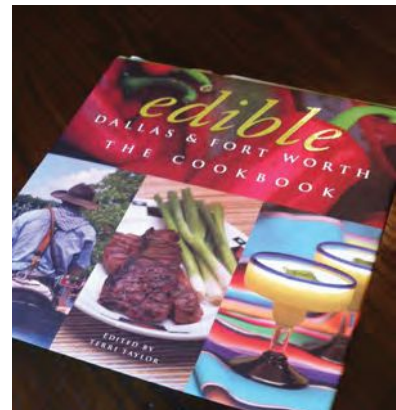
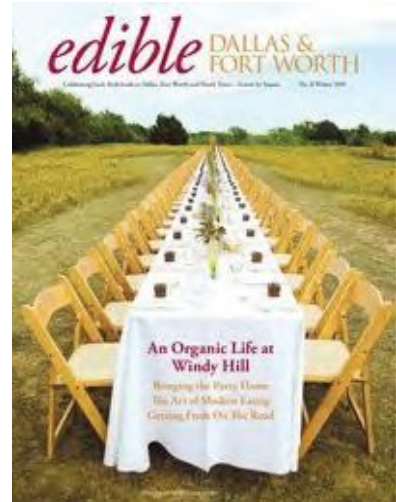


edible

DALLAS & FORT WORTH

CELEBRATING FOOD & COMMUNITY IN NORTH TEXAS, SEASON BY SEASON

Media Kit

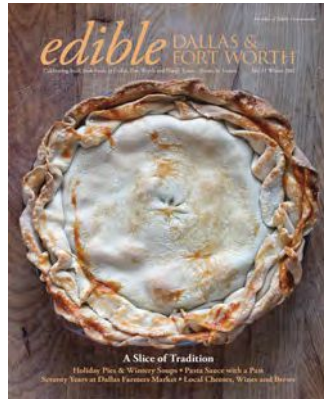
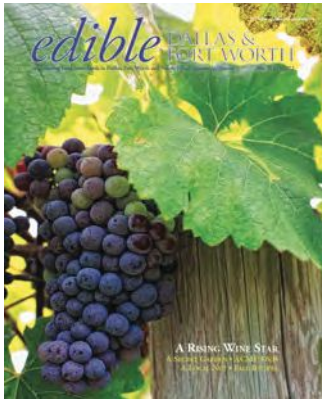


Our Mission

Edible Dallas & Fort Worth Magazine celebrates the abundance of local foods, season by season, in Dallas, Fort Worth and counties in Northern Texas. We believe that knowing where our food comes from is a powerful thing. With our high-quality, esthetically pleasing and knowledgeable publication, we inspire readers to support and celebrate the growers, producers, chefs, wine and spirit makers, craft brew masters, food artisans and other food and local professionals in our community.

Edible Dallas & Fort Worth

What You Should Know



Who are we?

We are *the* magazine that celebrates all things local about food and drink in the DFW area, telling compelling stories of food artisans, farmers, innovators, purveyors and chefs. Beyond just a “foodie” magazine, we seek cultural intersections, explore heritages and make discoveries, bringing our region to life in our beautiful pages.

Who are our Readers?

Edible Dallas & Fort Worth readers are informed, engaged and passionate about supporting our mission and our advertising partners that make it possible. *Edible DFW* readers are champions of local businesses—and not just when it comes to food and drink. We empower our readers to grow gardens, explore urban homesteading, and pursue sustainable practices like water harvesting and renewable energy. They dine out frequently, but are also terrific home cooks, gardeners, and active in pursuing healthy lifestyles. They are seeking an experience and a relationship with businesses they patronize. They can discover your business in the pages of *Edible Dallas & Fort Worth*.

*By the Numbers

Distribution: 30,000 per quarter

Readership: 105,000 per quarter

Each copy of *EDFW* is shared with an average of 3.5 readers

Frequency: 4 times a year

Annual Reach: 420,000

52% are women, 48% are men. Median reader age is 34

Average household income exceeds \$100,000

84% are college graduates; 81% are professionals, educators and entrepreneurs

89% would pay more for a product that was locally produced, organic, humanely raised and sustainably made

Edible readers travel for pleasure 14 days per year

**This data was derived from a readership survey of Edible readers across North America. Edible DFW is part of Edible Communities, which has 80+ regional magazines in the United States and Canada which tells the stories and supports the local food movement in their regions.*

Why Invest your Marketing Dollars in Edible Dallas & Fort Worth Magazine?

