

# edible digital options

## DEDICATED E-BLAST

Our team will turn your content into an e-blast that we send to over 60k *edible* subscribers. Our high click-through rate will insure your message gets read!

Natural Gourmet Institute's Fall/Winter classes start Oct. 20, Nov. 16 and Dec. 7. Find out more [here](#). [View this email in your browser](#)

### • BECOME A • HEALTH-SUPPORTIVE CHEF

Sign up for Natural Gourmet Institute's Chef's Training Program Today



What do the owners of local restaurants Dirt Candy, Dimes, Saltie, Brooklyn Kombucha and Palo Santo have in common? They are all graduates of Natural Gourmet Institute's renowned **Chef's Training Program**®. Now registering for Fall/Winter, Natural Gourmet Institute's interdisciplinary program is offered on a full- or part-time basis and features world-class instruction in culinary technique, responsible sourcing, food & health and more.

Upcoming classes start October 20, November 16 or December 2. [Sign up now.](#)

Natural Gourmet Institute also offers in-depth coursework on culinary topics through their **Certificate Programs**. Upcoming courses include: Sustainable Meat, Food Media and Culinary Tours. Public intensives, hands-on instruction, demonstrations and lectures [for the healthy cooking enthusiast are also available.](#)

[Learn more>>>](#)

\* Natural Gourmet Institute's Chef's Training Program is licensed by the State of New York and accredited by ACCET — a Partnership for Quality.

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Website | Email | Facebook | Twitter | Instagram | YouTube | Pinterest

**POP-UP BANNERS AVAILABLE**

## SPONSORED E-NEWSLETTER


Take over our weekly e-newsletter with your banners! Sponsors get 3 banners per newsletter so they will be sure to get noticed!

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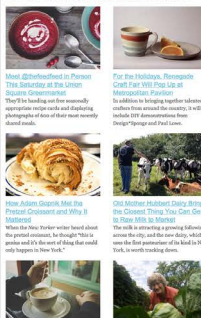


1

#Barnraised




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2

VOICES of HOPE in a time of crisis



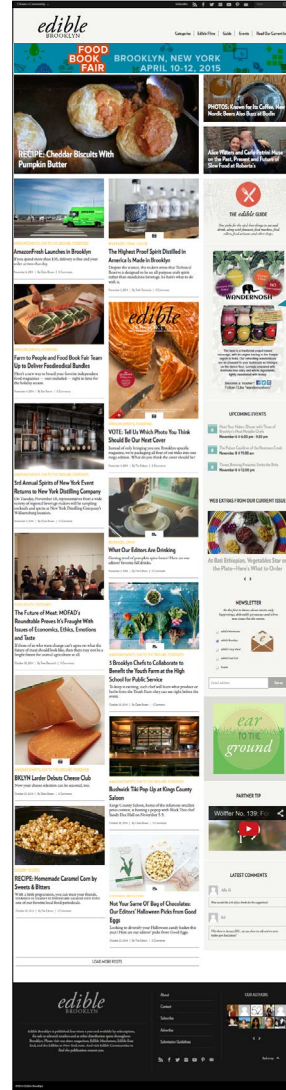
3



## VARIOUS SIZED WEBSITE BANNERS

### LEADERBOARD

1180x146 px



SIDEBAR 300x600 px

EAR TO THE GROUND, FOODSHED

### Food and Finance High School Highlights the African Diaspora for This Year's Restaurant Day

For their junior year capstone, students will focus on northern, western and southern regions of Africa, as well as the Caribbean, South America and the United States.

March 24, 2015 | By Claire Brown | 0 Comments

TICKETS ON SALE!

FOOD BOOK FAIR BROOKLYN, NEW YORK APRIL 10-12, 2015



BLOG ROLL 300x250px

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EAT, PLACES

### Our Favorite Places to Take a Date

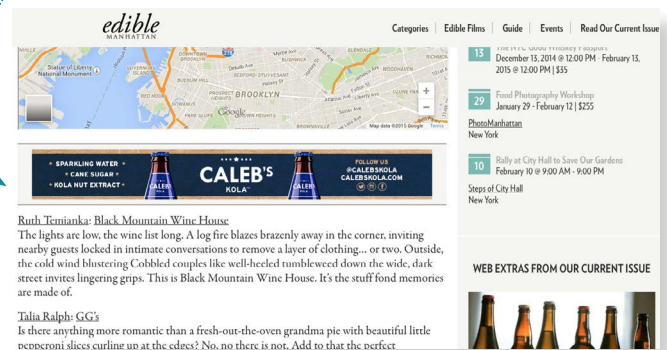
Valentine's Day or otherwise, here's where our editors and writers go for an intimate night out on the town.

