



*edible*  
CHARLESTON

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*edible*  
COLUMBIA

2018 MEDIA KIT



# WHO READS EDIBLE?

*Edible Charleston* & *Edible Columbia* readers are intelligent, informed, and passionate consumers that place a premium on quality products and experiences. They look for value, but don't mind paying more for exceptional quality.

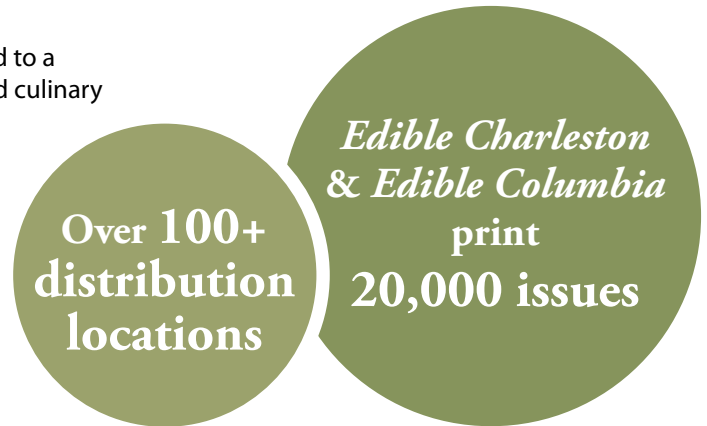
## OUR AUDIENCE:

They are affluent, actively involved in their local community, committed to a healthy lifestyle, enjoy cooking and entertaining, travel for pleasure and culinary adventure, plus actively seek food-related experiences.

- 54% are women, 46% are men
- 63% are between 25-40 years old
- 92% are college graduates
- Median reader age is 34

## THEIR HABITS:

- 52% enjoy spirits, beer or wine nightly
- 50% dine out or order in more than 4 nights per week
- 25% entertain in their home at least once a week
- 92% cook at home
- 58% consider themselves "skilled" cooks



# WHY ADVERTISE WITH US

- **DIGITAL INTEGRATION:** Advertising packages can include an online business listing, social media support, and hyperlinked content from the digital edition of our magazine.
- **TARGETED AUDIENCE:** Our readers are serious food and drink enthusiasts with a passion for good food, dining out, and supporting local businesses.
- **DISTRIBUTION AND TAKE RATE:** 20,000 copies, four (4) times a year, at 100+ strategic locations from Charleston, Summerville, Pee Dee, Columbia, Aiken, Rock Hill and beyond. Our take rate is over 98%, and our magazines have a long shelf-life. They are kept in homes for reference or frequently passed along to family and friends.
- **COMPETITIVE RATES:** Our rates are the most cost effective in the region for reaching connected consumers who sincerely care about businesses like yours.
- **GUESTS COPIES:** Advertisers receive a supply of *Edible Charleston* or *Edible Columbia* to give to their customers, free of charge.
- **EVENT PROMOTION:** Social media marketing for your upcoming events and visibility at events hosted by *Edible*.

# ADVERTISING RATES (per issue)

Print	Charleston		Columbia	
	1 Issue	4 Issues	1 Issue	4 Issues
Spread	\$5500	\$4200	\$5200	\$3950
Back Cover	\$4500	\$3300	\$4200	\$3050
Inside Front/Back	\$3800	\$2800	\$3500	\$2550
Full Page	\$3000	\$2200	\$2750	\$2000
3/4 Page	\$2250	\$1650	\$2200	\$1600
Half Page	\$1600	\$1300	\$1550	\$1150
3/8 Page	\$1300	\$1000	\$1250	\$ 950
Quarter Page	\$ 900	\$ 700	\$ 875	\$ 600
Eighth Page	\$ 500	\$ 375	\$ 500	\$ 375
Buy Local Guide	\$ 200	\$ 200	\$ 200	\$ 200

THEMES + DEADLINES			
Issue	Theme	CHAS Ad Space	COLA Ad Space
Winter	Rooted	Jan 2	Jan 2
Spring	Grow	Mar 2	Mar 9
Summer	Heat	June 1	June 8
Fall	Preserved	Sept 21	Sept 21

Join us in celebrating and sharing the best of our local food community.