**Magazines show the highest return on advertising spend. In fact for everyone dollar spend in magazine advertising, the return on the investment is the highest of all media. Every dollar spent magazines has a \$3.94 return on the investment compared with a \$1.53 in digital video advertising.*

**Nielsen Catalina Solutions.*

Your ad gets read. Our readers seek out, savor and save each copy of *Edible*. Our advertising to editorial ratio is designed to create a perfect balance. By producing this award winning, beautiful and informative magazine, we inspire readers to support the businesses that advertise with us.

You get added value. You get complimentary listings in both our print and on-line Source Guides. Readers use this directory to find the advertisers that support our mission. Your ad will appear in our on-line edition. You also have a chance to have a presence on our website, social media and at many events throughout the year. Think of your ad as a mini PR campaign.

You get a steady supply of *Edibles* for your customers. They'll thank you for it and come back for more.

Targeted, direct access to informed readers who not only care passionately about food and drink ... but also value other quality products.

You gain trust with your customers. By becoming an advertising partner with Edible DFW, you are aligning your business with our trusted brand and the movement to strengthen and rebuild our communities. You will be also a part of spreading the word of healthy eating and sustainable living.

You get visibility. We choose our distribution points carefully, offering them at unique locations throughout the area that will benefit your business. With distribution at places like Whole Foods Market (14 in the DFW area), and other key points, your ad will get great exposure.

Free ad design. We offer our services to build one ad from the logo, images and text supplied by you. We will work with you to create a well designed ad.

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 residences that we want to reach, which makes it highly effective for us.”

Angela Rakis, Whole FoodsMarket

“As a farm stay bed and breakfast that just opened our doors, we were thrilled that our first ad with Edible DFW resulted in quite a number of bookings almost immediately—enough bookings within the first 2 or 3 weeks to pay for the cost of the ad for an entire year!”

Bill Mureiko, Restoration B&B

“Starting a small business (farm/feed store) in an unlikely location (Design District) had its initial challenges of how to get the word out about our mission of supporting local and non-gmo products. Having an ad in Edible DFW has not only brought us new customers but it’s a great fit for us since their articles espouse supporting the local food movement and sustainable lifestyle.”

Fred Owen, Co-owner of Trinity Haymarket LLC

“It’s an honor to be associated with a group like Edible DFW who truly supports the farm community. The Publication not only gets the word out in a beautiful and artistic way, but they are active participants in local events.

Kaci Lyford, Patina Green Home and Market

“I just love reading [Edible Communities] cover to cover—they are some of the best things I’ve ever read.”

Julia Child



Editorial Preview 2018



Here is a preview of categories we'll be covering in 2017/2018:

Regular Departments:

Notable Edibles

Seasonal tips on where to eat and shop with an eye on what's local. Plus, the news of upcoming food festivals, movies and books.

Seasonal Recipes

What's fresh? Healthy, flavorful recipes from our favorite chefs, home cooks and cookbooks, using seasonal ingredients.

Closing Time

Thoughts, illustrations and photographs inspired by the pleasures of the table.

Regular Features:

Deep In The Heart

Profiles of North Texas farmers, ranchers and growers: the heroes who cultivate our regional landscape.

Cult Of Taste

Stories of the food artisans, chefs and tastemakers who bring seasonal flair to our neighborhood tables.

Rotating Features:

How Does Your Garden Grow?

Tales from backyard and community gardens. Tips on growing your own in North Texas.

Kids' Corner

Spotlight on a new generation of growers and cooks. Features school gardens and kid-friendly recipes.

Liquid Assets & Seasonal Spirits

From kombucha to coffee. From microwbrews to wines and spirits. The local liquids that complement our food scene.

