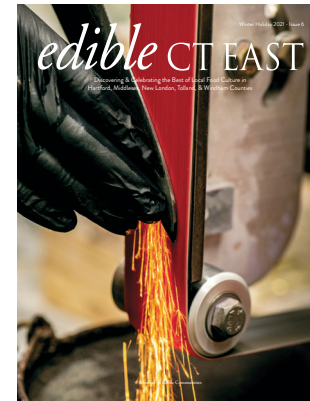
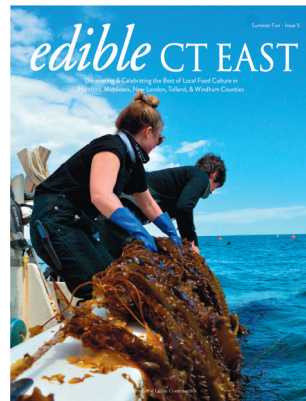
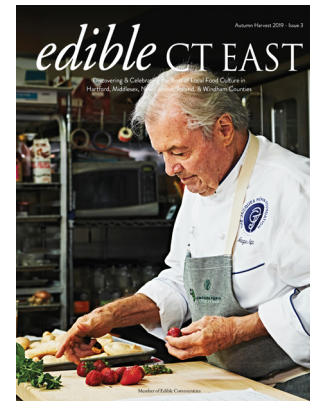
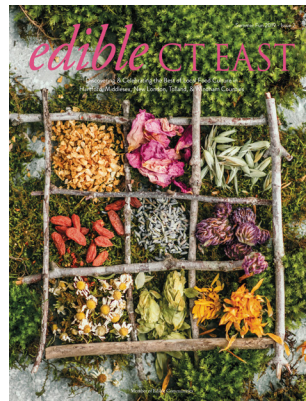
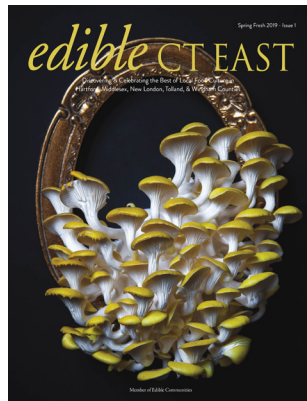


edible CT EAST



*Discovering and celebrating the best of local food culture across
Hartford, New London, Middlesex, Tolland, and Windham counties.*

2022 MEDIA KIT

Member of *Edible Communities, Inc.*



Greg Hazleron with chickens at Copper Hill Farm; photo: Monique Sourinho

LOCAL/RELEVANT

*E*dible CT EAST is the only publication dedicated to discovering and celebrating the best in local food culture across eastern Connecticut – connecting with the farmers, growers, makers, fishers, vintners, brewers, chefs, and others who contribute their energy and passion to healthy, sustainable, and delicious local food.

From pig farms to sunflower fields, from vineyards to the shoreline, *edible CT EAST* explores all the wonderful diversity of our bountiful state. Readers discover the newest, freshest places to visit, eat, drink, and explore across our beautiful eastern counties.

Delivering a more sophisticated take on what drives the local food community's passions, *edible CT EAST* creates a deep level of engagement and loyalty among our readers, creators, and partners. Please join us!

LIVE, LOVE, EAT LOCAL.



Mushrooms from Seacoast Mushrooms; photo: Joseph Abad

LOCAL FOOD CULTURE

PRODUCERS

farmers • growers • fishers • hunters • butchers

MAKERS

chefs • bakers • vintners • brewers • dairies
cheesemongers • roasters

ENJOYMENTS

cocktails • restaurants • events • outdoor activities

HEALTH

food as medicine • longevity • performance

SUSTAINABILITY

farming techniques - renewable energy • education

ARTS

art • photography • music • literature • design



Breakfast at Grass & Bone; photo: Catherine Dzilenski

READERS

Edible Communities attracts an educated, affluent audience of thought leaders and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. *Edible* readers spend a remarkable 52 minutes with each issue, and what they like best about the magazine is "that it's local."

***edible CT EAST* readers are sophisticated consumers:**

- Audience is 82% female, 18% male
 - Average HHI is \$128,000
 - 80% are home owners
- Over 77% are college educated

***edible CT EAST* readers take actions as a result of their bond with *edible*:**

- 93% report taking an action as a result of reading *Edible* - including discussing an article (54%), visiting a specific store (43%), and/or buying an advertised product or service (24%)
- 96% prefer to buy foods that are locally grown or produced
 - 71% dine out at least two times per week
- 96% are likely to patronize a restaurant featured in *Edible*
- 3X more likely to purchase beer, wine, or spirits than readers of other food and culinary magazines - 70% drank or served alcohol in the last seven days
- 77% have stayed in a luxury hotel or resort in the last 12 months

edible CT EAST is considered a coffee table magazine, a feel good in your hands publication with 2.5 readers per issue.

Each quarterly distribution of 15,000 magazines reaches at least 37,500 readers - over 150,000 total circulation.

Source: Readership survey of Edible readers across North America



Stonington Kelp Co.; photo: Richard Ness

CALENDAR

With every issue, *edible CT EAST* delivers unparalleled access to the best of eastern Connecticut's food culture. We publish 15,000 issues four times per year aligned with the seasons:

Spring Fresh - March/April/May

Ad Close February 15 - Issue Delivery Late March

Summer Fun - June/July/August

Ad Close May 15 - Issue Delivery Late June

Autumn Harvest - September/October/November

Ad Close August 15 - Issue Delivery Late September

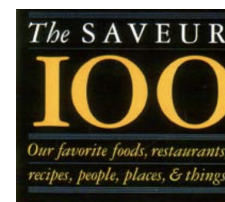
Winter Holiday - December/January/February

Ad Close November 15 - Issue Delivery Late December

Questions? Ideas?

