

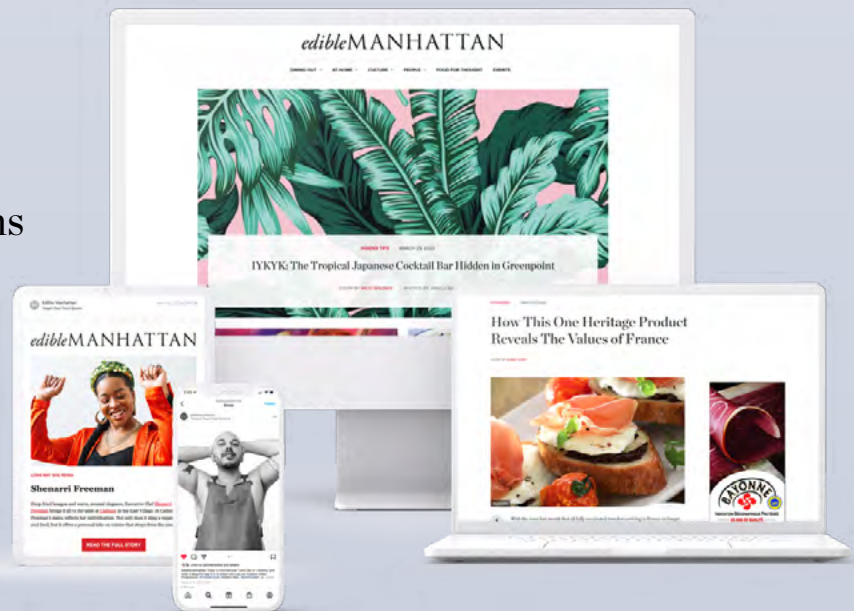
## DIGITAL PARTNERSHIPS

# Authentic Digital Expressions of Your Brand

Drive targeted impressions from our engaged audience using our authentic branded content and omni-channel approach.

-  Digital Stories
-  Email Marketing
-  Social Media Campaigns
-  Dynamic Web Ads

**LET'S TALK**



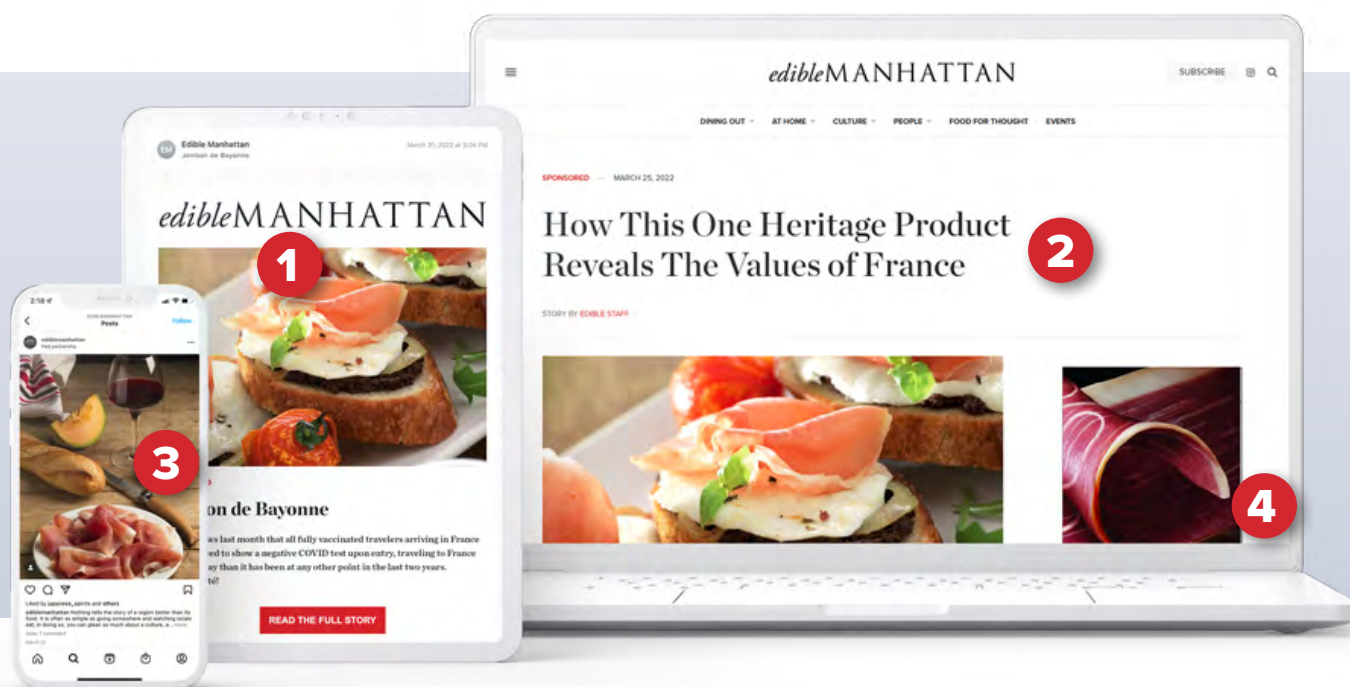
Let's Get Digital: [ads@ediblemanhattangroup.com](mailto:ads@ediblemanhattangroup.com) or call (518) 982-2011

