

edible EVENT KIT 2014





GOOD SPIRITS February 13



BROOKLYN UNCORKED May 29



EAT DRINK LOCAL WEEK June 21-28



GOOD BEER July 31



FOOD TRUCK DERBY August 8



EDIBLE ESCAPE Oct 23

JOIN US

Sponsoring *edible* events connects you with the most interested and influential audience of consumers, professionals, buyers and media in the food and beverage community. Choose to sponsor one or multiple events with packages that include event, digital and print components.

EDIBLE ATTENDEES



HALF A MILLION VERY SPECIAL PEOPLE

From Manhattan to Montauk, our audience is a unique combination of influential food and drink decision makers and food enthusiasts in the market that sets the trends for the rest of the country.

- 54% are women, 49% are men.
- 63% of our readers are between 25–40 years old.
- Median reader age is 34.
- Each magazine issue is shared with an average of 3.5 people.
- Average household income is \$185,000.
- 92% are college graduates.
- 81% are professionals, educators, chefs/restaurateurs and artists.
- 89% would pay more for a product that was local, organic, humanely raised, sustainably made or had a story behind it.
- 52% enjoy beer, wine or another drink nightly.
- 50% dine out or order in more than 4 nights per week.
- 25% entertain at their home at least once a week.
- 92% cook at home; 58% consider themselves “skilled” cooks, and 24% consider themselves “advanced” cooks.

VENUES



Held in beautiful, off-the-beaten-path locations, our events are seasonal in nature and offer our readership an array of local edibles and drinks, cooking demonstrations, information on food-related nonprofits, music and much more.

EVENT: GOOD SPIRITS

“Edible Manhattan’s Good Spirits was a great cocktail party to kick off another year of exciting drinks and drinkers. Everyone went home happy (and, perhaps, a bit tipsy) and this was a fantastic showing of New York’s promising, young restaurant and cocktail stars. Needless to say, there are at least a few new additions to my boozy bucket list.”

—examiner.com

[Click here](#) for a wrapup of GOOD SPIRITS 2012



GOOD SPIRITS

At *edible's* annual cocktail party, we match mixology-minded chefs and food artisans with spectacular, storied spirits and ask them to strive for liquid symbiosis. Good Spirits is the ideal setting for rolling out new alcohol and alcohol-related brands, or new campaigns for established brands.

Date: February 13, 2014

Location: 82 Mercer, Manhattan

Attendees: 750

Focus: Cocktails and Food Pairings

EVENT: **BROOKLYN UNCORKED**

[Click here](#) for a wrapup of
BROOKLYN UNCORKED 2012



BROOKLYN UNCORKED

The largest and oldest New York wine event in New York. Produced in conjunction with the New York Wine and Grape Foundation and Long Island Wine Council, this annual sipping soiree features only Empire State wines for a sell-out crowd of tasters and wine buyers.

Date: May 29, 2014

Attendees: 500-600

Location: BAM, Brooklyn

Focus: Wine and Food Pairings

EVENT: **EAT DRINK LOCAL**



[Click here](#) for a wrapup of BROOKLYN UNCORKED 2012



EAT DRINK LOCAL

Eat Drink Local is our weeklong celebration of the food chain, with restaurant prix fixes, discounted product offers and local food and drink promos throughout the region, including:

- 1,000 restaurants
- 200 wineries
- 100 farmers markets
- Hundreds of grocers, bakers, butchers, wine shops and other food and drink retailers.
- I LOVE NY, New York Public Library
- City Harvest, and GrowNYC
- and tens of thousands of influential eaters

