



edible
NASHVILLE
media kit

Music City is as hot as our chicken. Now here's a magazine to match!

Welcome to *Edible Nashville*, a food magazine coming in March 2015. We're dedicated to telling the stories behind Music City's vibrant local food movement. Food is a big part of our culture, our economy and who we are as Southerners. Each issue will spotlight the farmers, artisans, chefs, restaurants, home cooks and gardeners that define Nashville. Published six times a year with gorgeous photography, insightful writing, and yummy recipes, *Edible Nashville* is a free magazine distributed throughout the city. Of course it's also available by **subscription**, and through other select venues including hotels, events, supermarkets, and farm markets.

Edible Nashville is proud to be part of *Edible Communities*, the James Beard award winning company that has fostered 87 *Edible* publications, a PBS television show, *Victory Garden Presents: Edible Feast* featuring stories of farmers, artisans, brewers and winemakers, fisherman, distillers, gardeners and chefs sharing their passion for local food and the communities it creates; and *Edible Radio*. Your support will help to grow and sustain *Edible Nashville*, creating a strong voice for entrepreneurs and businesses.

We want *Edible Nashville* to be your go-to food resource. We believe that knowing where your food comes from is just as powerful as knowing how to cook it. In *Edible Nashville*, you'll learn both. We'll search high and low for the best tacos, pimento cheese and barbecue and report on those creating good eats in the best nooks and crannies of Middle Tennessee. We'll let you know what's in season when and how to use it.

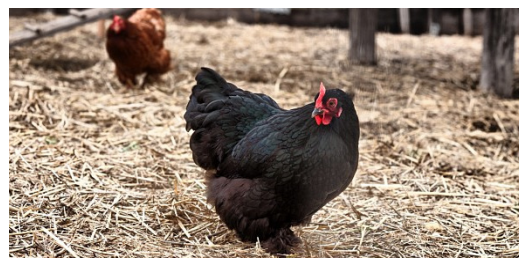
Edible Nashville is more than just a magazine for hipsters and foodies. We're a magazine for anyone who wants to eat better and more sustainably; for anyone interested in local food, or — for anyone who needs help getting dinner on the table. Restaurants and food trucks are sprouting up faster than mushrooms, and we'll help you sort through those too. We celebrate all those growing, cooking and distributing our food for the betterment of our community. We'll bring the phrase "farm to table" to life and let you know how to do it. And why it's important.

By producing this award-winning, beautiful and informative magazine, we inspire readers to support the businesses that advertise with us. Our readers are informed, affluent and passionate consumers that place a premium on quality. *Edible* readers are champions of local businesses—and not just when it comes to food and drink. They are seeking an experience and a relationship with businesses they patronize. They can discover your business in the pages of *Edible Nashville*.

Thanks for considering us.

JILL MELTON,

Editor and Publisher



Meet the Editor

Jill Melton has called Nashville home for 8 years, and the south, for 25. An experienced editor, writer, and professional cook, Jill spent fifteen years with *Cooking Light* magazine, bringing it from infancy to a household name. She founded and launched *Relish* magazine, a newspaper distributed magazine, which is now read by over 16 million folks. Jill brings talent, style and a sharp palate to *Edible Nashville*, as well as the ability to sniff out a great bowl of Phở.



Edible Nashville Magazine

- **Unparalleled editorial and design quality**, with world-class writing, photography and illustration.
- **Passionate and informed readership** of 420,000. A highly desirable demographic. Geographic reach.
- **Highly-targeted controlled circulation** in Nashville
- **We believe in top quality print** as an incredibly effective way to consistently connect with local readers seeking your product or service.
- **Edible Nashville distributes** 20,000 copies of every issue six times a year - that's over 420,000 annual readers.
- **We take great care of our advertisers:** We offer free ad design and marketing consultation, and constantly work to ensure the ad is as effective as possible through placement and design.



facebook.com/ediblenashville



twitter.com/edibleNash



pinterest.com/ediblenashville

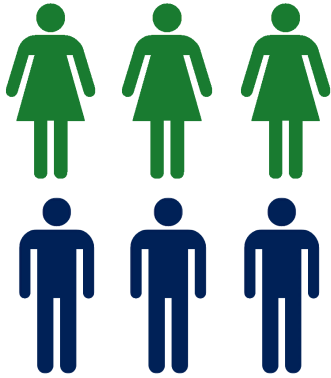


instagram.com/ediblenash



youtube.com/channel/UCPxSnsPBXtemYLaH2zeSlgA/about

By the Numbers



51% are women, 49% are men.
Median reader age is 34.

