

edible
COMMUNITIES

THE
GATEWAY TO
SUSTAINABLE
LIVING

our mission



We celebrate fresh, local food as the cornerstone of sustainability.

Edible Communities is a network of over 80 individually owned publications across the US and Canada united by a single mission: to connect food lovers to the best resources they can find in their own neighborhoods. We help them explore where their local food comes from, how it's produced, and who makes it. We believe that locally sourced, responsibly produced food matters to our health, to our lives, to our communities, and to the future of the world around us. That makes Edible's print, digital, and social media indispensable resources for people at the forefront of sustainable living.

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our value



What makes Edible unique—and invaluable—among national media

Edible Communities creates a deep level of loyalty and engagement because we speak to people where they live and how they live. Each Edible property is dedicated to supporting the local farmers, chefs, food artisans, fishers, vintners, brewers, home cooks, and small businesses that help feed us. Edible editors and publishers live and work among the people they write about and the people who read their stories. For Edible Communities—our creators and our audience—the connection is powerful and fiercely personal.

our audience

3MM

TOTAL READERSHIP ACROSS
80+ LOCAL MARKETS

\$128K
AVG HHI

40%
POSTGRADUATE
DEGREE

82%
FEMALE

Their engagement ignites action

The Edible community is passionate about food that's grown, cooked, and served with respect for the planet. What moves them is their commitment to sustainability, expressed first and foremost on their plates. What they buy are products, services, and brands that share their values. What they trust to guide them is Edible—market by local market—with 63% of our audience reading at least 3 of every four issues.

Our readers spend a valuable 52 minutes with each issue, and what they like best about Edible is "that it's local." Among the top actions taken as a result of their bond:

- 93% took action as a result of something they saw in Edible
- 54% prepared one or more recipes
- 43% visited an advertiser's website or specific store featured
- 1 of every 4 purchased an advertiser's product

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They're always pursuing their passion

The sustainable food experience is central to the lives of the Edible community. Dining in, dining out, or entertaining at home, food informs their lifestyle and defines how, when, and where they spend their dollars. That mean shopping selectively for food and drink, growing some of the food on their tables, and traveling the world in pursuit of the best local fare to enrich their lives.

A SNAPSHOT OF THE EDIBLE COMMUNITY



LIVING FOR THE FOOD EXPERIENCE

- 97% enjoy trying different types of food
- 91% love to cook
- 71% dine out 2+ times/week
- 55% typically drink wine with dinner



DISCERNING AT THE MARKET

- Average weekly grocery expenditure: \$172
- Average weekly spend on organic groceries only: \$76
- 90% look for environmentally conscious brands
- 87% are willing to pay more for brands with sustainable practices



CULTIVATING THEIR OWN GARDENS

- 84% grow container plants
- 84% grow herbs
- 76% grow vegetables
- 57% raise fruits



TRAVELING FOR BUSINESS & PLEASURE

- 86% own a passport
- Averaged 6.5 nights in a hotel/motel for business (past 12 mo)
- Averaged 7.4 nihts in a hotel/motel for vacation (past 12 mo)
- 77% stayed in a luxury hotel or resort

our network

80+

LOCALLY PRODUCED
PUBLICATIONS



Targeted to affluent, educated markets*

Edible Alaska
Edible Allegheny
Edible Asheville
Edible Aspen
Edible Austin
Edible Berkshires
Edible Blue Ridge
Edible Boston
Edible Bozeman
Edible Bronx
Edible Brooklyn
Edible Cape Cod
Edible Capital District
Edible Charleston
Edible Chicago
Edible Cleveland
Edible Columbia
Edible Columbus
Edible Connecticut
Edible Dallas & Fort Worth

Edible DC
Edible Delmarva
Edible Door
Edible East Bay
Edible East End
Edible Finger Lakes
Edible Grande Traverse
Edible Green Mountains
Edible Hawaiian Islands
Edible Houston
Edible Hudson Valley
Edible Idaho
Edible Indy
Edible Jersey
Edible Long Island
Edible Louisville and the Bluegrass
Edible Lower Alabama
Edible Madison

Edible Maine
Edible Milwaukee
Edible Manhattan
Edible Marin & Wine Country
Edible Memphis
Edible Michiana
Edible Monterey Bay
Edible Nashville
Edible New Mexico
Edible Northeast Florida
Edible Nutmeg
Edible Ohio Valley
Edible Ojai & Ventura County
Edible Oklahoma City
Edible Orange County
Edible Orlando
Edible Ottawa

Edible Philly
Edible Phoenix
Edible Pikes Peak
Edible Pioneer Valley
Edible Queens
Edible Reno-Tahoe
Edible Rhody
Edible San Antonio
Edible San Diego
Edible San Francisco
Edible San Luis Obispo
Edible Santa Barbara
Edible Sarasota
Edible Seattle
Edible Shasta-Butte
Edible Silicon Valley
Edible South Florida
Edible South Shore
Edible Toronto

Edible Tulsa
Edible Vancouver & Wine Country
Edible Vancouver Island
Edible Westchester
Edible Western NY
Edible WOW

*partial list, subject to change

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our expertise



RECIPES WITH DISTINCTLY LOCAL FLAVORS

Every Edible issue offers a seasonal approach to inventive recipes that draw on community tastes and use locally sourced ingredients, along with cooking tips and practical DIY advice.