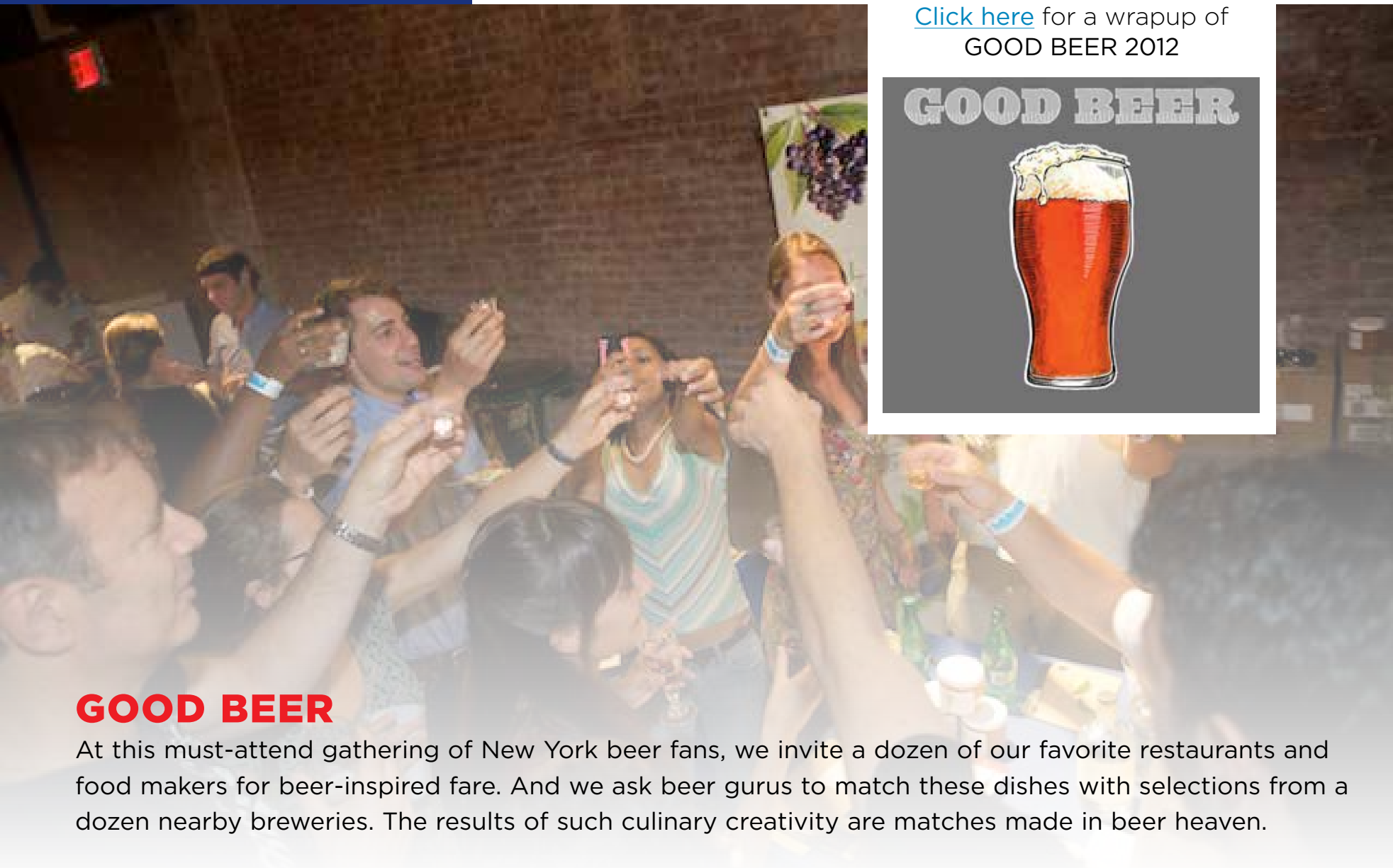
Date: June 21-28, 2014

Attendees: Thousands

Location: Tri-State

Focus: Local Food and Drink Community

EVENT: **GOOD BEER**



[Click here](#) for a wrapup of GOOD BEER 2012



GOOD BEER

At this must-attend gathering of New York beer fans, we invite a dozen of our favorite restaurants and food makers for beer-inspired fare. And we ask beer gurus to match these dishes with selections from a dozen nearby breweries. The results of such culinary creativity are matches made in beer heaven.

