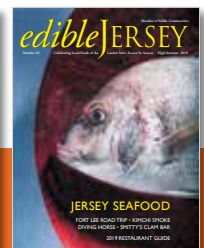
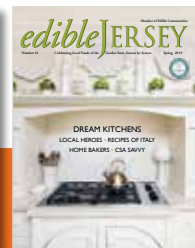
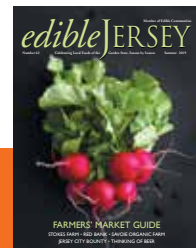




*edible*JERSEY  
2020

*food+community*

MEDIA KIT





## Our MISSION

*Edible Jersey* celebrates love of food and passion for community.

Our mission is to connect food lovers to the best resources they can find throughout the Garden State. We help them explore where their local food comes from, how it's produced, and who makes it. *Edible Jersey* believes that locally sourced, sustainably produced food matters to our health, to our lives, to our communities, and to the future of the world around us.

- Celebrating the local food of the Garden State
- Published 5x a year
- Reaching people who are passionate about food
- Launched in 2007
- Award-winning content
- Proud member of Edible Communities, a network of more than 75 locally-focused media properties across the US and Canada.



# Our AUDIENCE



**Education:**  
COLLEGE+



**Average HHI:**  
\$100,000+

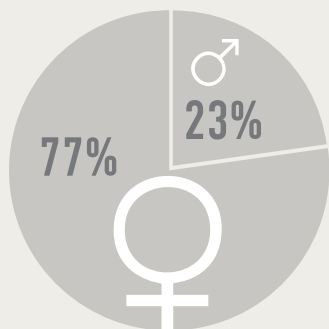


**Family:**  
MARRIED WITH CHILDREN



**Home Value:**  
1 IN 3 @ \$500,000+

**Predominantly  
Female**



**Young, Educated,  
Professional,  
with \$\$ to Spend:**

**MEDIAN AGE: 34**

**EMPLOYED:**  
Professional

**HOME OWNERSHIP:**  
**74%** own home

## Living the Food Life

*Edible Jersey* readers are passionate about food and food experiences. They trust *Edible's* editorial and advertising content to be their guide to NJ's local food and food culture. Best of all, *Edible Jersey's* audience appreciates and pays more for products that are local, organic and sustainable.

## EAT . DRINK . EXPERIENCE .

**3x more likely** to dine at quality restaurants

**3x more likely** to typically drink wine with dinner

**97%** seek local food/local food experiences when they travel

**Nearly 7x more likely** to stay at a B&B (Bed & Breakfast inn) when traveling

- Interests:**
- Actively involved in local community and food issues
  - Committed to a healthy family lifestyle
  - Enjoy cooking and entertaining
  - Travel for culinary experiences and adventures

SOURCES: MRI Readership Study (2.7 RPC), AAM Audited Circulation (40,000) and MRI Study/Edible Communities

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## Our REACH

### *Edible* Delivers an Engaged, Passionate, Influential Audience

**Print: 108,000** readers per issue\*

- **59.4 minutes** Average time our readers spend devouring each issue.
- **40% take action** as a direct result of advertising seen in *Edible* magazine.
- **600+ distribution partners** across New Jersey, including quality grocers, restaurants, wineries, corporate cafeterias, farmers' markets, and more.  
AAM-verified circulation [Alliance of Audited Media].

**Digital: 12,000** e-newsletter subscribers

- **Open rates** consistently 30% higher than industry average.

**Social: 23,000** followers on  
Facebook, Twitter and Instagram

- **Strong reach and engagement** on every platform.

\* SOURCE: MRI Readership Study (2.7 RPC), AAM Audited Circulation (40,000)

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# Our EXPERTISE

*Edible Jersey's content is designed for people who are passionate about food.*



## • RECIPES •

*Recipes with distinctly local flavors*

Every *Edible* issue offers a seasonal approach to inventive recipes that draw on the unique tastes and ingredients of the Garden State, along with cooking tips and practical DIY advice.



## • STORIES •

*Richly relevant stories for foodies*

*Edible* presents long-form (and award-winning!) journalism that resonates with food lovers, showcasing policy issues, producer profiles, personal essays, news, wellness, and prose.



## • DRINK •

*Garden-to-glass libations*

*Edible* spotlights the finest in locally crafted beer, wine, and spirits—including seasonal artisanal concoctions—and helps readers explore NJ's burgeoning beverage industry.



