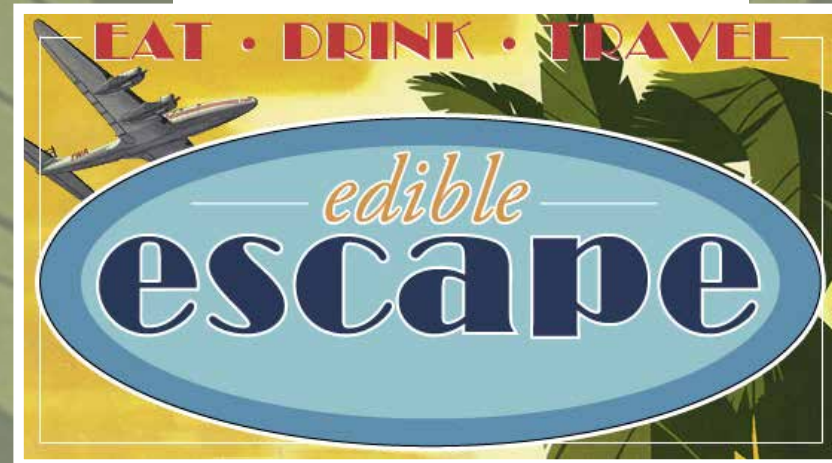


## EVENT: **EDIBLE ESCAPE**

[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 30, 2014

**Attendees:** 700

**Location:** Metropolitan Pavilion

**Focus:** Food and Drink Travel Destinations

# 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.

## 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):

\$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 one issue of each magazine- *Edible Manhattan*, *Edible Brooklyn*, *Edible Long Island* and *Edible East End*.

### DIGITAL BRANDING AND PROMOTION

- 2 dedicated e-blasts to our list of over 20k opt-in subscribers.
- Dedicated banner ads on four *edible* websites for 3 months, with increased frequency around event.
- Brand logo on event site with click-through to your site.

- 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

\$12k

### PRINT PROMOTION

- One full-page, editorial-adjacent ad in any **two** 2014 issues of any of the four magazines.

### 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 four *edible* websites for three months, with increased frequency around the event.
- Logo and name inclusion in social media promotion by *edible*.

### PERKS AND BENEFITS

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

## HALF-PAGE SPONSOR

\$7k

### PRINT PROMOTION

- One half-page, editorial-adjacent ad in any **two** 2014 issues of any of the four magazines.

### 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 four *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.

## QUARTER-PAGE SPONSOR

\$5k

### PRINT PROMOTION

- One quarter-page, editorial-adjacent ad in any **two** 2014 issues of any of the four magazines.

### 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 four *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](mailto:ads@ediblemanhattan.com)

Over 15MB use [www.senduit.com](http://www.senduit.com) or email for dropbox or ftp information.



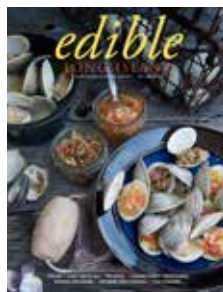
On sale	Material deadline	Reservation
January 1	December 1	November 15
March 1	February 1	January 15
May 1	April 1	March 15
July 1	June 1	May 15
Labor Day	August 1	July 15
November 1	October 1	September 15



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