Date: July 31, 2014

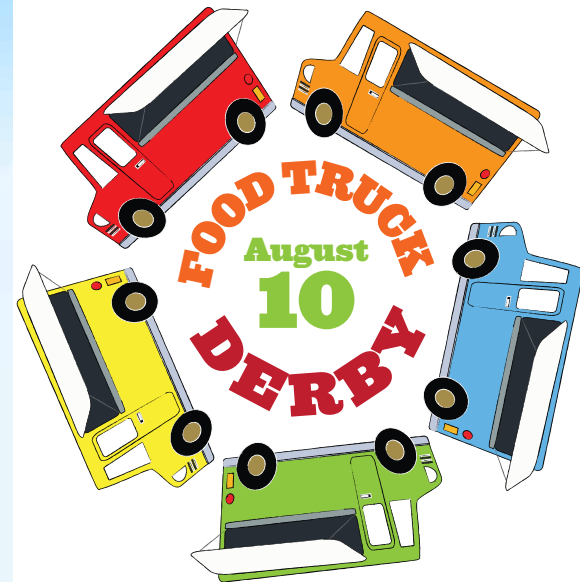
Attendees: 750

Location: 82 Mercer, Manhattan

Focus: Beer and Food Pairings

EVENT: **FOOD TRUCK DERBY**

[Click here](#) for a wrapup of
FOOD TRUCK DERBY 2012



FOOD TRUCK DERBY

At this summer event during the Hamptons high season, a caravan of New York City and Long Island food trucks gathers at the Hayground School to allow East End food and drink enthusiasts to sample scrumptious mobile eats. Co-located with the Hayground Farmers Market and with summer camp activities, this gathering in a farm field enjoys a captive audience of hundreds of curious eaters of all ages.

Date: August 8, 2014

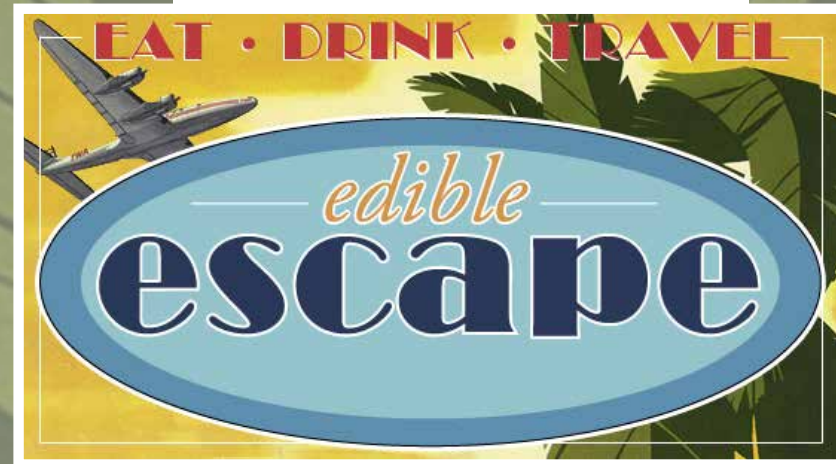
Location: Hayground School, Bridgehampton

Attendees: 750

Focus: Food trucks, drinks, families

EVENT: **EDIBLE ESCAPE**

[Click here](#) for a wrapup of
EDIBLE ESCAPE 2011



EDIBLE ESCAPE

Tied to *edible Manhattan's* popular travel issue, this tasting connects our New York readership directly to travel destination and travel offerings including food and drink makers, eco-tourism, nightlife, accommodations and local culture.

Featuring two dozen local, national and global travel destinations, paired with the food and drink that go with them, it's a perfect opportunity for wine regions, travel bureaus, trade promotion agencies, airlines and resorts, and other food- and drink-focused travel businesses.

Date: October 23, 2014

Attendees: 500-600

Location: Angel Orensanz Center

Focus: Food and Drink Travel Destinations

EVENT PARTNERS

FOOD

Arancini Bros
Artisanal Cheese
Back Forty
Bark Hot Dogs
Barbarini
Bonita
Brooklyn Fudge
Buttermilk Channel Co.
Colonie
Doughnut Plant
Fizzy Lizzy
Frankie's 457
Franny's
Get Fresh
Gramercy Tavern
Great Performances
Greene Grape Provisions
Grown-up Soda
Heritage Foods
Hot Bread Kitchen
iCi
Jimmy's 43
Kimchi Taco
The Good Fork
The Grocery
La Maison du Couscous
Little D Eatery
Luke's Lobster
Lunetta
Mas (Farmhouse)
The Meatball Shop
Mile End
Murray's Cheese