## • HOME & GARDEN •

*The pleasures of home and garden*

*Edible* provides advice and inspiration for growing your own edible bounty—both outside and in your home—as well as how to best stock and appoint your kitchen.



## • SHOP •

*Supporting quality & sustainable purveyors*

*Edible* presents an insider's guide to the best produce, restaurants, farmers' markets, shopping tips, cooking schools, beverages, and entertaining resources.



## • TRAVEL & EVENTS •

*Travel with an epicurean accent*

For food lovers with a thirst for travel, *Edible* shares the where, when, and how to get the most out of a culinary adventure, whether it's an out-of-state excursion or weekend road trip.

# Our MARKETING ASSETS



In today's media-saturated world, *Edible* offers **360° marketing programs** that directly connect your brand with potential customers in the most effective way possible. We help you build relationships—and business—through customized strategic campaigns.



## ● PRINT



## ● SOCIAL MEDIA



## ● E-NEWSLETTERS



## ● WEBSITE



## ● EVENTS



## ● SPONSORED CONTENT



## ● DIGITAL BLASTS



## ● GEOGRAPHIC OUTREACH

# Edible EXPERIENCES

## Face-to-face Connections

In addition to print and digital forums, Edible Jersey provides an array of events, activities and resources to help readers experience the food of the Garden State. From restaurant weeks to holiday markets, these programs offer marketing partners outstanding sponsorship opportunities to directly connect with our audience of food and sustainability enthusiasts. Here are some examples; contact us for a complete list of 2020 opportunities.

- **EDIBLE ENTHUSIAST SERIES** (throughout the year)  
From beekeeping to preserving the harvest, edible gardening to coffee tastings, these one-day *Edible* gatherings explore a single topic from a DIY perspective.
- **FARMERS' MARKET GUIDE** (May)  
*Edible's* annual list of New Jersey farmers' markets is a go-to resource for everyone who seeks to buy from and support local farmers and purveyors.
- **EAT DRINK LOCAL RESTAURANT WEEK** (July)  
*Edible* celebrates the chefs and restaurants who showcase locally raised, sustainable ingredients on their menus.
- **DRINK LOCAL GUIDE** (September)  
From wine to beer to spirits, *Edible's* annual guide helps readers explore, taste and understand today's local drinks movement and the people behind it.
- **HOLIDAY MARKET** (December)  
*Edible's* annual holiday food & gift guide comes to life in a one-day shopping event featuring the area's best food, drink and gift purveyors.
- **EDIBLE FOOD TOURS** (throughout the year)  
These culinary travel tours allow *Edible* readers to join us for a fun day of exploring, discovering and tasting a destination's food culture and offerings.



# PRINT Opportunities

Reach customers  
in a beautifully  
designed showcase  
worthy of your brand.

## FULL PAGE

non-bleed:  
7.5" x 9.75"

full bleed:  
8.625" x 11.125"  
(includes 1/8" bleed allowance)

1/8 PAGE  
3.75" x 2.25"

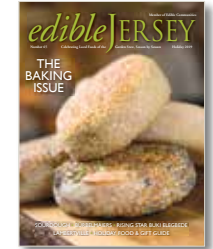
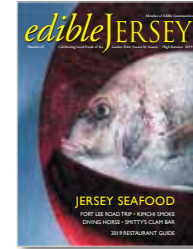
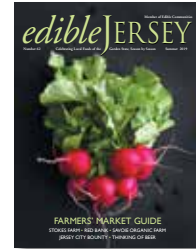
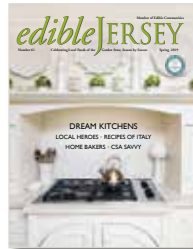
1/4 PAGE  
3.75" x 4.75"

1/2 PAGE (horizontal)  
7.5" x 4.75"

1/2 PAGE  
(vertical)  
3.75" x 9.75"

## 2020 PRINT SCHEDULE

PUBLICATION	SPRING (March/April)	SUMMER (May/June)	HIGH SUMMER (Jul/Aug)	FALL (Sept/Oct)	HOLIDAY (Nov/Dec)
ARRIVAL DATE	Week of March 1	Week of May 1	Week of July 1	Week of September 1	Week of November 1
SPACE DEADLINE	February 1	April 1	June 1	August 1	October 1
CREATIVE DEADLINE	February 7	April 7	June 7	August 7	October 7
EDITORIAL FOCUS	Food/Environment	Farm & Farmers Mkts	Restaurant	Beverage	DIY/Home/Gift Guide



