

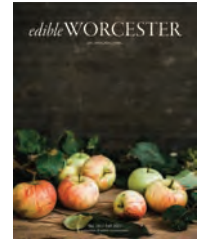
*edible*BOSTON  
*edible*WORCESTER

2024 MEDIA KIT



SERVING BOSTON AND SURROUNDING COUNTIES:  
NORFOLK, SUFFOLK, ESSEX, MIDDLESEX AND WORCESTER

Member of *Edible Communities*



## *our mission*

*Edible Boston* and *Edible Worcester* are quarterly magazines celebrating the abundance of local food in Greater Boston, Worcester County and the surrounding communities. Through our print issues, website, digital guides, e-newsletters and social media we tell the stories of family farmers, fishermen, artisans, chefs, non-profits and other food-related businesses feeding our region with high quality, fresh, seasonal ingredients.

NOW, MORE THAN EVER, *EDIBLE* MAGAZINES ARE A RESOURCE TO UNITE US IN SUPPORT OF LOCAL FOOD – AND THE FARMERS, BUTCHERS, BAKERS, CHEFS, GROCERS PHILANTHROPISTS AND ARTISANS WHO NOURISH US.

## *our readers, your audience*

*Edible* readers are savvy, connected, community-minded individuals with insatiable appetites for food culture and know-how—they live as far north as Newburyport, as far south as Foxborough and as far west as the Quabbin Reservoir. By advertising with us, you will reach a broad audience of knowledgeable consumers who associate this magazine with the latest, the greatest and the best. *Edible* is a lifestyle magazine about local food and drink, but also a place people look to for inspiration on sustainable living. Our readers believe that locally sourced, sustainably produced food matters to their health, to their communities and to the future of the world around us. We provide them with the resources they need to connect with businesses and organizations they feel good about supporting and that align with their values.



**PRINT  
IS in!**

*When making purchasing decisions, consumers trust print ads 34% more than they trust search engine ads.*

Our take-rate hovers around **97%**, which means every magazine we print lands in the hands of readers looking for *authentic* experiences, *high-quality* food journalism and *stunning* photography.

Our highly targeted circulation in the **5** counties of Eastern Massachusetts means you'll meet our readers where they shop most: at their local farmstands, boutiques, coffee shops and bakeries, their favorite farm-to-table restaurants, wine shops, breweries, grocers and specialty food shops.

Top quality print remains an *incredibly effective* way to *consistently connect* with local readers seeking your product or service — our readers collect and save every issue, read them cover to cover and act on what's inside.



## PRINT ADVERTISING WORKS

*There is a 77% higher  
brand recall for print ads  
vs. 46% for digital ads*

### BY THE NUMBERS

*across both Edible Boston and Edible Worcester*

#### Print Magazines

annual reader reach: over 500,000  
distribution: 30–35,000 copies; 4x pass-around rate  
frequency: 4x/year per title  
established: EB in 2006, EW in 2019

#### Digital Platforms

Facebook: 12,500  
Instagram: 21,700

#### Newsletters

subscribers: 7,800 self-selected sign-ups  
average open rate: 49+%

#### edibleboston.com

average monthly unique visitors: 14,000  
average monthly page views: 22,000

**97**

take-rate percentage:  
every magazine we print  
lands in the hands of readers

**51**

number of minutes,  
on average, readers spend  
with each print issue

**72**

percentage of readers who  
pass along copies to  
friends or family

**96**

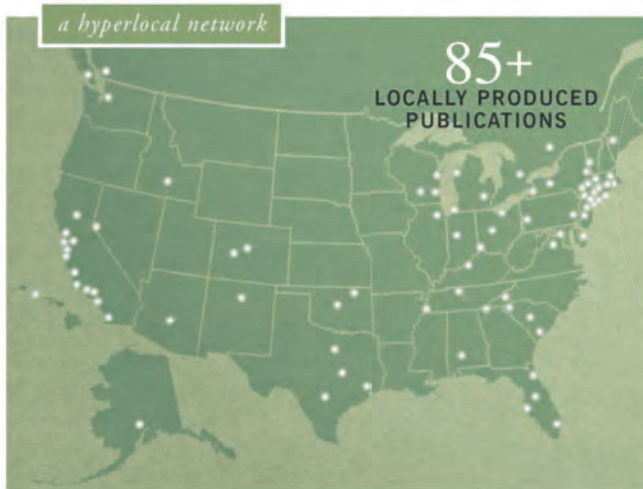
percentage of readers  
report taking an action as  
a result of *Edible* media