Don't hesitate to contact our publisher and editor
R. Shane Kennedy, at 203.517.8869 or shane@ediblecteast.com

James Beard Foundation: 2011 Publication of the Year
Saveur magazine: Top 100 in 2004 & 2006





Original photo: Adrien Broom

DIGITAL/SOCIAL

Edible CT EAST's digital platform provides additional touch points for readers to connect to valuable content that both reflects and is additive to the magazine. Importantly, it also provides our advertising partners the opportunity to connect with readers each and every day throughout the year.

Our digital platform includes ediblecteast.com, newsletters, single sponsor newsletters, and key social media venues including Facebook, Instagram, and Pinterest.

We are also proud to be a part of ediblecommunities.com, connecting food lovers from over 80 *Edible* publications in the U.S. and Canada.

As a new publication our digital platform will continue to grow as we grow. We are committed to providing robust and engaging content that ensures readers return again and again for unique articles, behind the scenes stories, and recommendations on: Where to eat, farms to visit, locations for local produce, where to shop, and how to connect with the local food culture.

Join us as we build our online community with special offers and opportunities for early partners.



Jacques Pepin training students at The Kitchen; photo: Joseph Abad

BENEFITS FOR ADVERTISING PARTNERS

Connect with affluent and engaged readers looking for products and services that reflect their diverse interests

- Supporting *edible CT EAST* demonstrates your commitment to the local food community and helps us promote our region's bounty and values
- We offer full immersion opportunities across print, digital properties, and events as well as bespoke programs to make your business come alive
- We are advertising and marketing professionals from NYC's largest agencies. We offer a full suite of services including marketing plans, strategy development, print & digital ad creation, social media management, and promotion marketing materials from t-shirts and hats to custom promotional packaging and PPE.

“ The team at *Edible* have been incredible to work with. From the moment I met with the *Edible CT EAST* team, I felt heard, supported and encouraged in taking my business to the next level. The future is bright in the print magazine world. As we learn more and more the health and economic benefits of shopping and eating locally, I knew that, *Edible CT EAST*, was the right next step in my marketing strategy. The partnerships, connections, and business growth have been unbelievable.

I am so very grateful for the *Edible* community. ”
Janice Evert - Owner, *Rootz Kitchen & Wellness*

For advertising partnerships please contact:
Seth Evans Hoyt at 612.747.1674
or seth@ediblecteast.com

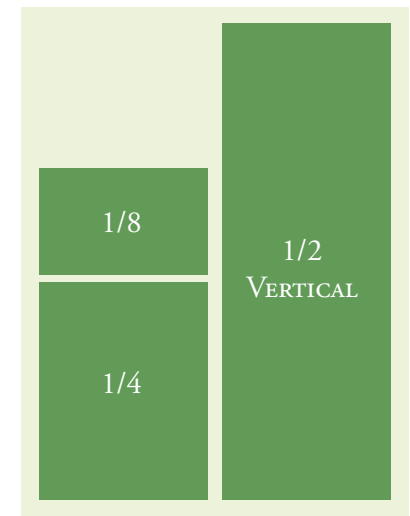
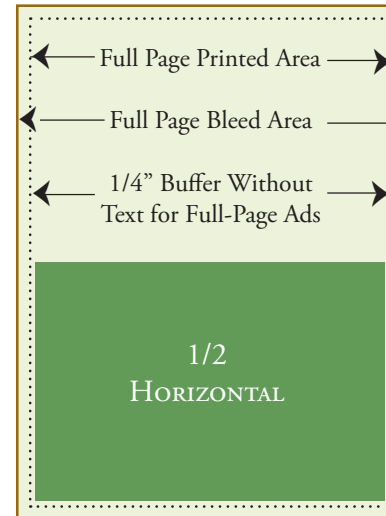
edible CT EAST PRINT ADVERTISING SPECS & PRICING

PREMIUM	SIZE: W X H	1 ISSUE	4 ISSUES*
Back Cover (includes bleeds, live area: 8.375" x 10.875")	8.625" x 11.125"	\$2,400	\$2,160
Inside Front or Back Cover (includes bleeds, live area: 8.375" x 10.875")	8.625" x 11.125"	\$2,000	\$1,800
DISPLAY			
Full Page (includes bleeds, live area: 8.375" x 10.875")	8.625" x 11.125"	\$1,650	\$1,495
Half Page (horizontal)	7.375" x 4.8125"	\$900	\$810
Half Page (vertical)	3.5625" x 9.875"	\$900	\$810
Quarter Page (vertical)	3.5625" x 4.8125"	\$550	\$495
Eighth Page (horizontal)	3.5625" x 2.285"	\$350	\$300

*billed quarterly

EDITORIAL CALENDAR	SPRING FRESH	SUMMER FUN	AUTUMN HARVEST	WINTER HOLIDAY
Release Date	Late-March	Late-June	Late-Sept.	Late-December
Space Reservation Deadline	FEB 1	MAY 1	AUG 1	NOV 1
Payment/Ad Deadline	FEB 15	MAY 15	AUG 15	NOV 15

For more information please contact Seth Evans Hoyt at 612.747.1674 or seth@ediblecteast.com



Ad File Format Specifications:

- 300+ DPI TIFF or highest-quality JPG, CMYK
- EPS or PDF file with fonts embedded or outlined
- Please make sure your ad is the correct dimensions (see opposite side) and is CMYK, not RGB.
- Full-bleed ads: Please make sure no text is within 1/4 inch of the trimline.

Production Services

If needed, we are happy to create your ad for a small creative fee. Please let us know as soon as possible after making your space reservation.