## PRINT AD OPPORTUNITIES

	Dimensions	1x	4x (per issue)	5x (per issue)
Back Cover	8.375" x 10.875"	\$3,990	\$3,525	\$3,350
Inside Front Cover	8.375" x 10.875"	\$3,690	\$3,255	\$3,090
Inside Back Cover	8.375" x 10.875"	\$3,415	\$3,015	\$2,860
Spread (two-pages)	16.75" x 10.875"	\$5,938	\$5,150	\$4,883
Full Page (full bleed)	8.375" x 10.875"	\$3,125	\$2,710	\$2,570
Full Page (non-bleed)	7.5" x 9.75"	\$3,125	\$2,710	\$2,570
Half Page—horizontal	7.5" x 4.75"	\$1,770	\$1,560	\$1,490
Half Page—vertical	3.75" x 9.75"	\$1,770	\$1,560	\$1,490
Quarter Page	3.75" x 4.75"	\$1,030	\$900	\$850
Eighth Page	3.75" x 2.25"	\$615	\$540	\$510

NOTE: Please add 1/8" on all four sides to full page bleed, spread, and cover ad dimensions above.

Rates apply to both four-color and black and white ads. All rates listed are net. Advance payment is required from first-time advertisers.

## ADVERTISING SPECIFICATIONS

*Edible Jersey* is printed on uncoated stock with a perfect binding. Trim size is 8.375" x 10.875". Ad materials can be submitted in one of the following formats:

- High resolution PDF files—all fonts MUST be embedded and file size at least 300 ppi.
- Photoshop tiff or eps files (Greyscale for black/white ads, CMYK for color ads. No spot color, ie, Pantone, etc.) In Photoshop use the Color Profile, US WEB uncoated v2.
- InDesign (CS4 or higher) for Mac. Files must be sent in folders that include the file, all fonts (screen and printer fonts), and all linked graphics.

Ads must be built to the exact measurements for the size ad you are submitting. Files must be at a minimum of 300 ppi at 100% size (for example: 3.75" wide by 4.75" tall for quarter page ads, etc.). 72 ppi files (web quality), in RGB color are not accepted for print production. Questions? Call *Edible Jersey* at 973.763.6691 prior to deadline. Creative and production services are available.

# DIGITAL Opportunities



As a stand-alone campaign or a complement to a print package, *Edible Jersey's* digital opportunities offer affordable, timely and targeted options.



DIGITAL OPPORTUNITIES	DIMENSIONS	COST
WEBSITE BANNER	728w x 90h	\$450/month
WEBSITE RECTANGLE (sidebar)	300w x 250h	\$250/month
E-NEWSLETTER BANNER	728w x 90h	\$250 (1x)
E-NEWSLETTER RECTANGLE	160w x 300h	\$200 (1x)
SPONSORED DEDICATED E-BLAST	custom creative	\$595
SOCIAL MEDIA CAMPAIGNS		\$575
CUSTOM WEBSITE ADVERTORIAL		30% over full page ad price
WEBSITE CONTENT SPONSORSHIP		TBD

**NOTE:** Website ads are rotating. Social media campaigns include 3 posts each on Twitter, Instagram and Facebook within a one week period. Separate social media channel pricing available. Please contact your advertising representative.

## SAMPLE DIGITAL PACKAGES:

Our team is expert at customizing packages to suit your needs. Here are some examples:

### POWER BLAST:

Recommended for high impact marketing within a short time frame. Ideal for promoting festivals, events, and timely offers:

• Dedicated E-Blast (1)	\$595
• Website Campaign—Banner and Rectangle (1 month)	\$700
• Social Media Campaign (3 posts on all 3 forums—9 total posts)	\$575
• E-newsletter—Banner and Rectangle (1)	\$450

Total	\$2,320
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### BRAND BOOST:

Recommended to reinforce and extend marketing presence. Ideal for promoting a new brand message or product/service. Also effective paired with a print program.

• Website Campaign—Banner and Rectangle (1 month)	\$700
• E-newsletter—Banner and Rectangle (1)	\$450
• Website Content Sponsorship (ie: "Winter Recipes")	\$450*

Total	\$1,600
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\* sponsorship cost varies based on content

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## BE A PART OF OUR COMMUNITY Trust. Passion. Engagement.

