Our Mission

The Edible Austin mission is to transform the way Central Texans eat by connecting them to the local food growers, producers and makers, thereby strengthening the local food economy and creating a sustainable local food system. Edible Austin is a locally owned media company and the authority on the local food scene as captured in print, digital and with our community events.

Edible Austin Magazine

Distribution: 40,000
Readership: 140,000
Frequency: 6 times a year
Annual Reach: 840,000

EdibleAustin.com

Average page views: 40,500+ per month
Unique visitors: 87%
Average ad clicks: 264 per month

Other Platforms

Editorial Newsletter subscribers: 9,000
Insiders Subscribers: 5,400+
Facebook: 14k+
Twitter: 32,300+
Instagram: 49.8k followers
Pinterest 86.57k

as of Jan 2020

Trust

81%

of readers have contacted or purchased from an advertiser after seeing their ad in Edible Austin

Photography by: Andy Sams, Kate LeSueur, Carole Topalian, Casey Woods and Jenna Northcutt.
Readership data collected in readers survey conducted in 2016.
Audience

Targeted Demographic

- 130K average household income
- 25-55 years old
- 81% college graduates
- 34 median age
- 25% higher degree

94% of readers are willing to pay more for Local, Organic and Humanely Raised food.

Reader Interests

- 66% own their home.
- Reads every issue.
- Works out multiple times per week.
- Travels regularly.
- Keeps issues over a month.
- Cooks regularly.
- Buys from local food artisans.
- Purchases alcohol.
- 45% have kids.
- 73% have pet(s).
- Spends $250+ on food a week.
- Dines out 2+ times a week.
Distribution

Distribution: 40,000
Readership: 140,000
Frequency: 6 times a year
Annual Reach: 840,000

Edible Communities

Edible Austin is part of Edible Communities, a network of more than 90 independently owned food magazines (and growing) in the United States and Canada, telling our nation’s food story, community by community. Red state, blue state. Rural, urban. Gourmand or food novice. Our message has wide appeal.
Signature Events

Edible Austin’s signature events are designed to increase the visibility of and to promote consumer engagement for our sponsors and advertisers. These events bring the content in our magazines to life, allowing our readers to interact with our partners. Edible Austin also believes in giving back to our community by supporting local nonprofits that share in our mission through donations of proceeds from our events.

Chef’s Auction
This annual live auction event invites a high-profile, foodie crowd to raise their paddles and bid on unique packages that feature some of the area’s hottest chefs. Packages vary featuring unique experiences with the best chefs in Austin. This event raised over $85,000 for local food nonprofits in the past three years.

Eat Drink Local
Over the past eleven years, Eat Drink Local Week has served to encourage support for farm-to-table restaurants and home cooking. In 2019, we invited our readers to sit down with local connoisseurs as they lead us on a journey through their fields of expertise. These hands-on workshops are designed to deepen culinary knowledge in a fun, personalized environment.

Other Events
We love getting involved in our community and regularly co-present events with our advertising partners. Since 2017, we’ve partnered with BookPeople, Blanton Museum of Art, The Trail of Lights Foundation, Armadillo Christmas Bazaar and many more. Be sure to check out our online event calendar for more information.

Over $400,000 donated to local food nonprofits in the past 10 years
No other magazine devotes editorial content exclusively to Central Texas foods and food culture.
Editorial Calendar

Each of our issues covers Central Texas foods and food culture like no other publication does. We profile chefs, artisans, farmers, makers and notable Austinites on our favorite topic: food. In each issue we strive to connect you and our readership to their food, to strengthen our local food economy. By producing this incredible content, we inspire our readers to support the businesses that advertise with us. Our editorial team is constantly looking for great new content ideas. Feel free to send ideas to: editorial@edibleaustin.com

January/February Issue 2020
Space close ....................................... Nov 16, 2019
Ad Deadline ....................................... Nov 21, 2019
Publication Date ................................ Jan 8, 2019

March/April Issue 2020
Space close ....................................... Jan 13, 2020
Ad Deadline ....................................... Jan 17, 2020
Publication Date ................................ March 2, 2020