Nelson Blue
Nicky's Vietnamese
Northern Spy Food Co.
North Fork Potato Chips
NuNu Chocolates
Organic Valley
Orwasher's Bakery
Palo Santo
Pampered Cow
Pipes Cove oysters
Pride of New York
Russ & Daughters
Salvatore Brooklyn
Sigmund Pretzel Shop
Slow Food USA
Stella Maris
Stinky Bklyn
Stonehouse Olive Oil
Tanoreen
Tap'd NY
The Farm on Adderley
The General Greene
The Good Fork
The Smoke Joint/Little
Piggy Market
Thrillist
Vere Chocolate
Whole Foods
Widow's Hole Oyster Co.
Wine Cellar Sorbets
Zabar's



DRINK

Abita
American Beer
Bedell Cellars
Beer Table
Bierkraft
Brooklyn Brewery
Channing Daughters Winery
Comb Vodka & Gin
Compass Box
Dallis Bros. Coffee
Death's Door
Don Q Rum
Fizzy Lizzy
Heartland Brewery
Hendrick's Gin
Jamesport Vineyards
Kelso Beer
Lenz Winery
Lieb Cellars
Long Island Wine Council
Macari Vineyards
Osprey's Dominion
Palmer Vineyards
Pasanella & Son
Paumanok Vineyards
Peconic Bay Winery
Prairie Vodka
Raphael Winery
Rhum Clement
Rhum JM
Sam Adams
Sherwood House Vineyards
Shinn Vineyards
Sixpoint
Southampton
Stumptown Coffee
Publick House
Stella Artois
Union Beer
St. Germain
Tuthilltown Spirits
Vertical Vodka
Warwick Distillery
Wölffer Estate Vineyards

Get in front of the *edible* audience at our events, in print and online by choosing one of our comprehensive packages designed to fit your goals and your budget.

2014 SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR (limited to 1 only):

All 6 2014 Events: \$125k

Per Event: \$25k

EVENT PRESENCE

- Dedicated section with bar and tables at event.
- Title sponsor designation on all printed materials, including pre-event promotion and advertising, and signage and guide at the event.
- Logo on street-facing signage at entrance of the event.

PRINT PROMOTION

- One full-page, editorial-adjacent advertisement in all issues of *Edible Manhattan*, *Edible Brooklyn*, *Edible Long Island* and *Edible East End*.

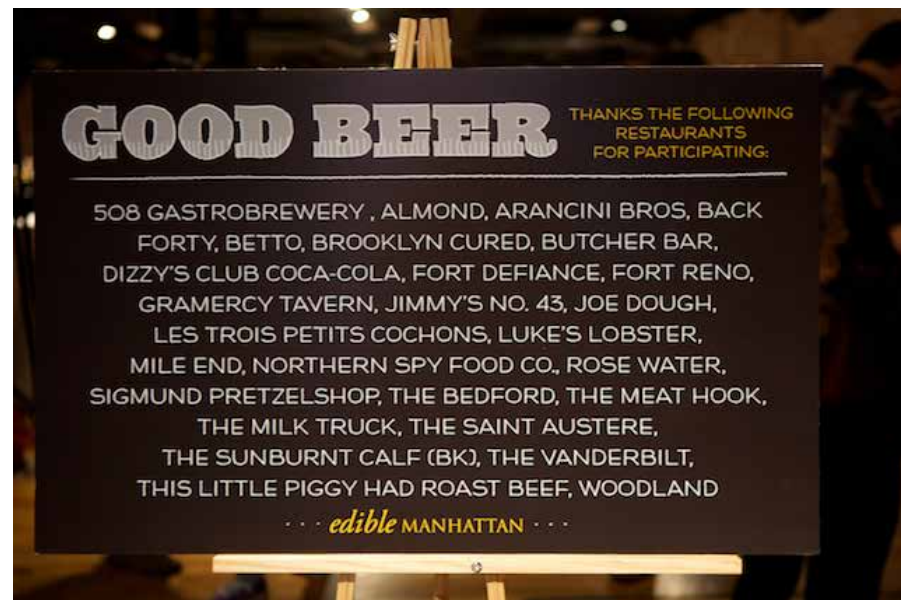
DIGITAL BRANDING AND PROMOTION

- 2 dedicated e-blasts to our list of over 15k opt-in subscribers.
- Dedicated banner ads on three *edible* websites for 6 months, with increased frequency around event.
- Brand logo on event site with click-through to your site.
- On-air mention in NY1 television spots promoting event.

