



edible

HOUSTON

media kit

We're passionate about food and where it comes from

We believe Houston is one of the most abundantly rich and diverse food regions in the country—and this community and culture needs to be strengthened and sustained for generations to come. Real food is the focal point of this strength and sustainability and we are here to bring this vital piece of Houston's community into focus.

Edible Houston celebrates the local food of greater Houston by publishing a beautiful bi-monthly publication. Brimming with engaging articles and enticing photography, we tell the stories from source to table, spotlighting the growers, producers, fishermen, vintners, retailers, chefs, home cooks, and others who energize our culinary community.

Our readers view our content—editorial and advertising—as a trusted source. They will see your business as supporting the importance of a mission they believe strongly in. Our beautifully designed pages and thoughtful content offer your brand a unique vehicle to reach an engaged audience.

Edible Houston readers are concerned, connected, savvy and community-minded. Exactly the sort of customers you want. Edible readers are champions of local businesses—and not just when it comes to food and drink. They dine out frequently but are also terrific home cooks, gardeners, active in pursuing healthy lifestyles. They are seeking a relationship with businesses they patronize. They can discover your business in the pages of Edible Houston.

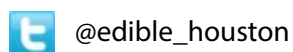
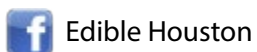
Live Local * Live Well



Edible Houston Magazine

- **Unparalleled editorial and design quality**, with world-class writing, photography and illustration.
- **Passionate and informed readership** of 105,000. A highly desirable demographic and geographic reach.
- **Highly-targeted controlled circulation** in greater Houston area.
- **We believe in top quality print** as an incredibly effective way to consistently connect with local readers seeking your product or service.
- **Edible Houston distributes** a minimum of 25,000 copies each issue six times a year, reaching over 525,000 readers annually.
- **We take great care of our advertisers:** We offer ad design and marketing consultation and constantly work to ensure the ad is as effective as possible through placement and design.

**We're Social! We support our advertisers using social media!
Plus shout outs on our website!**



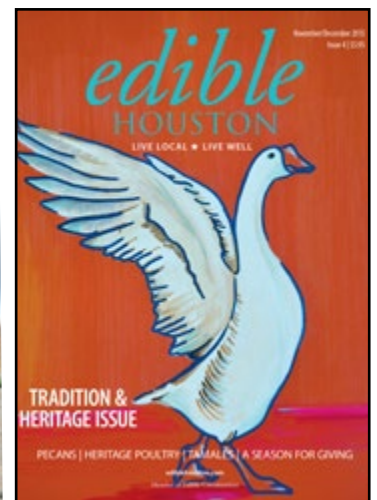
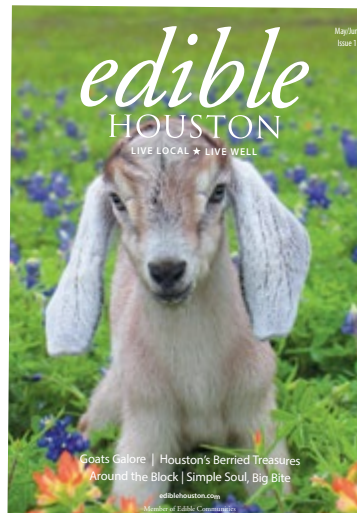
Why Invest Your Marketing Dollars in Edible Houston?

- 1 Great exposure to your target market. You won't get lost in the crowd – advertising in Edible Houston is good real estate. Always more beautiful editorial and photography content than advertising.
- 2 Your ad gets read. Over 86% of Edible Houston members use the ads as a resource. Our readers devour each issue cover-to-cover, reading the ads as well as the editorial to find the best products and service. And they save them for future reference.
- 3 You reinforce your brand at retail. Edible Houston is distributed direct to our members by paid subscription and complimentary by partners such as Whole Foods Market (all 10 Houston locations), Central Market, Berings, Buchanan's Native Plants and other highly respected retailers, farmers markets, restaurants and businesses.
- 4 You support the local food community. By helping us to promote the bounty of our area, you are a partner in ensuring its viability for generations to come.
- 5 Edible Houston provides the combination of editorial and production quality, geographic and demographic reach, cost effective rates and a hyper-local niche.

BY THE NUMBERS

- 51% are women, 49% are men.
- Median reader age is 34.
- Average household income exceeds \$100,000.
- 84% are university graduates;
- 81% are professionals, educators and entrepreneurs.
- When planning a trip 76% make a restaurant reservation before a hotel reservation.
- 89% would pay more for a product that was locally produced, organic, humanely raised sustainably made or had a story behind it.
- Edible readers travel for pleasure 14 days per year.

--Survey information collected by Edible Communities



Advertising Rates

Premium Placement	SIZE: W X H	1 ISSUE	4 ISSUES	6 ISSUES
Back Cover (includes bleeds) (live area: 8.375" x 10.875")	8.625" x 11.125"	\$3,965	\$3,490	\$3,120
Inside Front or Back Cover, RH opp. Inside Front, RH opp. LfE/TOC (live area: 8.375" x 10.875")	8.625" x 11.125"	\$2,895	\$2,635	\$2,385
Interior Display Ads				
Full Page FP (includes bleeds) (live area: 8.375" x 10.875")	8.625" x 11.125"	\$2,685	\$2,385	\$2,135
Half Page HH (horizontal)	7.375" x 4.8125"	\$1,900	\$1,485	\$1,295
Half Page HV (vertical)	3.5625" x 9.875"	\$1,900	\$1,485	\$1,295
Third Page TV (vertical)	2.3" x 9.875"	\$1,135	\$1,015	\$950
Quarter Page Q	3.5625" x 4.8125"	\$985	\$825	\$735
Eighth Page E	3.5625" x 2.285"	\$635	\$425	\$380
Source Guide Ads				
Banner Ad B (horizontal)	7.375" x 2.375"	\$1,020	\$850	\$720
Sixth Page SV (vertical)	2.3" x 4.8125"	\$600	\$475	\$380
Local Marketplace				
Ninth Page N (square)	2.35" x 3"	N/A	\$350	\$250

Source Guide

Premium, interior, display ads include a 7-line listing in the Source Guide (value \$125). Source Guide page ads include a 5-line listing in the Source Guide (value \$95).

Website Ads	Size	30 day Rotation	Multiple Rotations
Leader & Footer	728 pixels x 90 p	\$350	\$225
Right Rail	300 pixels x 600 p	\$200	\$135
Right Rail Interior	300 pixels x 250 p	\$175	\$100

Insider Newsletter Blast 1x week—Call for pricing.

Editorial Calendar

Publication Date (Issue Date)	JAN/FEB	MAR/APRIL	MAY/JUNE	JUL/AUG	SEP/OCT	NOV/DEC
Space Reservation Deadline	NOV 22	JAN 24	MAR 24	MAY 26	JULY 24	SEP 24
Payment/Ad Deadline	NOV 29	JAN 31	MAR 31	JUNE 5	JULY 31	SEP 30

