

## media kit 2022



### The right package: Edible South Florida

“Reading magazines in print is a nice break from screens.”\*

64% of 18-34-year-olds say that even in the digital age, they love the touch and feel of a printed magazine.\*

Female magazine readers, including one-third of millennial women, read magazines more than ever during the COVID-19 pandemic.\*

88% of US adults read a magazine in the last six months, as have 90% of adults under the age of 25. A clear majority of readers still love the experience of the printed magazine, no matter their age or income.\*

Magazine + website increases ad effectiveness.\*

Paper readers remember more – more focused attention, less distraction. They notice ads and take action.\*

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\*Source: 2021 MPA Factbook [magazine.org](https://magazine.org)

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## Your local champion: Edible South Florida

*Edible South Florida* taps into **what people care about right now** – the local food movement, sustainable living, chefs and restaurants, food and drink artisans, farm-fresh produce, healthy school lunches, community gardens and backyard gardening, recipes using seasonal fare, craft beer and cocktails. **It's the right vehicle for advertisers right now.**

**Reach 45,000+ loyal readers every issue\*.** Our readers put their money where their mouths are. They believe fervently in supporting local businesses.

**Your ad buy goes far, lasts long.** *Edible South Florida* is quarterly, so your message stays in front of our readers. Our cost-effective program includes print, online and social media for 24/7 coverage.

**Your message is in a quality publication.** *Edible South Florida* is not a throwaway publication or an unwanted magazine that goes from mailbox to the recycle bin. This award-winning publication has been reaching engaged consumers since 2010. Printed on high-quality stock and filled with engaging editorial content, *Edible South Florida* has been honored by peers in the industry, receiving multiple Sunshine State Awards from the Society of Professional Journalists' Florida chapter; the Florida Magazine Association and J&W Zest Awards.

**Worthy of display on many a coffee table.** We're distributed free at select retailers, farmers markets, visitor attractions and more – but people love us so much that some pay to subscribe.

**Readers do more than trust us. They love us.** Talk about an emotional connection! Our readers love the look and feel of our magazine and the stories we tell. They trust the *Edible* brand, 75+ publications strong in North America. Join us and share the local love!

\*Pass-along readership of 3.0 readers per copy



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Contact Gretchen Schmidt today: 305-389-1644 or [gretchen@ediblesouthflorida.com](mailto:gretchen@ediblesouthflorida.com)

# readership/demographics

## Who reads *Edible South Florida*?

Our readers are champions of local businesses. They have a passion for dining out, cooking, wines, cocktails and craft beers, gardening, supporting food artisans, attending events, travel and being involved in the community. They're fiercely loyal. **They're exactly the readers you want to reach.**

### Reader profile

**Skewing female, the *Edible* reader is well educated and financially secure.**

- Female/Male 82%/18%
- Age 18-49 30%
- 35-49 20%
- **35+** **63%**
- 50-64 43%
- College educated 77%
- Employed (full- or part-time) 79.8%
- Income \$100+ 55%
- \$150K+ 33%
- Own home 80%

### *Edible* readers love to go out to eat ...

- 71% choose to dine out at least 2 times or more a week
- In the last six months, readers have dined at the following types of establishments:
  - Fine dining 83%
  - Family 74%
  - Farm-to-table 70%
  - Food trucks or pop-ups 50%
  - Vegan/vegetarian 40%

### ... and they're also enthusiastic home cooks and highly selective consumers.

- When they find a product they like, they typically recommend it to people they know 95%
- They try to buy foods that are grown or produced locally 96%
- They look for healthier options 97%
- They shop at farmers markets 65%

### *Edible* readers follow our magazine, website, social media and events, too.

- Readers pick up their copies at local businesses 84%
- Respondents engage with *Edible* online 75%
- Respondents who follow *Edible* on social media 32%

## What do 50% of respondents like best about *Edible*? "It's local!"

### Readers trust our content – and take action as a result of reading it!

- 93% report taking some sort of action as a result of reading *Edible* or visiting an *Edible* website. They visit specific stores, advertisers' websites, prepare recipes, discuss articles.

## 96% of readers say they'd be likely to patronize a restaurant featured in *Edible*.

### They are active travelers seeking a local experience and rely on *Edible* to be their travel guide. They prefer luxury travel options.

- 62% use *Edible* information to find the best local restaurants
- 77% stayed in a luxury hotel or resort in the past 12 months.

### *Edible* readers are enthusiastic home gardeners at varying levels of skill.

- 59% of respondents self-identify as skilled or competent gardeners.

### *Edible* readers care about sustainability and support businesses that share their values.

## 90% look for environmentally conscious brands.

- 81% are loyal to brands that share their values.
- 87% will pay more for brands that have sustainable practices.