**9** out of **10**

readers said they'd be more  
likely to purchase a product  
endorsed by *Edible*

# why advertise with *Edible Boston*?

- 1 Target the **PERFECT AUDIENCE**: *Edible Boston*'s informed readers care passionately about food and drink, enjoy behind-the-scenes stories about the tastemakers in the local food community and are willing to pay more for quality products and experiences. The percentage of 18-34 year old Millennials and Gen Z who make up our readership has nearly doubled in the past three years – and will continue to grow.
- 2 **A POSITIVE ENVIRONMENT** to showcase your ad message. With our unrivaled editorial and design, world-class writing, photography and illustration, your ad is embedded in top-quality content that readers seek out and hold onto, season after season. Our advertising-to-editorial ratio is designed to create a perfect balance that engages readers, seeing your marketing message as part of the magazine's content. Create brand awareness and stability with a long term commitment to print advertising.
- 3 **ADDITIONAL ADVERTISING** opportunities exist on our digital platforms, like our local holiday gift guide in November-December as well as year-round online CSA and farmers market guide and sponsorship of our weekly e-newsletter (49% open rate).
- 4 Position **YOUR BRAND AS A LEADER** in MA's food system and small business community. Your *Edible* partnership demonstrates support of – and participation in – a strong local economy. Our passionate and informed readership is a highly desirable demographic who trust us as the voice of the local food community. We're Greater Boston's only publication devoted exclusively to local food and drink.
- 5 We are 100% locally-owned and operated, but we're part of a national brand that visitors recognize from 85+ other regions in the United States and Canada. Visitors know and trust *Edible* and look to our local publications – both online and in print – as a **TRUSTED GUIDE** to purveyors they want to support.



## *Edible* COMMUNITIES:

we're part of a hyperlocal network of 85+ locally produced publications engaging more than 1.4M readers in the U.S. and Canada.

*our roots are local but  
our horizon is national.*

*Edible Boston* and *Edible Worcester* have been instrumental in changing our regional food landscape. We publish and distribute **30,000 to 35,000** magazines each season and give them away for free—but we can only do that with the help of advertising partners like *you*.

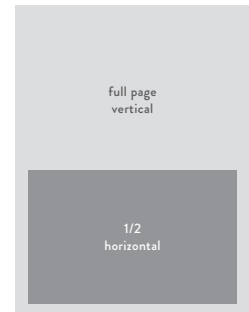


**PLEASE JOIN US AS WE CONTINUE OUR MISSION  
TO GROW AND SUPPORT THE LOCAL FOOD COMMUNITY.**

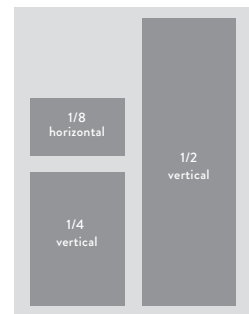
# 2024 print advertising rates

**BEST DEAL!**

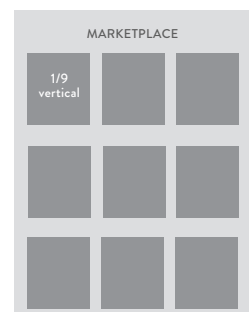
PREMIUM PLACEMENT	art specs	1 issue	4 issues <sup>1</sup>
Edible Boston: back cover	8.625 x 11.125"	\$5,875	\$3,900
EB: inside front or back cover	8.625 x 11.125"	\$5,060	\$3,400
Edible Worcester: back cover	8.625 x 11.125"	\$2,400	\$1,500
EW: inside front or back cover	8.625 x 11.125"	\$1,800	\$1,200
EB & EW: inside first or last page	8.625 x 11.125"	\$4,800	\$3,000