### Advertising with *Edible* works because

#### We Connect with People Who Are Passionate about Food.

"edible magazine is my go-to resource and roadmap to finding the best culinary adventures when visiting a new city or, especially, when seeking food-forward experiences near home ... Most of all, I can trust that any restaurant, bar or shop featured in the beautifully illustrated pages of *edible* shares my farm-to-table sensibility, and my passion for local, seasonal fresh provisions."

—Fran, Red Bank

"Thanks to *Edible Jersey*, my to-do list includes visiting all of the wineries in New Jersey. Why go to California when they're all right here?"

—Patty, Bedminster

"I have every issue since you started and I don't want to miss a single copy. Although we now live in Indiana, *Edible Jersey* keeps us connected to our Garden State roots and serves as our source of fantastic gifts for our family and a travel planner for our trips home."

—T.J., Carmel, IN."

#### We Deliver for our Partners.

"[Our] farmers' market advertises in *Edible Jersey*, every year. *Edible Jersey's* readers are the exact audience we need shopping at our market. They are committed to supporting New Jersey farmers and they care about the future of food."

—Janice Piccolo, Manager,  
Chatham Borough Farmers' Market

"We are thrilled with the response that Burbelmaiers has gotten from our advertising in *Edible Jersey*.... At least once a week (sometimes 2 or 3) a new customer walks in and volunteers that they found us through *Edible*. They are always excited about our products and ready to buy, and many of them have traveled over 50 miles to find us. Our advertising in *Edible Jersey* attracts the perfect demographic for our made-from-scratch savoury goods business."

—Pete & Courtney Burbela,  
Burbelmaiers, Ocean Grove

# CONTACT US

Join the Garden State's most vibrant  
sustainable food community.

Connect with *Edible Jersey*.

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Nancy Painter | [nancy@ediblejersey.com](mailto:nancy@ediblejersey.com)

Ray Painter | [ray@ediblejersey.com](mailto:ray@ediblejersey.com)

Eric Derby | [eric@ediblejersey.com](mailto:eric@ediblejersey.com)

Dawn Cobianchi | [dawn@ediblejersey.com](mailto:dawn@ediblejersey.com)

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*Edible Jersey* is a proud member of *Edible Communities*,  
a network of over 75 locally-based, independently-owned media properties  
across the US and Canada focused on their respective food communities.



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# Advertising Contract

ediblejersey.com

BUSINESS NAME:

BUSINESS ADDRESS:

CONTACT PERSON:

TITLE:

SIGNATURE:

PHONE/EMAIL:

DATE:

PRINT: Issues Ad Will Run

Ad Size

Ad Cost per Issue/Total Cost

DIGITAL: Unit

Timing

Cost

## PAYMENT TERMS:

- Payment is due on Publication Date for each issue.
- First time advertisers must pay for the first ad by credit card at time of booking.  
To qualify for a 4 or 5x rate, signed contract must be submitted prior to first ad closing date (one month prior to Publication Date).
- Fax completed contract to 973.298.6085
- Additional 5% discount will be applied if full payment for a 4 or 5x contract is made prior to first ad closing date.
- Signed credit card authorization form (right) is required. Customer may pay by check upon receiving an invoice. By signing, customer authorizes the credit card to be charged if payment is not received by 45 days after Publication Date.

**PAYMENT INFORMATION:** Please complete, sign and return to ads@ediblejersey.com or fax 973.419.5999.

## Payment Method (check one):

- ☐ **Credit Card:** I prefer to pay for all of my ads by credit card upon Publication Date. I understand that an invoice marked "Paid" will be sent to me for my records.
- ☐ **Check:** I prefer to be invoiced and will pay by check for each ad upon publication. I, however, authorize *Edible Jersey* to charge my credit card for any unpaid balance as of 45 days past Publication Date.

## BILLING CONTACT (if different from above)

ADDRESS

PHONE/EMAIL

## CREDIT CARD INFORMATION

 Type of credit card (check one):

☐ Visa ☐ Master Card ☐ American Express

(required for all advertisers)

CREDIT CARD #

EXP. DATE

SECURITY CODE

NAME + ADDRESS OF CARD HOLDER (if different from above) PHONE

CARDHOLDER SIGNATURE (required)

DATE

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**CONTACT:** Publishers:

Ray Painter ray@ediblejersey.com

Nancy Painter nancy@ediblejersey.com

Associate Publisher: Eric Derby eric@ediblejersey.com

Advertising Associate: Dawn Cobianchi dawn@ediblejersey.com

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info@ediblejersey.com • 973.763.6691