

# edible®

## SAN FERNANDO VALLEY

## 2022 Media Kit

*Edible San Fernando Valley* offers you a diverse array of ways to reach your audience.

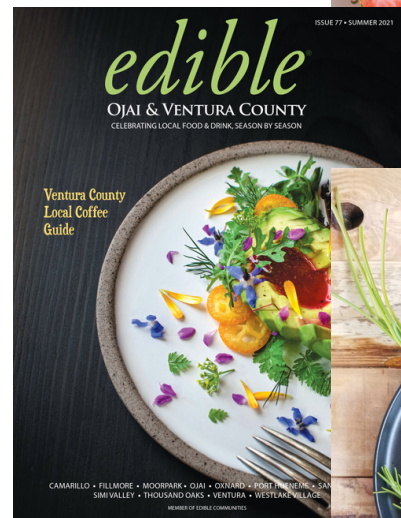
**Print Magazine (Starting Fall 2022)**  
**Social Media Channels**  
**EdibleSFValley.com (Coming soon)**  
**Email Newsletter (Coming soon)**  
**Marketing Support**

### Partnership Benefits

- Complementary copies of print magazines to give to your clients and customers, if you wish
- A complementary listing online (with a live link to your website) on our website. (Coming soon!)
- Combined print and digital packages (coming soon!)
- Alignment with a local brand focused on community with national reach



\*The covers depicted here show a sister publication under the same ownership.



*Partner with us to build your brand and reach our highly engaged and motivated readers!*

## Our Mission

Currently in its first year, *Edible San Fernando Valley* has been founded to document and bring to life the interest in farm-to-table, organic and natural foods, and to celebrate the people and communities who feed and sustain us. With our high-quality, aesthetically pleasing and informative media platforms, we inspire readers to support and celebrate the growers, producers, chefs, food and beverage artisans, and other food professionals in our community.

## Edible Communities: A leader in the nationwide movement

*Edible San Fernando Valley* is independently woman-owned and operated with deep ties to the Valley. This simple and revolutionary concept is a part of the award-winning *Edible Communities*, a network of 80+ member publications, podcasts and a soon-to-be television show in the United States and Canada, with a shared mission to honor those who are diligently working to create a world where the power of good food can change our lives for the better.



*Edible Communities* was awarded the 2011 Publication of the Year Award from the James Beard Foundation.

## Our Readers Are Your Target Audience\*

- *Edible* readers are concerned, connected, savvy and community minded. They are passionate about the environment and sustainability.
- They save, savor and share each copy. Our readers tell us they keep our magazine and refer back to recipes and tips, "over and over".
- Our readers are values-driven consumers. Our reader survey numbers show that they consistently shop their values; a great reason to tell your story through our custom content/ads.

## Our Readers Trust Us!

**96%**  
of *Edible* readers stated that they would be likely to patronize a business featured in the magazine.



**82% Women and 18% Men**  
*Ours is an activist audience with influence in their peer groups and families who create potent word-of-mouth for brands they like.*

## Targeted Demographics

**\$128,000+**

Average household income

**80%**

Home owners

**40%**

Post Grad degrees

**55**

Median age

## Reader Habits



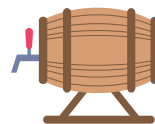
96% prefer to buy food grown or produced locally  
~  
43% visited a specific store as a result of reading *Edible*



71% dine out 2 times per week  
~  
*Edible* readers tend to favor fine dining, spending about \$200 per month



86% have a valid passport  
~  
62% use *Edible* for information on local restaurants while traveling



70% drink or serve alcoholic beverages regularly, including beer, wine and distilled spirits



91% love to cook  
~  
88% cook frequently

## Distribution

*Edible* flies off the shelves. We distribute on a controlled basis and advertisers get first dibs.



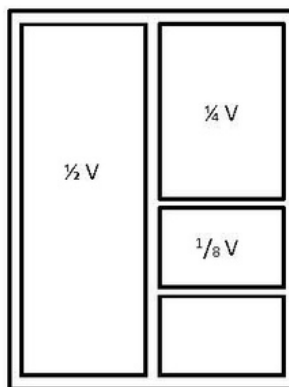
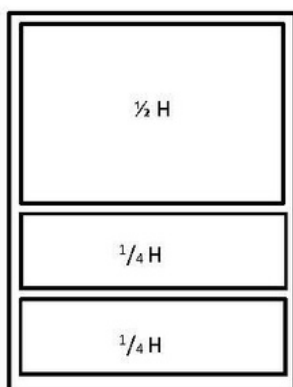
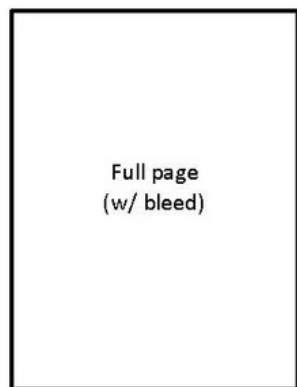
We have distribution locations throughout the Valley and Santa Clarita.