A Road Less Traveled

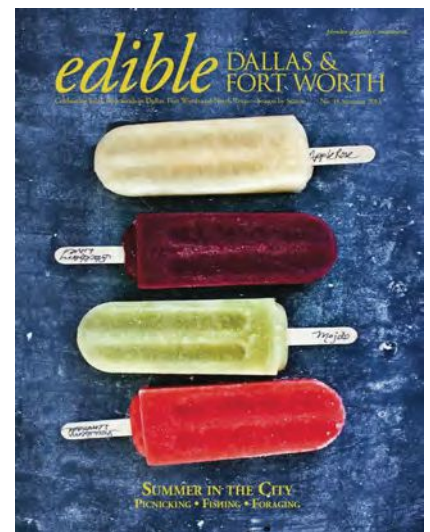
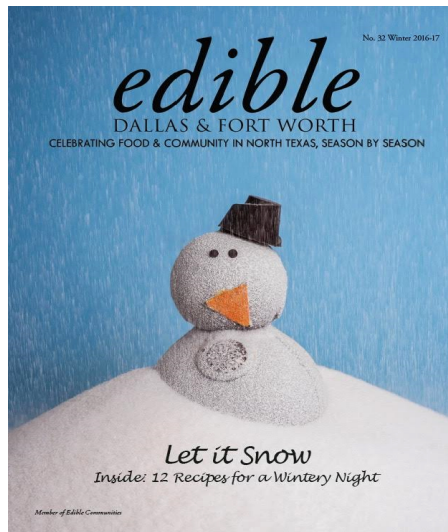
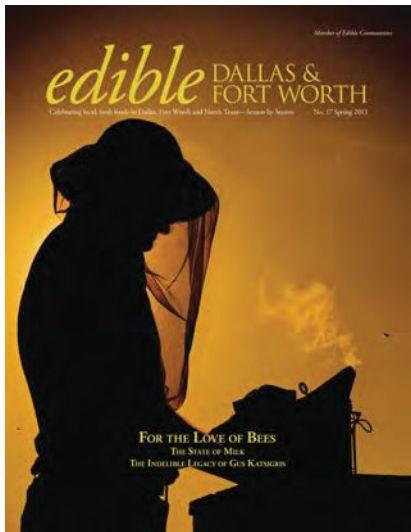
Delicious ideas for getaways to small-town festivals and rural locales with an emphasis on food and drink.

Edible Enterprises

A focus on local entrepreneurs and businesses creating sustainable solutions to food issues.

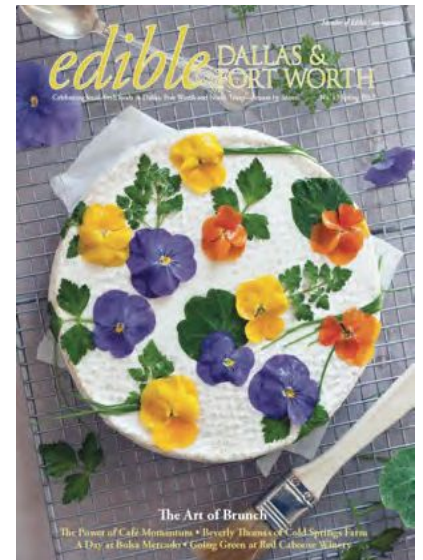
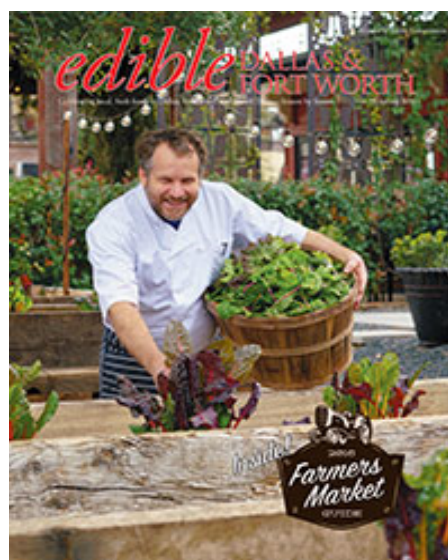
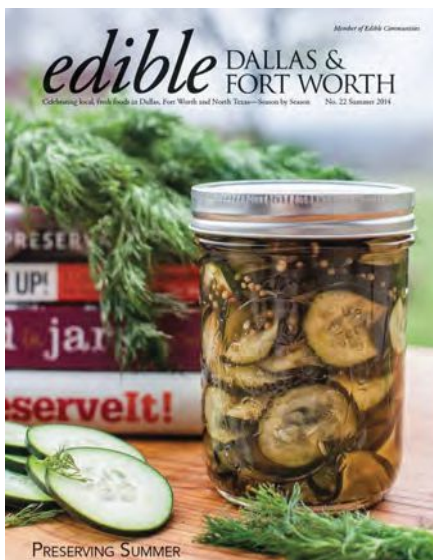
Edible Nation

The broader-scope. Essays from recognized journalists and authors, illuminating national food topics.