May/June Issue 2020
Space close ....................................... March 16, 2020
Ad Deadline ....................................... March 20, 2020
Publication Date ................................ May 1, 2020

July/August Issue 2020
Space close ....................................... May 18, 2020
Ad Deadline ....................................... May 26, 2020
Publication Date ................................ July 1, 2020

September/October Issue 2020
Includes our annual Home Guide section.
Space close ....................................... July 20, 2020
Ad Deadline ....................................... July 27, 2020
Publication Date ................................ Sept 1, 2020

November/December Issue 2020
Includes our annual Celebrations insert.
Space close ....................................... Sept 14, 2020
Ad Deadline ....................................... Sept 21, 2020
Publication Date ................................ Nov 2, 2020
## Advertising Rates

### Premium Pages

<table>
<thead>
<tr>
<th>SIZE (width x height)</th>
<th>1 x</th>
<th>2-3 x</th>
<th>4-5x</th>
<th>6 x</th>
<th>12 (2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(add 1/8&quot; for full bleeds)</td>
<td>8.375” x 10.875”</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,400</td>
<td>$3,800</td>
</tr>
<tr>
<td>Inside Front or Back Cover:</td>
<td>8.375” x 10.875”</td>
<td>$4,200</td>
<td>$4,000</td>
<td>$3,800</td>
<td>$3,400</td>
</tr>
</tbody>
</table>

### Display Ads

<table>
<thead>
<tr>
<th>SIZE (width x height)</th>
<th>1 x</th>
<th>2-3 x</th>
<th>4-5x</th>
<th>6 x</th>
<th>12 (2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(add 1/8&quot; for full bleeds)</td>
<td>16.75” x 10.875”</td>
<td>$6,660</td>
<td>$6,300</td>
<td>$5,800</td>
<td>$5,040</td>
</tr>
<tr>
<td>Full Page:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(add 1/8&quot; for full bleeds)</td>
<td>8.375” x 10.875”</td>
<td>$3,700</td>
<td>$3,500</td>
<td>$3,300</td>
<td>$2,800</td>
</tr>
<tr>
<td>Half Page (horizontal):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7.5” x 4.75”</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
</tr>
<tr>
<td>Half Page (vertical):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.625” x 9.875”</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
</tr>
<tr>
<td>Quarter Page:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.625” x 4.75”</td>
<td>$1,250</td>
<td>$1,200</td>
<td>$1,100</td>
<td>$900</td>
</tr>
<tr>
<td>Eighth Page:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.625” x 2.25”</td>
<td>$730</td>
<td>$690</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Advertorial Spotlight Ad

| Full Page | $2,500 |

---

Member of Alliance for Audited Media, with verified circulation of 40,000 per issue.

Pricing subject to change. Creative and production services available. Ask for rates.

**Special Requests:** Unique Sizes, Inserts, Business Reply Cards: Rates available upon request. Ad placement guarantee available for 10% premium of ad rate. Preferred positions are on a space-available basis.

**Print Ad Specs:** Please submit your ad in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a packaged InDesign file with all fonts and links included. CMYK files only.

**Digital Ad Specs:** PNG, JPG or Static GIF or Animated GIF (Max loops: 3 loops, 30fps). Max file size 30k. All ads due 5 business days prior to start.
## Digital Rates

### Website Ads
- **Leaderboard**
  - Size: 728 pixels x 90 pixels
  - Maximum rotation: 7 ads.
  - Serves in 3 locations on homepage and 2 locations on inside pages.
- **Rectangle**
  - Size: 300 pixels x 250 pixels
  - Maximum rotation: 5 ads.
  - Serves in 2 locations on homepage and 1 location on inside pages.

