

# *edible*

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## EVENTS

It's who you want to reach –half a million very special people.

### UNIQUELY POSITIONED

Trusted by both food and drink enthusiasts AND the trade, buyers up and down the food chain use Edible to source new products and ideas.

### THEY WANT YOU

89% would pay more for a product that is local, organic, humanely raised, sustainably made or has a story behind it.

### SETTING TRENDS

We chronicle and celebrate local food and drink culture from Manhattan to Montauk—an area of the country known for setting nationwide trends.





# *edible* EVENTS

## WHY DO OUR EVENTS WORK?

### Take it from our attendees:

- 96% say they purchase wine, beer or spirits they try at the event.
- 99% say they visit a restaurant or seek out a food product present at the event.
- 95% say they recommend these products to friends and family after the event.
- 98% would come to another Edible event.

[Based on May 2014 survey of  
2000 Edible event attendees.]

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EVENTS



## WHY DO OUR EVENTS WORK?

This live space  
engagement is  
reinforced by how  
readers use the  
magazine

- 85% keep their issues for 3 months or more.
- 70% read *edible* to source new restaurants and products.
- 83% have purchased a product or visited an establishment as result of reading *edible*.

[Based on June 2014 survey of  
20000 *Edible* readers.]

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## EVENTS

### WHO THEY ARE

54% are women, 46% are men

Average HHI is \$185,000

63% of our readers are between 25-40 years old

Median reader age is 34

92% are college graduates

81% are professionals, educators, chefs/restaurateurs

### THEIR HABITS

52% enjoy beer, wine or another drink nightly

50% dine out or order 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

24% consider themselves "advanced" cooks





# *edible* EVENTS

**BEAUTIFUL,  
OFF-THE-BEATEN-PATH  
LOCATIONS**

Our events are seasonal in nature and offer our audience an array of local edibles and drinks, cooking demonstrations, information on food-related nonprofits, music and much more.

# edible

EVENTS

## CALENDAR OF EVENTS 2015

JANUARY

JANUARY



**GOOD SPIRITS**

BROOKLYN

FEBRUARY

FEBRUARY



**GOOD SPIRITS**

MANHATTAN

MARCH

MARCH



**GOOD CIDER**

MAY

MAY



**BROOKLYN UNCORKED**

JUNE

JUNE



**EAT DRINK LOCAL BBQ**

JULY

JULY



**GOOD BEER**

AUGUST

AUGUST



**FOOD TRUCK DERBY**

SEPTEMBER

SEPTEMBER



**MONTAUK BEER FESTIVAL**

OCTOBER

OCTOBER



**EDIBLE ESCAPE**

NOVEMBER

NOVEMBER



**EDIBLE HOLIDAY MARKET**

DECEMBER

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EVENTS

6TH  
ANNUAL

# GOOD SPIRITS MANHATTAN

FEBRUARY  
**26**  
2015

A night of outrageous cocktails, spot-on food pairings  
and more booze than you can shake a muddling stick at.



## THE LOCATION

Altman Building,  
Manhattan

## WHO'S INVOLVED

30 local distillers and  
30 restaurants serve  
outrageous cocktails  
with spot-on food  
pairings.

## ATTENDANCE

**800**  
at \$50/ticket

*edible*  
EVENTS

1ST  
ANNUAL

# GOOD CIDER

A night of celebrating the New York cider scene.

MARCH  
**18**  
2015



## THE LOCATION

Tribeca  
Three Sixty°,  
Manhattan

## WHO'S INVOLVED

30 local cideries serve  
outrageous ciders  
with spot-on food  
pairings.

## ATTENDANCE

**800**  
at \$50/ticket



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EVENTS

9TH  
ANNUAL

# BROOKLYN UNCORKED

**MAY**  
2015



**NEW YORK  
STATE'S BEST  
WINES PAIRED  
WITH NEW YORK  
CITY'S BEST  
CHEFS AND  
FOODMAKERS.**

#### THE LOCATION

TBD,  
Brooklyn

#### WHO'S INVOLVED

40 winemakers and  
35 restaurants pour local  
wines, paired  
with local eats.

#### ATTENDANCE

**1000**  
at \$75/ticket

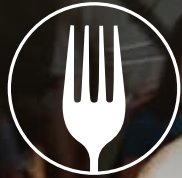
*edible*  
EVENTS

7TH  
ANNUAL

**GOOD BEER**

**NY'S ULTIMATE BEER &  
FOOD PAIRING EVENT**

**JULY**  
2015



**THE LOCATION**

TBD,  
Manhattan

**WHO'S INVOLVED**

35 local brewers  
35 restaurants and  
food makers serve  
beer-inspired fare.

**ATTENDANCE**

**800**  
at \$75/ticket

# FOOD TRUCK DERBY

A caravan of New York City and Long Island food trucks park amidst potato fields at the Hayground School for a bonanza of ethnic and mobile eats at the height of the Hamptons season.

AUGUST  
**14**  
2015



## THE LOCATION

The Hayground  
School in  
Bridgehampton

## WHO'S INVOLVED

A caravan of over 20  
food trucks from  
Manhattan and  
Long Island.