February 9, 2015 | By The Editors | 0 Comments



WIDE RECTANGLE 300x250 px

POST CONTENT 728x90 px



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Categories | **Edible Films** | Guide | Events | Read Our Current Issue

15 **FROM IT'S A LITTLE HISTORY TO SOUP'S**  
December 15, 2014 @ 12:00 PM | \$55

29 **Faded Photography Workshop**  
January 29 - February 12 | \$255  
PhotoManhattan New York

10 **Rally at City Hall to Save Our Gardens**  
February 10 @ 9:00 AM - 9:00 PM  
Steps of City Hall New York

WEB EXTRAS FROM OUR CURRENT ISSUE



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## Digital



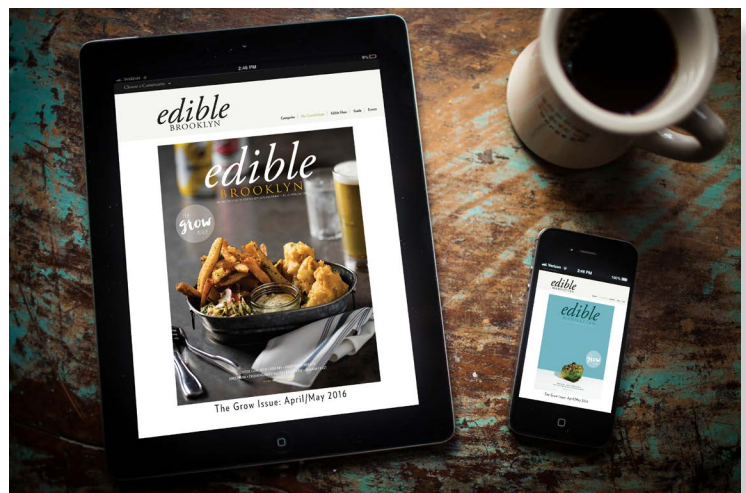
As a stand-alone campaign or a complement to a print campaign, *Edible's* digital opportunities offer affordable adjacency to our blogs, events listings, well-perused archives and online guide of advertisers and event partners.

### DIGITAL AUDIENCE BEHAVIOR

- 60k+ unique users of our websites per month
- 104k+ collective page views across all our sites per month
- Readers spend an average of 1:16 on the site
- Over 27% of our audience are returning users

### TARGETED OPPORTUNITIES

- Native ad campaigns
- Social campaigns
- Video
- Dedicated e-blasts
- E-newsletter banner takeovers
- Blog sponsorships
- Event page takeovers



### THE *EDIBLE* DIGITAL AUDIENCE BY EDITION

Edition	Collective Pg Views	E-mail Subs	Twitter Followers	Facebook Likes	Instagram Followers
Manhattan	49,000	39,365	30,200	10,900	10,300
Brooklyn	30,000	18,069	32,200	11,300	19,000
Long Island	11,200	6,286	2,500	4,400	2,600
East End	13,700	10,351	5,900	5,800	3,000
Total	103,900	60,600	70,800	32,400	34,900
		(Masterlist)			

Banner Opportunities	Weekly	Monthly
Unique Visitors	23,200	92,700

## Digital rates & specs

E-mail Opportunities	All Lists	Manhattan	Brooklyn	Long Island	East End
Number of Subscribers	60,600	39,365	18,069	6,286	10,351
Dedicated E-Blast	\$2,500	\$1,250	\$900	\$500	\$900
Sponsored E-newsletter	\$1,500	\$1000 (Manhattan & Brooklyn)		\$750 (Long Island & East End)	


Banner Opportunities	Weekly	Monthly
Leaderboard	\$500	\$1,500
Rectangle	\$250	\$750
Wide Sidebar	\$300	\$900
Pop-Up	\$900	\$2,500
Blog Roll	\$300	\$900
Post Content	\$500	\$1,500

### SPECIAL CONSIDERATIONS:

Nonprofits & Associations qualify for 15% discount off listed rates

- All rates are gross before agency commission.
- Rates effective January 1, 2016

**CONTACT US:** PO Box 779, Sag Harbor, NY 11963

 631.537.4637

**FAX** 631.204.6989

 [ads@ediblemanhattan.com](mailto:ads@ediblemanhattan.com)