Our readers tell us they keep every issue for reference and recipes.

Which means they see your ad over and over.



edible

DALLAS & FORT WORTH

CELEBRATING FOOD & COMMUNITY IN NORTH TEXAS, SEASON BY SEASON

Advertising Rates 2018

Rates are per ad for each issue

Premium Pages	Size (width and height)	1 time run	1 Year Rate 4 time run	2 Year Rates 8 times 2017/2018
Back Cover (add 1/8" for full bleeds)	8.375" x 10.875"			SOLD
Inside Front or Back Cover (add 1/8" for full bleeds)	8.375" x 10.875"	\$3,890	\$3,560	\$3,300

Display Ads/Interior Pages

Full Page (add 1/8" for full bleeds)	8.375" x 10.875"	\$3,245	\$2,860	\$2,600
Half Page (horizontal)	7.5 " x 4.75"	\$1,995	\$1,730	\$1,600
Half Page (vertical)	3.625" x 9.875"	\$1,995	\$1,730	\$1,600
Quarter page	3.625" x 4.75"	\$1,060	\$ 915	\$ 850
Eight page	3.625" x 2.25"	\$ 650	\$ 495	\$ 430
Marketplace Ads	2.325" x 3.0"		\$ 375	\$ 340

Issue:	Spring	Summer	Fall	Winter
Reservation Deadline:	Feb. 1	May 1	Aug. 1	Oct 20
Publication Date:	March 1	June 1	Sep. 1	Nov 15

FREE LISTING IN THE DIRECTORY • FREE LISTING ON WEBSITE

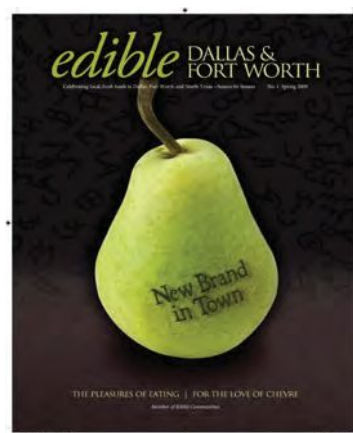
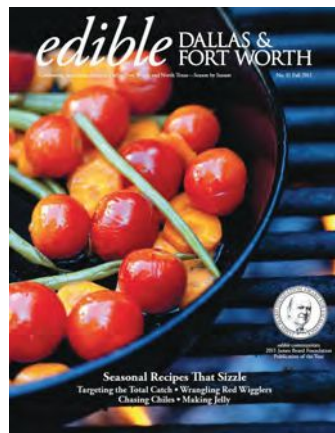
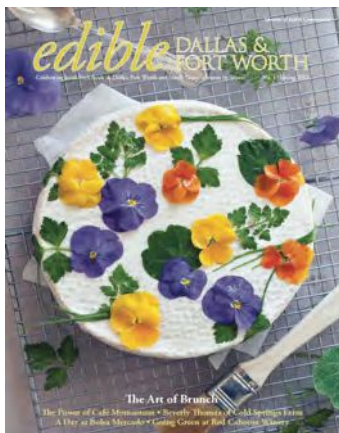
Purchase any size display ad and receive free placement in the Source Guide, a text-only section with contact information for your business in an alphabetically indexed, easy-to-use reference format. Also included in your ad price is an online listing on our website.

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. Please make sure your ad is the correct dimension and is not RGB. Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you might have.

Ad design available for free for 4 or more ad runs. 1 time ad design available at reasonable cost.

Ad Sizes

<div data-bbox="391 304 560 529">Quarter Page</div> <div data-bbox="209 548 560 772">Half Page Horizontal</div>	<div data-bbox="597 304 786 411">Eighth Page</div> <div data-bbox="812 304 1000 772">Half Page Vertical</div>	<div data-bbox="1060 294 1349 325">Edible DFW Marketplace</div> <div data-bbox="1060 344 1406 756"> </div>
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Contact Information

Edible Dallas & Fort Worth
P.O. Box 180127
Dallas, Texas 75218
214.552.1040

www.edibledfw.com

Nanci Taylor, Publisher:
nanci@edibledfw.com

Ad inquiries:
nanci@edibledfw.com