\*Source: 2020 Readership Study conducted by GfK MRI

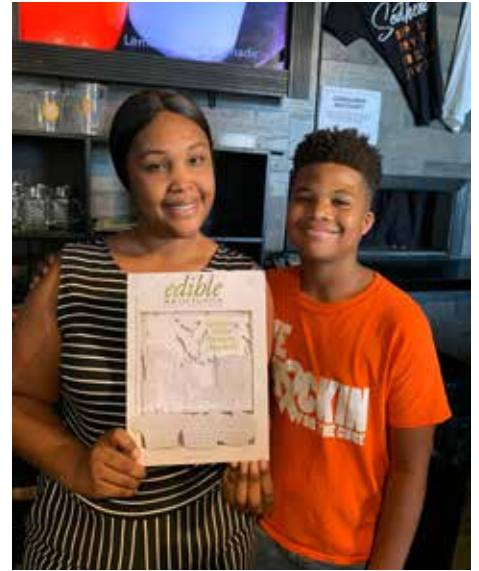


# editorial



## Award-winning content and photography

- 2021: First place, covers, magazines, Sunshine State Awards, Florida Society of Professional Journalists (SPJ)
- 2020: Second and third place, food and travel writing, Sunshine State Awards, Florida SPJ
- 2019: First place, covers, magazines, Sunshine State Awards, Florida SPJ
- 2017: First place, public service reporting, magazines, Sunshine State Awards, Florida SPJ
- 2013: Florida Magazine Association (FMA) Silver Award for Best Overall Publication (Consumer: 20,000 circulation)
- 2012: FMA Charlie Awards for Best Overall Publication (Consumer 20,000 circulation) and Best Use of Photography
- 2011: FMA Bronze Award for Best Column for columnist Dr. Richard Campbell's Sustainable Living
- 2011: The James Beard Foundation honored *Edible South Florida* and the nearly 70 other titles publishing within the Edible Communities network of regional food magazines as 2011 Publication of the Year



## Editorial calendar\*

### WINTER

High season: South Beach Wine & Food Festival, Key West Food & Wine Festival, Coconut Grove Arts Festival, farmers markets, chefs and restaurants, new bars

### SPRING

Sustainability focus, tropical fruits and vegetables, O, Miami Poetry Festival, heritage, Earth Month,

### SUMMER

Tropical fruits, Miami Spice restaurant month, healthy school lunches and school gardens, grilling, plant-based fare

### FALL

Growing season and farmers markets, SEED Food & Wine Festival, plant-based foods, Miami Book Fair, holiday recipes and gifts

\*subject to change



## Original, quality content in every issue

In *Edible South Florida*, your message is surrounded by high-quality articles and columns readers look forward to in every issue.

### departments

- CALENDAR OF EVENTS
- FARMERS MARKETS
- LIQUID ASSETS: Beer, Wine, Cocktails
- EDIBLE ARTISAN
- EXTENSION CONNECTION
- EDIBLE GARDEN
- WHAT'S IN SEASON
- FARM TO TABLE
- ROAD TRIP
- SUSTAINABLE LIVING
- RECIPES
- EDIBLE COMMUNITIES SIGNATURE SECTION

### compelling features

- Food, drink, recipes, sustainable living, gardening articles from expert writers in South Florida
- Thoughtful coverage on food deserts, school, urban and community gardens
- Portraits of local people in the food movement
- Enlightening restaurant, food- and drink-related stories ... and much more
- Edible Communities Signature Section:



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# digital & social

## Share our great social media connections

At *Edible South Florida*, we love connecting one-on-one with our followers on Twitter (@EdibleSoFla), Facebook and Instagram. Best of all, folks love connecting with us! We're influential when it comes to South Florida, food, markets, restaurants, gardens, beer and recipes. **Our followers take action.** If you're new to the social media community, we'll show you how to join in the conversation and grow your business.

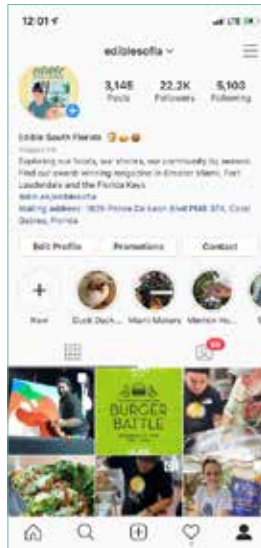
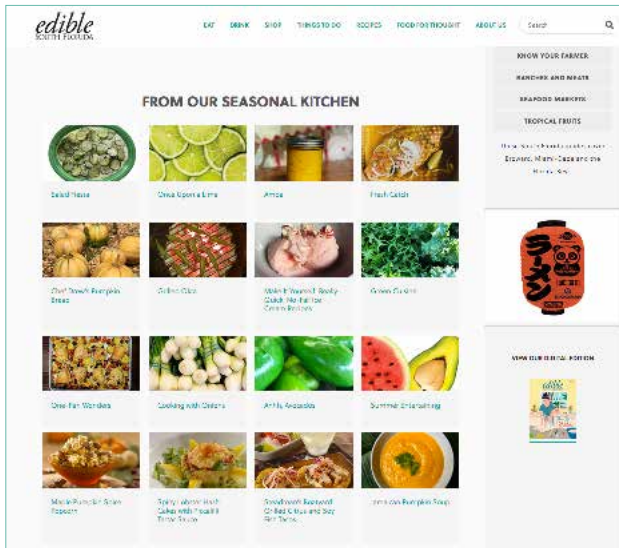