- Logo and name inclusion in social media promotion by *edible*.

PERKS AND BENEFITS

- 20 gift subscriptions to the *edible* of your choice.
- 20 tickets to the event.



2014 SPONSORSHIP OPPORTUNITIES

FULL-PAGE SPONSOR

All 6 2014 Events: \$60k
Per Event: \$12k

PRINT PROMOTION

- One full-page, editorial-adjacent ad in any 2013 issue of *Edible Manhattan*, *Edible Brooklyn*, and *Edible East End*.

EVENT PRESENCE

- One 8' table with banner at entrance of the event.
- Presenting sponsor designation on all printed materials including advertising prior to and signage and event guide at the event.
- Opportunity to include product or vouchers in event gift bags handed out to all attendees.

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 three *edible* websites for three months, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *edible*.
- On-air mention and sponsorship of NY1 television spots promoting the event.

PERKS AND BENEFITS

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

HALF-PAGE SPONSOR

All 6 2014 Events: \$30k
Per Event: \$6k

PRINT PROMOTION

- One half-page, editorial-adjacent ad in any 2013 issue of *Edible Manhattan*, *Edible Brooklyn*, and *Edible East End*.

EVENT PRESENCE

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

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 three *edible* websites for two months, with increased frequency around the event.
- Logo and 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).

QUARTER-PAGE SPONSOR

All 6 2014 Events: \$20k Per
Event: \$4k

PRINT PROMOTION

- One quarter-page, editorial-adjacent ad in any 2013 of *Edible Manhattan*, *Edible Brooklyn*, and *Edible East End*.

EVENT PRESENCE

- One 8' table at the event.
- Name on all printed materials including advertising prior to and signage and event guide at the event.

ONLINE AND OTHER MEDIA BRANDING AND PROMOTION

- Dedicated banner ads on three *edible* websites for one month, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *edible*.

PERKS AND BENEFITS

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

PRINT DEADLINES & SPECS 2014

PRINT AD SPECS

Acceptable formats:

PDF (preferred), TIFF, JPEG.
High resolution (300 dpi), CMYK

Actual page size 8.375" X 10.875"

- Full page full bleed 8.625" X 11.125"
- Full page non-bleed 7.5" X 9.5"
- Half page vertical 3.75" X 9.5"
- Half page horizontal 7.5" X 4.75"
- Third page 2.5" X 9.5"
- Quarter page 3.75" X 4.75"
- Eighth page 3.75" X 2.3"

DIGITAL AD SPECS

Acceptable formats:

Flash, GIF, HTML, JPEG

Max file size: 35k

- Leaderboard 728x90 pixels
- Rectangle 300x250 pixels
- Skyscraper 160x600 pixels

HOW TO SEND

Up to 15MB email to
ads@ediblemanhattan.com

Over 15MB use www.senduit.com or email
for dropbox or ftp information.



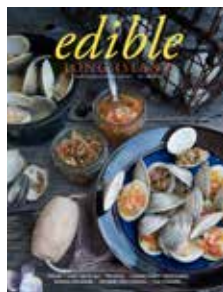
On sale	Material deadline	Reservation
January 1	December 1	November 15
March 1	February 1	January 15
May 1	April 1	March 15
July 1	June 1	May 15
Labor Day	August 1	July 15
November 1	October 1	September 15



On sale	Material deadline	Reservation
March 17	February 17	February 1
June 7	May 7	April 10
September 22	August 22	August 1
December 1	November 1	October 15



On sale	Material deadline	Reservation
April 1	March 1	Feb 15
June 1	May 1	March 15
August 1	July 1	June 15
October 1	September 1	August 15
December 1	November 1	October 15



On sale	Material deadline	Reservation
March 15	February 15	February 1
June 15	May 15	May 1
September 1	August 1	July 15
November 15	October 15	October 1