[sales@ediblecolumbia.com](mailto:sales@ediblecolumbia.com)

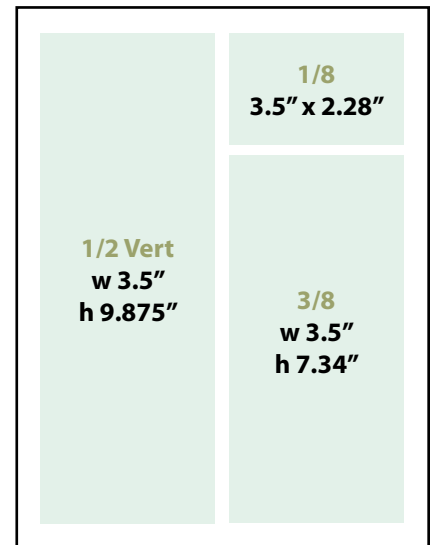
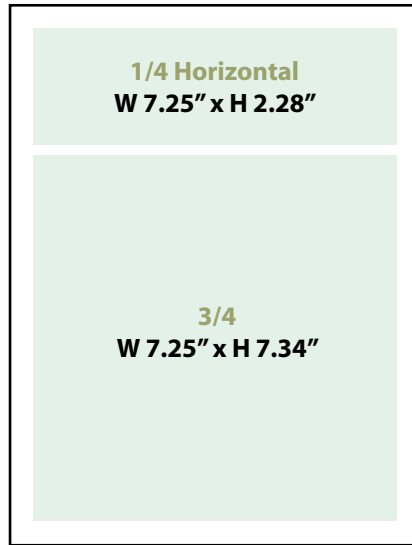
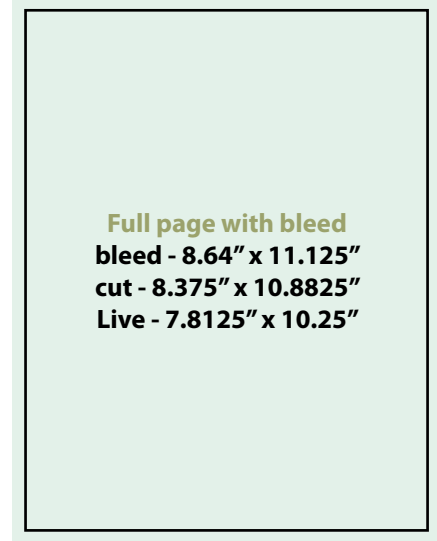
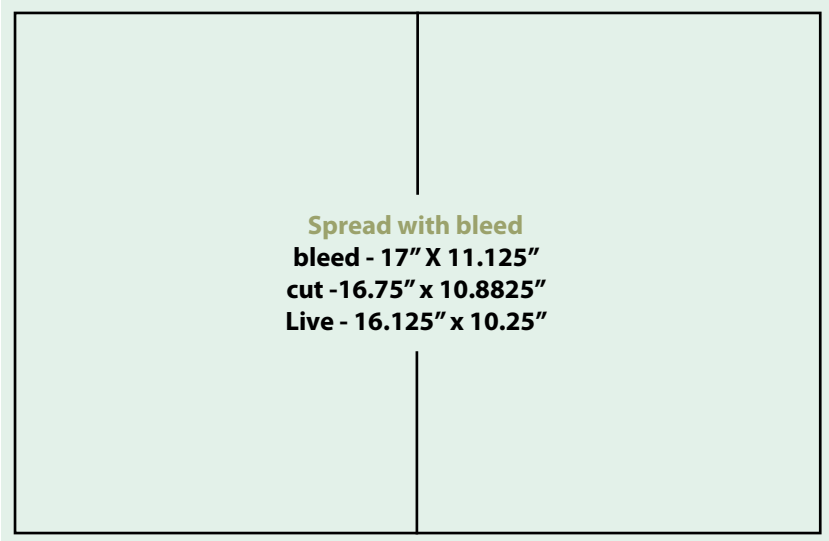
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# AD SPECS

*Please ensure the following:*

TIF or .PDF digital format, CMYK color mode & 300 DPI resolution



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