Targeted Demographic

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, sustainably made or had a story behind it.

3.5 average number of readers each Edible magazine is shared with

76% make a restaurant reservation before a hotel reservation when planning a trip.

Edible readers travel for pleasure **14** days per year.

Circulation is **20,000** copies every six weeks, audited by Verified Audit Circulation.



This data was derived from a readership survey of Edible readers across North America. Readers of Edible publications discover their communities and the businesses they want to patronize in the pages of Edible magazines.

Why Advertise in *Edible Nashville*?

1 Great exposure across Nashville

You'll stand out in a beautiful coffee-table publication that attracts attention and has longevity

2 Your ads go beyond print

Your ads are amplified on our digital and mobile platforms, and on our extensive social media networks

3 Your ad gets read – as an advertiser you will get *Edible* magazines to give to your customers, free of charge

By aligning yourself with *Edible Nashville*, you are making a strong statement about the things you value: Quality, Community, and Authenticity

4 You won't get lost in the crowd

Advertising in *Edible* is good real estate. There will always be more beautiful editorial and photography than advertising content

5 We are the only magazine dedicated solely to strengthening our local food community

Our Readers

Edible readers (there are over 80 independently-owned *Edible* publications in North America) are intelligent, informed and passionate consumers that place a premium on quality food and beverage products and culinary experiences. They look for value, but don't mind paying more for exceptional quality—especially if there is a good story behind it.

Edible readers are champions of local businesses—and not just when it comes to food and drink. They dine out frequently, but are also terrific home cooks, gardeners, 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 Nashville*.

- **93%** Cook for pleasure
- **84%** Enjoy dining out
- **70%** Garden
- **55%** Entertain at home
- **89%** Enjoy wine, beer, and spirit tasting and touring
- **40%** Go camping, hunting, and fishing
- **82%** Get out to bicycle, run and hike
- **68%** travel
- **44%** enjoy art museums and galleries

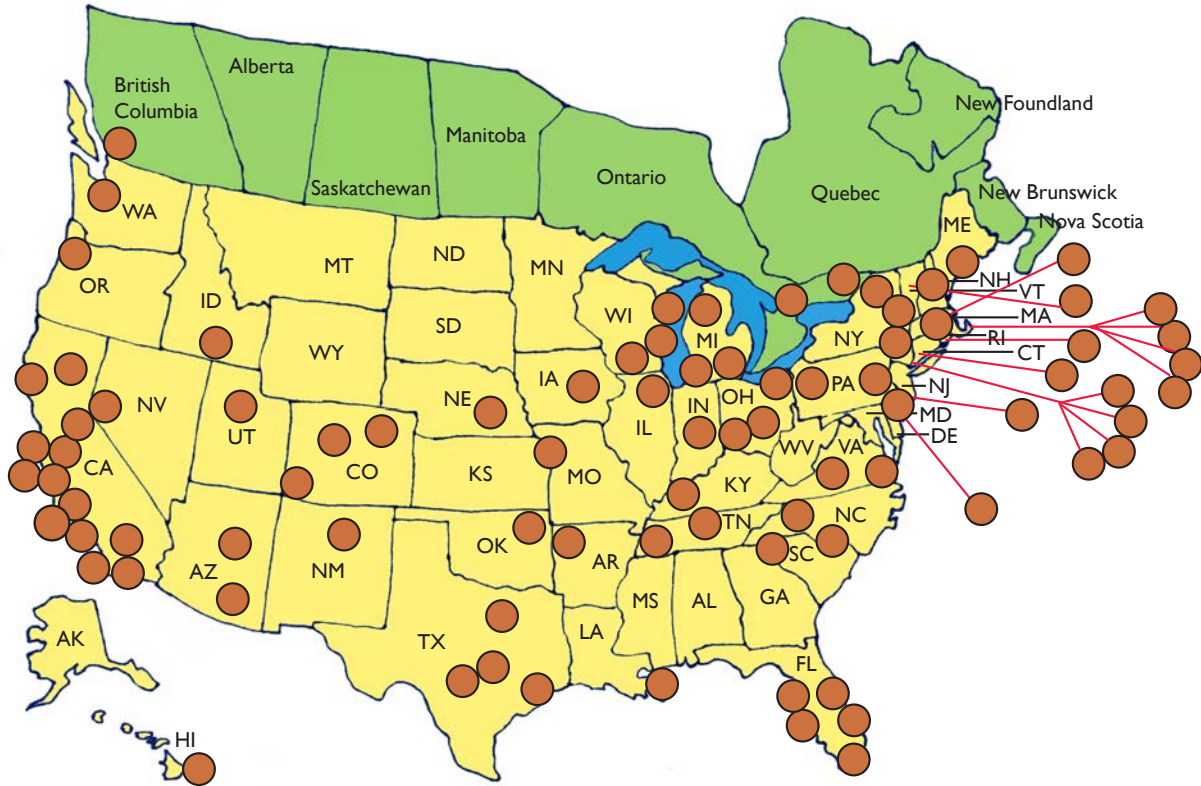
-Survey information collected by *Edible Communities*