2.5 readers per copy.  
~  
We have a 100% pick up rate at newsstands

	Ad Size (W x H)	4 Issue Rate*	1 Issue Rate
<b>Cover and Premium Position Display Ads**</b>		<b>~ All rates are per issue ~</b>	
Back Cover	8.625" x 11.125" (Size includes .125" bleed)	\$2,600	\$3,000
Inside Cover (Front or Back)	8.625" x 11.125" (Size includes .125" bleed)	\$2,100	\$2,500
Opposite IFC or TOC	8.625" x 11.125" (Size includes .125" bleed)	\$1,750	\$2,000
<b>Interior Display Ads (appear within the editorial pages of the magazine)**</b>			
Full Page (full bleed)	8.375" x 10.875" <i>Note: for full bleed pages add 0.125" to all sides (8.625" x 11.125")</i>	\$1,600	\$1,950
Half Page	Horizontal: 7.5" x 4.75" Vertical: 3.625" x 9.75"	\$950	\$1,100
Quarter Page	Horizontal: 7.5" x 2.25" Vertical: 3.625" x 4.75"	\$599	\$700
Eighth Page	3.625" x 2.25"	\$375	\$425
Dining Guide Listing Only (logo)	Up to 20 words	\$110	\$150
	<b>Ad Size (W x H)</b>	<b>4 Issue Rate*</b>	<b>1 Issue Rate</b>

## Other Sizes and Special Sections Available (ask for availability)



- **Creative Services:** Ad design services are available at reduced rates.
- **FREE Website Source Guide Listing:** All advertisers qualify for a free Source Guide listing on our website. Up to 250 words, 5 images and location/URL included.

NOTE: Rates subject to change without notice, unless insertion order is signed and submitted.

### Advertising Calendar

ISSUE	SPACE	ART	PUBLISHED
Fall 2022	Sept 1	Sept 7	Oct 10
Winter 2023	Dec 12	Dec 19	Jan 16
Spring 2023	Mar 3	Mar 10	April 10
Summer 2023	Jun 2	Jun 9	Jul 10

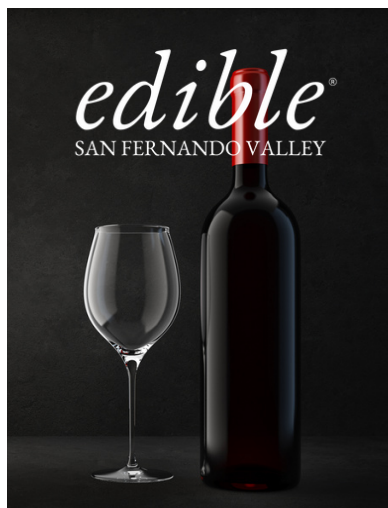
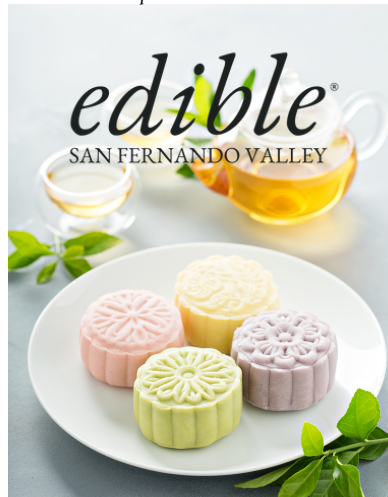
### Artwork Specs

Artwork must be 300 dpi, correct dimensions, converted to **CMYK** color (not RGB) with "US Web Uncoated v2" profile settings and all fonts embedded. **Preferred files:** High-res PDF, JPG, EPS, TIF.





Issue covers depicted are not actual covers.



Offering residents and visitors a definitive guide to living local, each issue of *Edible San Fernando Valley* is carefully curated each season with original recipes and stories celebrating the regional producers and makers dedicated to supporting an engaged and sustainable food community.

## PUBLISHED QUARTERLY

### FALL 2022 • OCT/NOV/DEC • HOLIDAY ISSUE

Space reservation SEPT 1 | Artwork due SEPT 7 | Publication date OCT 10

### WINTER 2023 • JAN/FEB/MAR • BALANCE/ WELLNESS

Space reservation DEC 12 | Artwork due DEC 19 | Publication date JAN 16

### SPRING 2023 • APR/MAY/JUN • THE GARDEN ISSUE

Space reservation MAR 3 | Artwork due MAR 10 | Publication date APR 10

### SUMMER 2023 • JUL/AUG/SEPT • THE ICE CREAM ISSUE

Space reservation JUN 2 | Artwork due JUN 9 | Publication date JUL 10

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## IN EVERY ISSUE

### RECIPES WITH LOCAL FLAVORS

Every issue offers a taste of the season, featuring local chefs and restaurateurs, inspired by locally sourced ingredients, and including cooking tips and practical advice for home cooks.

### INSPIRATIONAL AND RICHLY RELEVANT STORIES

Edible contributors are writers and photographers who are invested in our local communities and connected to the current issues faced by readers and eaters in the area.

Some of the topics include gardening tips, eating seasonally, ways to find the best locally, personal stories of food artisans and influencers and so much more.

### SHOPPING GUIDES FOR LOCAL SUSTAINABLE PURVEYORS

Every issue presents insider guides to the best produce, small businesses and local food resources.

Each issue offers a unique advertising opportunity.  
Keep your ad the same, or change it with our themes or with the season.

Contact us today:

805.622.9355 • [Ads@EdibleVenturaCounty.com](mailto:Ads@EdibleVenturaCounty.com)

# CUSTOM CONTENT OPPORTUNITIES

**edible**  
SAN FERNANDO VALLEY

We offer custom opportunities for you to get your story to our engaged audience across all media platforms.

## Advertorial: Custom editorial



## Sponsored pages: Sponsor an ad for a local non-profit



## Dining Guide or Farmers' Market page Sponsorship

### CUSTOM CONTENT PRICES

Advertorial: Branded editorial content; can be provided by client or created by Edible contributors	Starting at \$1600/full page
Sponsored ad for a local non-profit	\$1500/full page
Dining Guide/Farmers' Market page Sponsorship	\$350/large logo \$550/photo+logo
Custom publication: Full customized publication, starting at 8 pages	prices vary



## Custom publication

Contact us today:  
805.622.9355 • [Ads@EdibleVenturaCounty.com](mailto:Ads@EdibleVenturaCounty.com)