## ATTENDANCE

**700**  
at \$65/ticket

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EVENTS

4TH ANNUAL **EDIBLE ESCAPE**

**OCT**  
2015

Even New York locavores need the occasional world flavors. Join us at Edible Escape, where you can eat and drink like a local, wherever you go.



**THE LOCATION**

TBD,  
Lower East Side

**WHO'S INVOLVED**

40 restaurants, breweries, winemakers and food-forward travel destinations, from 20 countries and regions in the U.S.

**ATTENDANCE**

**600**  
at \$75/ticket

# edible

EVENTS

## CUSTOM EVENTS/CAPABILITIES

Using incredible food and drink as the hook, Edible produces unforgettable custom events for a range of brands and businesses. The goal is to engage and entice your existing audience, and to expand with new audiences.



### NEW FISH CITY

A popup seafood and beer festival to welcome 2000 residents and neighbors to the new Brookfield Plaza at the World Trade Center.



### FOOD TRUCK FOR SPRING

A curated display of 10 food trucks and farmers market to welcome spring shoppers to Tanger Outlets in Riverhead and Manhasset, Long Island.



### HOW TO SERIES

A monthly DIY course at Brooklyn Brewery showing soldout crowds how to make paella, pickles and launch food businesses. All paired with Brooklyn Brewery beer.



### COCKTAIL COMPETITION

A cocktail contest where customers visit bars and vote for their favorites online at a custom website hosted by Edible.

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EVENTS

## DIGITAL CAPABILITIES & FEATURES

- Online, mobile friendly event schedules
- Personalized event programs, including custom schedules, favorited speakers and exhibitors
- Event attendee networking, including attendee lists and contact options
- Social media aggregation experiences based on event location and event hashtags / keywords
- Event notifications, surveys and polls
- “Stay connected” / CRM opportunities for event participants and those interested in future events



## DIGITAL CAPABILITIES & FEATURES

### SPONSORSHIP OPPORTUNITIES:

- **DIGITAL PROGRAM LEAD SPONSOR (PRE / DURING / POST)**  
Includes branding in pre-event emails, web and app experiences
- **INTERSTITIAL EVENT SPONSORSHIP (DURING)**  
Includes branding in mid-event digital notifications and updates
- **SOCIAL MEDIA BOARD SPONSORSHIP (PRE / DURING / POST)**  
Branding within social media feeds / pinboards of event social posts
- **LIVE STREAM SPONSORSHIP (DURING / POST)**  
Can include rights to stream within the sponsor's website(s)
- **EVENT WRAP UP SPONSORSHIP (POST)**  
Branding in post-event photo galleries and videos

### \$75K

#### EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Presenting sponsor designation on all printed and digital materials.
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.
- Shared event title with Edible Cobranded website with event photos, videos and possible contests.
- Digital Program lead sponsor.

#### PRINT PROMOTION

Full-page, editorial-adjacent ads in **any four issues** of *Edible Manhattan*.

#### ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for three months, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *Edible*.

#### PERKS & BENEFITS

- 10 gift subscriptions to the *Edible* of your choice.
- 20 tickets to the event(s).





### \$50K

#### EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Sponsor designation on all printed materials including advertising prior to and signage and event guide at the event.
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

#### PRINT PROMOTION

- Full-page, editorial-adjacent ads in **any two issues** of *Edible Manhattan*.

#### ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for two months, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *Edible*.

#### PERKS & BENEFITS

- 8 gift subscriptions to the *Edible* of your choice.
- 16 tickets to the event(s).



### \$25K

#### EVENT PRESENCE

- Dedicated space on-site, size TBD.
- Logo on all printed materials including advertising prior to and signage and event guide at the event.
- Contest opportunities
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

#### PRINT PROMOTION

- Half-page, editorial-adjacent ads in **any two issues** of *Edible Manhattan*.

#### ONLINE & OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four *edible* websites for one month, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *Edible*.

#### PERKS & BENEFITS

- 6 gift subscriptions to the *edible* of your choice.
- 12 tickets to the event(s).



### \$6K

#### EVENT PRESENCE

- One 8' table at the event.
- Logo on all printed materials including advertising prior to event along with signage and event program.
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

#### PRINT PROMOTION

- One half-page, editorial-adjacent ad in **one issue** of *Edible Manhattan*.

#### ONLINE AND OTHER MEDIA BRANDING AND PROMOTION

- Logo and name inclusion on community-specific e-blasts (20K in Manhattan and Brooklyn).
- Dedicated banner ads on four edible websites for one month.
- Name inclusion in social media promotion by *Edible*.

#### PERKS AND BENEFITS

- 6 gift subscriptions to the *Edible* of your choice.
- 6 tickets to the event(s).



**\$3K**

**EVENT PRESENCE**

- One 8' table at the event.

**PRINT PROMOTION**

- One quarter-page, editorial-adjacent ad **in one issue** of *Edible Manhattan*.
- Name listing in all print ads and event materials.

**DIGITAL**

- Name inclusion in all digital materials including e-blasts, event webpage, digital program and social media promotions.

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EVENTS



**SEE WHAT  
WE CAN DO**

Watch our sizzle reel here.