### DIGITAL AD SPECS

**Deadline:** 1 week prior to posting

**Acceptable Formats:** Flash, GIF, HTML, JPG

**Maximum File Size:** 35k for Flash and GIF

#### Ad Dimensions:

- **Leaderboard:** 1180 x 146 pixels
- **Rectangle:** 300 x 250 pixels
- **Wide Sidebar:** 300 x 600 pixels
- **Blog Roll:** 300 x 250 pixels
- **Post Content:** 1180 x 146 pixels

**Delivery:** Up to 15MB, e-mail

**Ads@ediblemanhattan.com**, or if over 15MB, use: [www.senduit.com](http://www.senduit.com), or e-mail for Dropbox or FTP info

### ADS CAN BE RESPONSIVE ON ALL DEVICES:

#### Mobile/Tablet Ad Dimensions:

- **Leaderboard Tablet:** 728 x 90 pixels
- **Leaderboard Mobile:** 320 x 50 pixels
- **Sidebar Tablet:** 160 x 600 pixels
- **Blog Roll Mobile:** 300 x 250 pixels
- **Post Content Tablet & Mobile:** 320 x 50 pixels

## Native advertising

### PRINT

Print Advertorial	Edible Manhattan & Edible Brooklyn	Edible Long Island & Edible East End
Full Page (minimum)	\$9,430	\$6,920
Full Page + 1/3 Page Opposite, Vertical (recommended)	\$13,790	\$10,115
2-Page Spread	\$16,970	\$12,455


INSERT/ONSERT	1x	2x	3x	2-5x
Onsert (8-1/4" W x 7" H)	\$14,000 per magazine	N/A	N/A	\$11,000 per magazine
Insert—Small (5" W x 10" H)	\$5,500 per magazine	\$4,250 per magazine**	\$3,650 per magazine**	N/A
Insert—Large (8.375" W x 10.875" H)	\$13,500 per magazine	N/A	N/A	\$11,000 per magazine**

\*\*Multi-insertion must use same insert in all magazines

### DIGITAL

- **Dedicated e-blast.** Sent to masterlist of 60k+. Written by *Edible* editors—**\$2,500**
- **Native blog post.** 300-800 words, includes promotion of posts through social media and e-newsletters—**\$2,250**

### VIDEO

- 2-3 minute **video.** 
- *Edible* will produce then post on all 4 sites and promote through our e-news digests and social media
- Client will own and be able to repurpose video through their own channels
- **\$8,500** (all production costs included)

### SOCIAL

Social Media Campaign	EdibleManhattan.com	EdibleBrooklyn.com	EdibleLongIsland.com & EdibleEastEnd.com
3 posts per week each on Facebook, Instagram and Twitter	\$1,000 per week	\$1,000 per week	\$500 per week





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## Dedicated e-blast

Get your message in the inboxes of 70,000+ information hungry opt-in subscribers.

“E-mail remains a significantly more effective way to acquire customers than social media—nearly 40 times that of Facebook and Twitter combined. That’s because 91 percent of all U.S. consumers still use e-mail daily, and the rate at which e-mails prompt purchases is not only estimated to be at least three times that of social media, but the average order value is also 17 percent higher.” —McKinsey & Co.



### GRAPHIC:

Acceptable file types—GIF and JPEG  
600 wide x 600 to 1200 high (pixels)

### TEXT:

Please send suggested text, press release or any other campaign copy/information you have. Include hyperlinks as appropriate. Our team will work with your materials to produce sparkling copy in the *Edible* voice.

### EFFECTIVENESS TIPS FOR CAMPAIGN DESIGN & TIPS:

- **Subject Line:** This should be clear, specific and provocative, noting any timeliness of the campaign (“Two Weeks Only!”) or special offers (“Free Shipping”). Also, please note, we include the term “Sponsored” in the subject line. Our analytics show that it actually helps open and click rate.
- **Mention of *Edible* Readers:** We have found that sponsored blasts that offer a specific product/service/benefit for *Edible* readers get the highest open/click rate. This might include a special discount code for *Edible* readers or, more simply, referring to *Edible* readers in the first line or two of the blast text.