*edible*FEAST

Watch *The Victory Garden's Edible Feast* on local PBS station.
Ask us how you can become a sponsor!
ediblefeast.com

Edible Communities Distribution Map



Edible Nashville Distribution

There is something almost magical in the juxtaposition of excellent typography, luscious photographs, the sheer tangibility of holding a well-designed publication, supported by the reach of the web, television and social media.

Our goal in bringing the gift of *Edible Nashville* is to be a community resource that connects the bounty of seasonal, locally grown foods, a place to get to know our local farmers and artisans, and learning more about what our region has to offer in the way of great dining, delicious day trips, vintners, distillers, brewers, food events and festivals. We want to tell the stories behind our local food that so many of us take for granted.

Every two months we serve up a palate of profiles, features, and recipes that illuminate the season as well as the people who work so hard to bring the harvest to our tables. Throughout the magazine we include the artistry of local food through stunning photography and illustrations. *Edible Nashville* is a feast for the eyes, the intellect, and the palate.

We offer a wide range of free, value-added extras including text listings in print and online, web links, promotion of

Testimonials

“ *Edible Communities* is more than a group of high-quality, regional print magazines with compelling storytelling and visual narratives. Through electronic and digital platforms— websites, social media, *Edible Radio* podcasts, and popular local events—its food journalism carries regional stories to national and global audiences. We believe that in years to come the collected work of these unique publications will serve as a valuable resource for exploring the impact of regional food and agriculture from a grassroots perspective. ”

— James Beard Foundation Awards Committee

“ *Edible* magazines have become a recognized brand name in the food world. A complete list of press clips is shown at the *Edible Communities* website and includes: Bon Appetit, Gourmet, The Los Angeles Times, The New York Times, Saveur and more. ”

— The New York Times

Greetings from *Edible Nashville*

We know you are besieged with solicitations to spend money on marketing. In a crowded and noisy marketplace, we believe we have created an island of calm and quality—and we invite you to consider *Edible Nashville*. The reason? There is simply no other medium with the combination of editorial and production quality, geographic and demographic reach, incredibly cost effective rates, and a hyper-local niche.

WHO ARE WE?

We are 100 percent locally-curated and published, though we do license a national brand that tourists recognize from more than 80 cities in the United States and Canada. The magazine unabashedly celebrates all things local about food and drink in this rich region of Tennessee, telling compelling stories of artisans, innovators, purveyors and chefs. Beyond just a “foodie” magazine, we seek cultural intersections, explore heritages and make discoveries, bringing this region to life in our beautiful pages.