## Instagram

Event, food and drink coverage plus special campaigns – like #ediblesoflaholidaybake – drive engagement.

## Online

Packed with info: recipes, farmers markets, CSA guides, events, blog, local and seasonal produce, much more.



## Twitter and Facebook

High levels of user engagement! We share events, retweet, answer questions, drive traffic to businesses and events. People rely on us for information about what's happening, what's growing, where to eat and what to do.



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# marketing opportunities

## Create your marketing plan with *Edible South Florida*

Regional magazines with a strong sense of what they stand for, a devoted readership and an integrated marketing program are thriving. *Edible South Florida* is one of those publications.

## Our social media offerings

Advertisers get extra special social #locallove:

@EdibleSoFla Twitter 24K followers

@EdibleSoFla Instagram 30K followers

Edible South Florida Facebook 7K followers

Our website, [ediblesouthflorida.com](http://ediblesouthflorida.com), tells the whole story. There's a fully interactive digital edition of the current issue, articles covering current events and happenings, our ever-growing collection of recipes, advertiser information and a handy, up-to-date farmers market guide – and integration with the powerful Edible Communities via [ediblecommunities.com](http://ediblecommunities.com).



## Special sections, inserts, gatefolds

Advertisers can reach our engaged readers through special marketing sections. Some examples: Baptist Health/Homestead Hospital sponsored a perforated pullout section listing year-round farmers markets and a local harvest calendar, giving users a handy reference guide with year-long shelf life. The GMCVB sponsored a Tropical Fruit Guide with recipes and places to explore. Inserts are also available.



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# where to find us

## Distribution points reach locals and visitors

Advertisers get Edible South Florida delivered to their businesses and replenished as needed. Key events also get copies for distribution. As partners for many key food and drink events, we often hand out copies in person at our booths. Since South Florida is a year-round tourist destination, copies are available at attractions and visitor centers. We also mail to subscribers and our digital edition is available online.

## Milam's Markets

Coconut Grove  
Redbird (Gables/S. Miami)  
Miami Springs  
Pinecrest

\*Miami Book Fair International (fall)  
Vizcaya Farm Village events  
\*Rum Renaissance Festival (fall)  
Food Day, University of Miami (Oct.)  
Carnaval Miami, Coral Gables

## Farmers markets

Urban Oasis Markets (Upper East Side, Arsht Center downtown, South Miami City Hall, Vizcaya Village)  
Redland Community Farm and Market  
\*Community Markets (Lauderdale By-the-Sea, Tamarac, Plantation, Imperial Point)  
Yellow Green Farmers Market, Hollywood

+ addl. artisan distribution

## Parks and cultural attractions

\*Redland Fruit & Spice Park  
\*HistoryMiami  
\*Coral Gables Museum  
\*Miami Beach Botanical Garden  
\*Bakehouse Art Complex  
\*Jewish Museum of South Florida  
\*Vizcaya Museum and Gardens  
\*Deering Estate  
Tropical Audubon Society  
\*Dade Heritage Trust, Brickell  
The Barnacle Historic State Park

## Festivals and events

\*SEED Food & Wine Festival (Fall)  
Redland Heritage Festival, Summer Fruit Festival, Fruit and Spice Park  
O, Miami Poetry Festival (Spring)  
Burger Beast events: Croquetapalooza, other events (year-round)  
Miami Spice (Greater Miami CVB)  
Oakland Park CRA  
Slow Foods Miami (various)  
Redland Riot Road Rallye (Jan.)  
\*Coconut Grove Arts Festival  
Culinary Arts Pavilion