### Editorial Newsletter Sponsor Ads
- **Vertical banner**
  - Size: 170 pixels x 375 pixels
- **Featured event**
  - Size: Event name, date & time
- **Footer banner**
  - Size: 650 pixels x 95 pixels
- *Editorial Newsletter is sent on 1st & 3rd Wednesday of every month*

### Insiders Newsletter
- **Exclusive blast**
  - Size: 580 pixels x 385 pixels + 100 words
  - Limited to one blast a week

## Sponsored Social Posts
Ask for rates.
Photography, video and graphic design services also available.

## EdibleAustin.com

<table>
<thead>
<tr>
<th>New Visitors</th>
<th>Page Views</th>
<th>Ad Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>87% monthly avg.</td>
<td>30K monthly avg.</td>
<td>264 monthly avg.</td>
</tr>
</tbody>
</table>

## Website

- Edible Austin
- New Visitors: 87%
- Page Views: 30K
- Ad Clicks: 264

## Editorial Newsletter

### ONE NEWSLETTER
- **Vertical banner**
  - Size: 170 pixels x 375 pixels
- **Featured event**
  - Size: Event name, date & time
- **Footer banner**
  - Size: 650 pixels x 95 pixels
- *Editorial Newsletter is sent on 1st & 3rd Wednesday of every month*

### ONE BLAST
- **Exclusive blast**
  - Size: 580 pixels x 385 pixels + 100 words
  - Limited to one blast a week

## Insiders Newsletter

- **Vertical banner**
  - Size: 170 pixels x 375 pixels
- **Featured event**
  - Size: Event name, date & time
- **Footer banner**
  - Size: 650 pixels x 95 pixels
- *Editorial Newsletter is sent on 1st & 3rd Wednesday of every month*

### ONE BLAST
- **Exclusive blast**
  - Size: 580 pixels x 385 pixels + 100 words
  - Limited to one blast a week

As of August 2018
Testimonials

“The mission of the Edible publications supports the mission and values of Whole Foods Market. It’s a great fit for our advertising budget, it targets exactly those local residents we want to reach, which makes it highly effective for us.”
—Angela Rakis, Whole Foods Market

“The Celebrations Gift Guide is the perfect place for us to advertise shopping at the Armadillo Christmas Bazaar. We are able to highlight individual artists and their hand-made gifts in a way that encourages buyers to attend the event as well as have the option to make an easy online purchase. Last year, we literally had customers coming through the door with the ad torn out of the issue asking where to find the booths with the gifts they saw advertised. We consider that a very successful advertising campaign. Sometimes it’s hard to measure results in print advertising but this experience was extremely gratifying!”
—Anne Johnson, Armadillo Christmas Bazaar

“Paula’s Texas Spirits has advertised in every Edible Austin issue since its inception. Ten years out, we are looking forward to the next ten! Edible Austin is a perfect fit for our local, handcrafted liqueurs. Advertising with Edible Austin has not only given us the opportunity to reach a key segment of consumers but also to engage with other decisive businesses. The Edible Austin team is exceptional for providing ongoing consulting support in addition to opportunities through their events for face time with our customers, both food and beverage industry professionals and enthusiasts.”
—Dee Kelleher, Dripping Springs Distilling
“Edible Austin has been an invaluable part of promoting events for Texas Farmers’ Market. Whether it be in their printed magazine, online or in their newsletters, they have enabled us to reach a broad and diverse audience of Austinites. When we ask for feedback from attendees about where they learn about our events, Edible Austin always ranks at the top of the list. We could not put on such successful events without their help! ”

—Nora Chovanec, Texas Farmers’ Market

“ When we started the ABGB, we wanted to create a space where people could come together, enjoy food and drink, share and celebrate great ideas and passions, and along the way, make our community better. Well, that’s what Edible Austin does! And, they do it so beautifully. We are proud to support what they do. ”

—Mark Jensen, The ABGB

Awards

Edible Austin

2016 Eddy Award Finalist: Cover, Signature Recipe and Illustration
2015 Eddy Award Finalist: Best Feature
2013 Eddy Awards: Best Editorial / Humorous
The Austin Chronicle Best of Austin Readers Poll 2012 “Best Non-Chronicle Publication”
2012 Eddy Awards: Best Cover (Fall 2011), Best Electronic Feature
2011 Eddy Awards: Best Website, Best Editorial-Special Issue
2010 Eddy Awards: Best Editorial Spread or Layout, Best Electronic Feature, Best Website and Best Editorial Wild Card
2009 Langeland Award for Outstanding Community Service
2008 Eddy Award: Best Website Feature
2007 MarCom Gold Award: Magazine Cover (Fall 2007)

Edible Communities Publications

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