PLACEMENT	art specs	1 issue	4 issues <sup>1</sup>
full page	8.625 x 11.125"	\$4,050	\$2,750
1/2 page: horizontal	7.4375 x 4.75"	\$2,825	\$1,900
1/2 page: vertical	3.625 x 9.75"	\$2,825	\$1,900
1/4 page	3.625 x 4.75"	\$1,625	\$995
1/8 page	3.625 x 2.25"	\$1050	\$725
Marketplace	2.375 x 2.875"	\$650	\$450



EDITORIAL CALENDAR	artwork due	distribution starts
Spring 2024 issue	January 22, 2024	March 15, 2024
Summer 2024 issue	April 26, 2024	June 15, 2024
Fall 2024 issue	August 2, 2024	September 15, 2024
Winter / Holiday 2025 issue	October 4, 2024	November 15, 2024



## details, specs and the fine print

### ARTWORK SPECS & FILE SUBMISSION:

- artwork files for 4-color print must be submitted as a high resolution (300 dpi), CMYK (4-color) high resolution. PDF files, InDesign or Photoshop file with all fonts and linked images packaged.
- Full page ads: add .125" bleed around all submitted graphics. Full page & full bleed ads: do not have any text within .50" of the outside specs for ads.
- Contact us for graphic design rates. Contact us for premium or guaranteed placement options and rates.

<sup>1</sup>4 ISSUE RATE: includes opt-out renewal; after the first four issues you may contact us to change or cancel your commitment.

- artwork is due by the deadlines listed above: we will remind you of artwork deadlines each season.
- if you want to change your artwork you must submit it by the deadlines above, otherwise the most recent artwork on file will be repeated.
- we are not responsible for any errors in your submitted artwork.



# 2024 holiday gift guide

## OUR GIFT GUIDE WILL INCLUDE:

- your business and image on our Gift Guide page
- your own dedicated page on our website
- dedicated social media that links to your site
- a full page promotional ad for the Gift Guide in the Winter 2025 print issue with a QR code linking directly to the guide on our site

## YOU PROVIDE THE FOLLOWING CONTENT:

- up to 4 hi-res images (1 “hero” image: horizontal, 3 others: vertical)
- up to 100 words about your holiday offerings
- links to your site, event, product for each image
- content is due Monday November 4, 2024 — the Guide will be active 11/15/24–12/25/24

\*  
*our local  
 Holiday Gift Guides  
 generate over 50k  
 impressions in 6 weeks  
 year after year*  
 \*