## Restaurants, shops and artisans

Wolfe's Wines, Coral Gables  
House of Per'la, Coral Gables  
Panther Coffee, Wynwood  
\*Azucar Ice Cream, Little Havana and Downtown Dadeland  
Fireman Derek, Wynwood and Coconut Grove  
Mima Market, Miami Shores  
Paradis B&B, North Miami  
Proper Sausages, Miami Shores  
\*Key West Legal Rum Distillery  
Date & Thyme, Key West  
\*Robert Is Here, Homestead  
Books & Books, Coral Gables  
Big Game Liquors, Miami  
\*Stoned Crab, Key West  
Square Grouper, Cudjoe Key & Islamorada  
Books & Books, Coconut Grove  
MEAT, Islamorada  
Gaucho Ranch, Little River  
SEB Mattress, Coconut Grove  
Babe's Meat & Counter, Palmetto Bay  
Isabel, South Miami  
Aventura Mall  
Sobremesa, Miami Shores  
The Plantisserie, Little River

## Tourist information centers

\*Coral Gables  
Visitor Information Center  
\*Art Deco Welcome Center, South Beach  
\*South Dade Visitor Center (UF/IFAS Extension office)  
\*Coconut Grove BID



Tropical Everglades Visitor Center  
Key Biscayne Chamber of Commerce  
Little Haiti Cultural Complex  
Islamorada Visitors Center

## Healthcare

Baptist Health/Homestead Hospital  
Primary Medical Care Center,  
Lauderdale Lakes

## Farms, CSA distributors

Bee Heaven Farm, Redland  
Dade Farm Bureau  
Urban Farming Institute, Oakland Park  
Teena's Pride  
Rare Fruit and Vegetable Council,  
Southwest Ranches  
Tree Amigos Growers, Davie

## Other

Hospital and doctors offices  
in South Florida  
Pinecrest and Coral Gables branch  
libraries  
Event goody bags

*Note: Some events and venues are paused because of the pandemic.*

*\*denotes tourist destinations or events*

# 2022 rates, dates, specs

## quarterly interior ad rates per insertion

SIZE	SPECS (WIDTH X HEIGHT)	1x	4x WITH ANNUAL CONTRACT PER INSERTION
full page trim	8.375" x 10.875"	\$3,100	\$2,785
full page bleed	8.625" x 11.125"	3,100	2,785
Half page vertical	3.625" x 10"	1,680	1,470
Half page horizontal	7.375" x 4.875"	1,680	1,470
Quarter page	3.625" x 4.875"	995	840
SPECIAL sixth page*	3.625" x 3.25"	–	450

\* For small businesses only; check with publisher to see if you qualify.

## premium positions and double spread

POSITION	SPECS	1x	4x WITH ANNUAL CONTRACT PER INSERTION
back cover	see above	\$4,410	\$3,780
inside front cover	see above	3,780	3,200
inside back cover	see above	3,500	3,100
two-page spread – trim	16.735" x 10.875"	5,500	5,000
two-page spread – bleed	17" x 11.125"		

All rates are net, per issue.

Creative and production services are available. Please ask for rates.

## inserts, tips, foldouts, custom projects

• We provide all services from concept to creative. Insert information and special quotes are available upon request.

## website banner ads

Header/Leaderboard in pixels	728w x90 h	\$350/month	with print ad: \$100/month
Long rectangle	300w x 600h	\$200/month	with print ad: \$85/month
Medium rectangle	300w x 250h	\$150/month	with print ad: \$75/month

Animations: 40k max GIF/JPEG; 150l max Flash; up to 3 loops with 15 seconds max animation (loops combined)

**Also available: Homepage takeovers and other digital promotions.** Rates available upon request.

## sponsored/branded content

• Available in print and online. See homepage. Rates available upon request.

## social media

• Sponsored, custom posts on Facebook, Instagram and Twitter rates available upon request.

## 2022 dates

	WINTER 2022	SPRING	SUMMER	FALL	WINTER 2023	SPRING
ad deadline	dec. 13, 2021	mar. 11	june 10	sept. 9	dec. 11	mar. 10
publication date*	jan. 15, 2022	april 15	july 15	oct. 15	jan. 15, 2023	april 15

\*Estimated dates – please be aware that pandemic-related supply chain and delivery issues may cause delays.

Terms: Net cash payment is due on signing for single-issue frequency contracts. All contracts are non-cancellable by advertiser unless otherwise agreed upon in writing. Edible South Florida reserves the right to reject any advertising if we deem it inappropriate in any way.

Specifications:

- 1 Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim. Live image area for full page ad is 7 5/8" x 10 1/8".
- 2 PDF/X-1A files are preferred. Submit a proof with your ad submission; by choosing not to, the color reproduction will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. Electronic files are to be sent in Macintosh format only. Accepted programs include, Photoshop, Illustrator and InDesign. Include all PostScript and screen fonts. Include all images as JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press.
- 3 Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed. Live matter in the facing-page subject cannot be closer than 3/8" to the gutter.
- 4 Full-page ads: Must include 1/8" bleed on all sides. When you PDF your ad, go to "Marks and Bleeds" and set offset to 0.25 inches. Make sure to check "Crop marks" and "Bleed marks."



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