

INTRODUCING

edible DELMARVA

Celebrating Delaware and Eastern Shore Maryland & Virginia

MEDIA KIT
2016-2017

Proud Member of *Edible Communities*



We Tell the Story on Local Food and Drink across the Delmarva Peninsula.

Welcome to *Edible Delmarva*, a quarterly culinary magazine and on-line presence dedicated to local food and drink in Delaware and Eastern Shore Maryland and Virginia. Our mission is to advocate for the importance of a strong local food economy and to explore Delmarva's rich culinary and cultural landscape. We use the power of story to celebrate our region's unique food traditions, new culinary trends, and the people who shape the local food scene.



Every issue of *Edible Delmarva* features farmers and fishermen, food artisans, brewers, chefs, home cooks, and everyone in our region who shares a love of local food and drink. For those working to get more local food on everyone's plates and those who love to cook and enjoy great food, *Edible Delmarva* is the ultimate guide to local food culture from the rich waters of the Chesapeake, to the vibrant city of Wilmington and the historic Brandywine Valley, across the fertile farmlands of Delaware and the Eastern Shore, to the seasonal harvest of our Atlantic coastline - the Delmarva Peninsula is truly an edible feast.

Edible Delmarva is part of *Edible Communities*, an award-winning network of more than 100 regional print food publications across the US and Canada. Edible readers are informed, engaged, affluent consumers who place a premium on high-quality, healthy food and are passionate about all the businesses they patronize.

We look forward to partnering with you to help inspire readers and visitors to discover local treasures, support local businesses, and celebrate everything Delmarva!

ANNE MONTI AND CAROLE WHITAKER

Founding Publishers, *Edible Delmarva*



- **Unparalleled editorial and design quality**, with world-class writing and photography.
- **Published quarterly on archival-quality beautiful matte stock**. Launching in 2017 with 20,000 copies, reaching more than 280,000 readers annually (based on a 3.5 per copy pass-along rate)
- **Rich online content, targeted print vehicles, and in-person promotions** are an effective way to consistently connect with local readers
- **Passionate and informed readership** in a highly desirable demographic
- **Highly targeted controlled circulation throughout Delmarva**, to be audited by Verified Audit Circulation, a leading national provider of services for confirmation of print and digital media for more than 50 years.
- **Advertiser options** include ad design and consultation on placement, plus ties with local, regional, and national promotions



Why Invest Your Marketing Dollars in *Edible Delmarva*?

- 1 A top-quality editorial environment** for your ad, in print and online. Our advertising-to-editorial ratio is designed to create an appealing balance, and readers are enthusiastically engaged with tasteful and well-designed advertising as a valuable source of consumer information.
- 2 A free listing in our Source Guide**, an annotated directory of advertisers in print and online.
- 3 Targeted, direct access to informed readers** who care about food and drink and who value other quality products and experiences.
- 4 Outstanding coverage over the entire region** with wide and select distribution, reaching residents, visitors and seasonal tourists throughout the year.
- 5 Partnership for a sustainable and prosperous local foods economy**, supporting the *Edible Delmarva* mission of promoting local businesses, organizations and individuals.





Who's reading *Edible*?

Edible readers (there are over 100 independently-owned *Edible* publications in North America) are intelligent, informed and passionate consumers that place a premium on quality food and beverage products and culinary experiences. They look for value, but don't mind paying more for exceptional quality—especially if there is a good story behind it.

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 an experience and a relationship with businesses they patronize. They can discover your business in the pages of *Edible Delmarva*.

- **51%** are women, **49%** are men.
- Median reader age is **34**.
- Average household income **exceeds \$100,000**.
- **84%** are college graduates; **81%** are professionals, educators and entrepreneurs.
- When planning a trip, **76%** make a restaurant reservation before a hotel reservation.
- *Edible* readers travel for pleasure **14 days** per year.
- Circulation is 20,000 copies every twelve weeks, audited by Verified Audit Circulation.
- Each copy of an *Edible* magazine is shared with an average of **3.5 readers**.

“89% would pay more for a product that was locally produced, organic, humanely raised, sustainably made or had a story behind it. **”**

This data was derived from a readership survey of Edible readers across North America. Readers of Edible publications discover their communities and the businesses they want to patronize in the pages of Edible magazines.

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COMMUNITIES

CONTACT *edible* DELMARVA

to learn more about print and online advertising opportunities and promotional events

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