WHERE ARE THE MAGAZINES FOUND? WHO READS THEM?

Edible Nashville can be found across Nashville, Tennessee at quality grocery stores, gourmet product shops, farmers markets, specialty food stores, and retail venues that share our values. Our current press run is **20,000 copies each issue six times a year**. We are constantly improving our distribution system to match target readers with the magazine. Since we invest heavily in top quality editorial content, our magazines are shared widely and are truly collectible. The magazine essentially selects its demographic target: an informed, passionate, affluent consumer that is seeking quality products and experiences. Your business should make their acquaintance!

DOES PRINT ADVERTISING WORK IN THE DIGITAL AGE?

In the words of *New York Times* media columnist David Carr: “**Print continues to be a remarkable technology...with its own durable glories.**” He’s not talking about newspapers, but the power of excellent niche print media. There is something almost magical in the juxtaposition of excellent typography, luscious photographs, the sheer tangibility of holding a well-designed artifact in your hands. You can’t get that experience from online, radio, TV, a tablet or smart phone. *Edible Nashville* features outstanding photography and design, top-notch journalism, and is printed on a high quality matte stock and perfect bound. It’s something to cherish and return to again and again.

And here’s the secret: This singular editorial package creates an unparalleled environment for your advertising. *Edible Communities* readers report that they pick up the magazine specifically to read our gorgeous ads. *Edible Nashville* is a trusted guide to shopping locally in Tennessee for products and services. It is also a great resource for tourists. Celebrating what makes Nashville special is a huge part of our editorial mission. **By advertising with us, you are aligning yourself with the magazine, its mission, and are making a direct connection with more than 90,000 like-minded readers.** (And yes, our magazine also exists in the digital realm, available on our website and in a dynamic digital flip-book edition.)

DO YOU ACCEPT ADVERTISING FROM NON-FOOD & DRINK-RELATED BUSINESSES?

Yes! But we do have a filter regarding our acceptance policy and we don’t accept just any ad. Our readers appreciate the quality of the advertising and we want to keep it that way. We curate ads that we think our readers will appreciate.

WE TAKE CARE OF YOU.

We don’t take your business for granted. Our staff constantly works to improve the value and effectiveness of your ads. We offer free top quality design and production to all contracted clients. We are happy to feature your business in our social media. We consider you to be a partner in building a strong and prosperous local foods economy.

Take a close look at *Edible Nashville*...and make the intelligent decision to invest your precious marketing dollars in a medium that is committed to generating a genuine return on that investment. We’d love to have you join us at the table!



Congratulations on becoming an *Edible Nashville* advertiser!

We pride ourselves on being as helpful as possible for our advertisers. If you have any questions,
**please contact Editor, Jill Melton: jill@ediblenashville.com or
Publishers, Howard and Julie Slaughter: publisher@ediblenashville.com**

Please complete this checklist:

Deadlines

<input type="checkbox"/> Fill out the Advertising Agreement Form	Jan 22, Mar 24, May 22, Jul 22, Sept 22, Nov 22
<input type="checkbox"/> Send the Ad Artwork If you design the ad: <ul style="list-style-type: none">• Send us the file (PDF with outlined text or 300+ DPI CMYK image)• Send them to advertising@ediblenashville.com If we design the ad: <ul style="list-style-type: none">• Send us high-resolution photos and logo (see explanation below)• Text for the ad, and which text has highest priority• Notes about how you want it to look• Send them to advertising@ediblenashville.com	Jan 29, Mar 31, May 29, Jul 29, Sept 29, Nov 29
<input type="checkbox"/> Send payment to Edible Nashville at PO Box 58322, Nashville, TN 37205	Jan 29, Mar 31, May 29, Jul 29, Sept 29, Nov 29
<input type="checkbox"/> Send the name, address, phone, website and 20 word description of your business for the Eat Local Guide (free with paid ad), and for the advertiser index (free with paid ad).	Jan 22, Mar 24, May 22, Jul 22, Sept 22, Nov 22
<input type="checkbox"/> Add yourself to our mailing list at ediblenashville.com	
<input type="checkbox"/> Add us to your press contact list so we can stay informed on your news!	