RICHLY RELEVANT STORIES FOR FOODIES

Edible presents long-form journalism that resonates with food lovers, showcasing policy issues, quirky producer profiles, personal essays, fiction & prose, and the best cookbooks.



GARDEN-TO-GLASS LIBATIONS

Edible publications spotlight the finest in locally sourced beer, wine, and spirits—including seasonal artisanal concoctions—that begin, complement, or complete a great meal.



THE REWARDS OF HOME AND GARDEN

Edible editors provide clear, expert advice on growing your own bounty sustainably—both outside and in your home—as well as on how to stock a well-appointed seasonal pantry.



SHOPPING SUSTAINABLE PURVEYORS

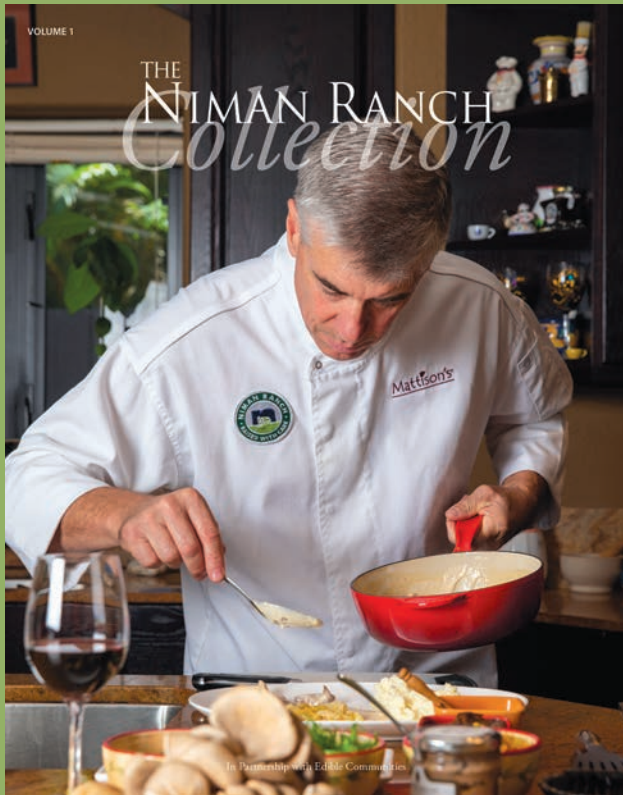
Each Edible publication presents an insider's guide to the best seasonal produce, farmers market listings, farmers market shopping tips, and maps of local food resources.



TRAVEL WITH AN EPICUREAN ACCENT

Our editors spotlight the best of their communities for savvy travelers: where to shop, where to stay, and—of course—where to eat as the locals do.

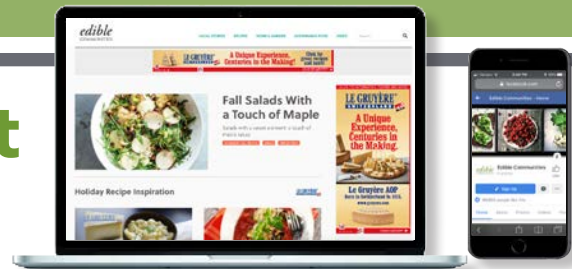
your opportunities



CASE STUDY: Niman Ranch

The nation's premier purveyor of natural, sustainable, and humanely raised meat has partnered with Edible for more than a decade. Our latest collaboration is a 80-page custom magazine exploring the rich history of Niman Ranch. Written, photographed, and produced by the Edible Creative Studio, the magazine has generated widespread enthusiasm among both the Niman Ranch sales force and its many customers nationwide.

Leverage our content across all platforms



Beyond our quarterly magazine—the heart of our brand— Edible Communities can connect marketers to our highly engaged audience through multiple channels.

DIGITAL AND SOCIAL MEDIA: Tap our network of locally owned-and-operated platforms including websites, digital newsletters, and social media.

CUSTOM CONTENT: Let our expert Edible Creative Studio translate your brand message into compelling print, digital, or social storytelling that resonates with our readers and moves them to action.

LIVE EVENTS: From our renowned national conference, Edible Institute, to a host of locally infused events in our markets across the U.S. and Canada, Edible experiences bring your brand story to life with customers face-to-face in memorable settings.

PODCASTS: Align with Edible Potluck series as our editors mine their local communities to unearth stories and trends worth sharing with food lovers everywhere.

contact us



Align your brand with Edible: where food is the gateway to sustainable living.

TRACEY RYDER

Tracey@ediblecommunities.com

ELLIE WHELAN

Ellie@ediblecommunities.com

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