</b></p>	<p><b>1/9</b> w 2.3" h 3"</p>
<p><b>2 PAGE SPREAD</b> <b>BLEED</b> w 17" x h 11.125" <b>LIVE AREA</b> w 16" x h 10.125" <b>TRIM</b> w 16.75" x h 10.875"</p>				<p><b>FULL PAGE</b> <b>BLEED</b> w 8.625" x h 11.125" <b>LIVE AREA</b> w 7.625" x h 10.125" <b>TRIM</b> w 8.375" x h 10.875"</p>				

## 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.