Eat Local Guide Listing Rate: Included in your ad price is a free listing in the Eat Local Guide and on ediblenashville.com

Eat Local Guide ONLY: Full-year 6x contract required, \$250 per issue for 1 location listing. Advertisers listed in the Eat Local Guide must be a restaurant, bakery, or cafe, and must fit the following criteria: Sources ingredients from our region whenever possible and available; has personal working relationships with farmers, fishermen, brewers, vintners, and local food producers; is open to customer questions regarding sourcing of ingredients.

Other Advertising Options:

- Guaranteed positioning available for an extra 15%.
- Insert information & quotes available on request.
- Professional advertising and design services are available. Please ask!

Ad File Format Specifications:

- 300+ DPI TIFF or highest-quality JPG, CMYK
- EPS or PDF file with fonts embedded or outlined
- Please make sure your ad is the correct dimensions (see opposite side) and is CMYK, not RGB.
- Full-bleed ads: Please make sure no text is within ¼th inch of the trimline.

Here are some terms you may need to know:

- **BLEED** - To print right up to the edge of the page, printers print past the edge of the page, then cut it to size. The area that's printed on, but is cut off, is called the bleed.
- **HIGH-RES/DPI** - Dots Per Inch, also called resolution. This describes how many dots are printed in one square inch of paper. Computer monitors have much lower resolution (72) than print (300+), so images that look big on your computer need to look huge on your computer to look good in print.
- **CMYK/RGB** - Our printer combines Cyan, Magenta, Yellow, and Black to make colors. Computers use Red, Green, and Blue.
- **TIFF** - An image file format that is very large, but doesn't compress the image to save space, and so is great for print.
- **JPG** - A compressed image file format that trades quality for a smaller file size. JPG's can be used as long as they are set to high quality (low/no compression) and are at least as big as the size required (see the opposite side for pixel dimensions for ads).

Advertiser Agreement

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NASHVILLE

First & Last Name _____ Business Name _____
Business Address _____ City _____ State _____
Zip Code _____ Phone _____ E-mail _____
Ad size _____ Number of Insertions _____ Ad Rate _____
Issue date of first insertion _____ Ad changes contact person _____
Billing contact _____ *Edible Nashville Account Manager* _____
Mailing address _____
E-mail address _____ Website _____
Special Notes _____

TERMS AND CONDITIONS

1. All contents of advertisements are subject to *Edible Nashville's* approval. *Edible Nashville (EN)* reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. *EN* reserves the right to insert the word "advertisement" above or below any copy.
2. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If a contract is canceled before the contract has been completed, cancellation is also subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions. Repayment of discounts, waived charges and the penalty charge will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.
3. Positioning of advertisements is at the discretion of *EN*, except where a request for a specific preferred position is acknowledged by *EN* in writing.
4. *EN* shall have no liability for errors in key numbers or advertisers' index (Source Directory).
5. *EN* shall have the right to hold advertiser and or advertising agency jointly and severally liable for such monies as are due and payable to *EN* for advertising which advertiser or its agent ordered and which advertising was published.
6. Conditions other than rates are subject to change by *EN* without notice.
7. In the event that any amounts due *EN* under this agreement are not paid in accordance to prescribed payment terms (net 10 days), *EN* reserves the right to charge interest for delayed payment of 1 ½% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
8. This agreement shall be governed and constructed in accordance with the laws of Tennessee. In the event that commercial collection or legal proceedings be instituted by *EN* to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.

Signature _____ Date _____

Eat to the Local Beat

jill@ediblenashville.com • 615-513-4465 • www.ediblenashville.com

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edible COMMUNITIES PUBLICATIONS



2011
James Beard
Foundation
Publication
of the Year

Want to know what's brewing in Brooklyn, sautéing in San Francisco, appetizing in Austin or hatching in Hawaii? Get the best authentic food stories directly from the fields and kitchens of its *edible* communities.



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