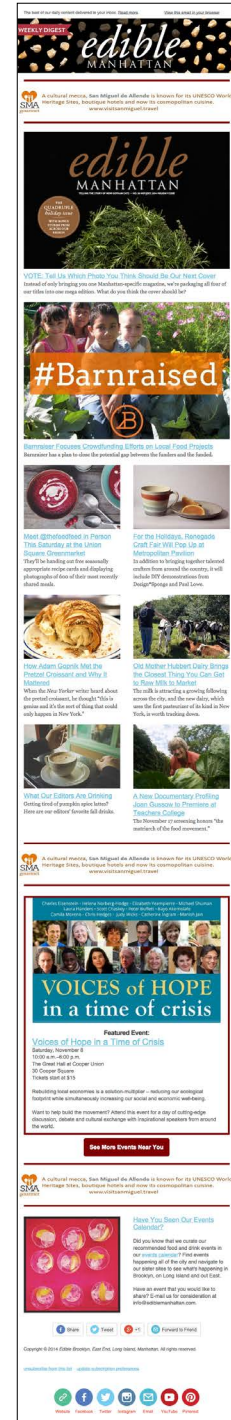
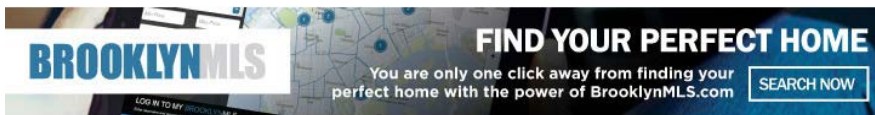
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## E-newsletter Digests

Take over our weekly e-newsletter with your banners!  
Sponsors get **three** 728 x 90 Leaderboard-sized banners per newsletter so they will be sure to get noticed.

### Examples of Leaderboards:



1

2

3

**LEADERBOARD**  
**728 x 90 px**

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## The Website

### LEADERBOARD

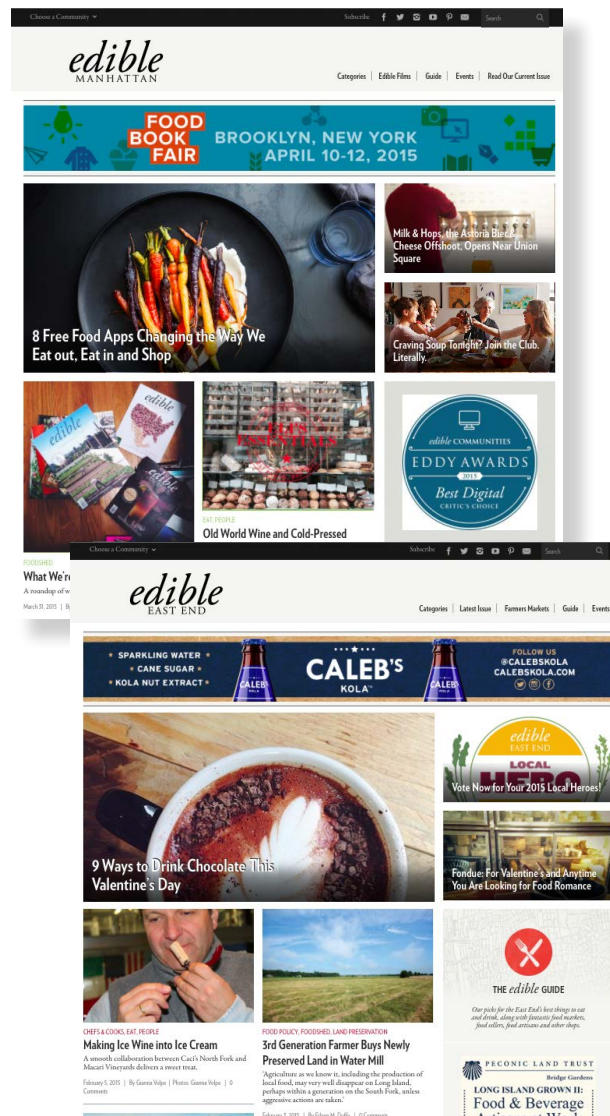
1180 x 146 px

### POST CONTENT

1180 x 146 px

RECTANGLE  
& BLOG ROLL  
300 x 250 px

SIDEBAR  
300 x 600 px



### EDIBLE DIGITAL AD SIZES:

#### Leaderboards:

1180x146  
728x90  
468x60  
320x50

#### Sidebar Verticals:

300x600  
160x600

#### Sidebar Rectangle:

300x250

#### Blog Roll:

300x250  
200x200

#### Post Content:

728x90  
468x60  
320x50