*be a part of our holiday gift guide!*

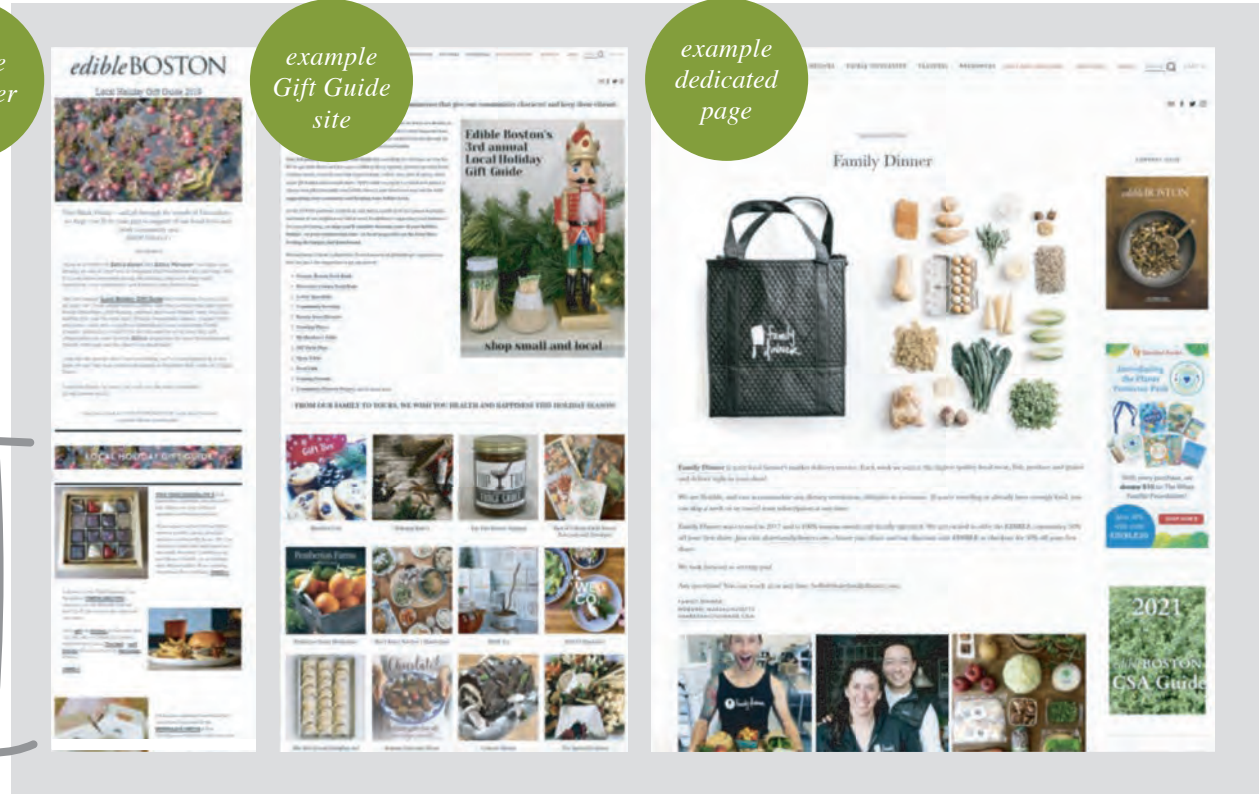
OPTIONS AND RATES	<i>regular rate</i>	<i>print advertiser rate<sup>1</sup></i>
<ul style="list-style-type: none"> <li>• dedicated Gift Guide page and social media promotion</li> </ul> <p>*10% off if you sign on for both 2023 Valentine’s and Mother’s Day Gift Guides</p>	\$500	\$400
<ul style="list-style-type: none"> <li>• premium placement in our Holiday Gift Guide Newsletter</li> </ul>	add'l \$250	add'l \$195

<sup>1</sup> Print Advertiser Rates are available to active advertisers in either of our print magazines.

*example  
 newsletter*

*example  
 Gift Guide  
 site*

*example  
 dedicated  
 page*



*example  
 newsletter  
 premium  
 placement*

# what people are saying

“I consider advertising with *Edible Boston* to be a great opportunity to align ourselves with wonderful principals and support the efforts of community awareness, excellent journalism and the local food movement.”

– CHEF ANA SORTUN, CAMBRIDGE, MA

“We love advertising in *Edible* magazines year after year because we know we are reaching an audience of discerning foodies just like ourselves. The readers of *Edible* are looking for high-quality, fresh ingredients to use in all their culinary adventures, and that lines up perfectly with what we provide: fresh produce straight from our field to their fork!

– TERI VOLANTE BOARDMAN, VOLANTE FARMS, INC., NEEDHAM, MA

"*Edible Boston* was my first choice when deciding where to put my advertising dollars. Having been familiar with it for many years, I knew it was a publication that readers really spent time with, savored and actually read the attractive ads. Having advertised for many years, we continue to be proud supporters of this wonderful resource for local foodies. It is a great way to reach a targeted niche audience and have your ad get noticed."

– LINDA DE VALPINE, GREENTAIL TABLE, NEWTON, MA



## contact us:

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### INTERESTED IN LEARNING MORE ABOUT ADVERTISING?

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