V3.2.0 Last Updated: 10.12.22

**DIGITAL PARTNERSHIP OPPORTUNITIES**

# Authentic Digital Branded Content

Our audience trusts us to share only the most authentic stories across our robust digital ecosystem. Our partnership programs are grounded in storytelling – an approach we know our audience devours. Work with our Content Studio and share your branded content across our websites, social media, email and video channels.

**1. SPONSORED EMAIL CAMPAIGNS**

Reach our highly engaged email subscribers with branded content emails that tell your story and drive clicks.

**2. DIGITAL STORY**

An original write-up about your brand, telling your unique story, shared across our websites.

**3. MULTI-CHANNEL SOCIAL CAMPAIGNS**

We tell your story across Facebook, Instagram, TikTok and YouTube.

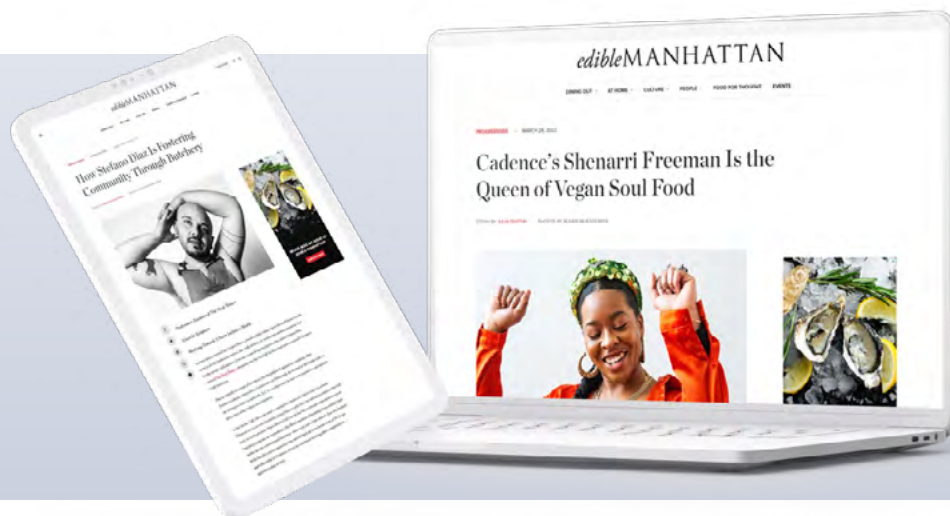
**4. WEBSITE ADS**

Dynamic, on-brand and campaign-connected web ads that expand on our mission to tell the story of your brand.

## CORNERSTONE OF DIGITAL PARTNERSHIPS

# Branded Digital Stories

It all starts with a great story. Let our Content Studio write an authentic, engaging and visually compelling story about your brand. Digital stories are optimized for SEO, back-linked and live in perpetuity on our website. We then fold in multi-channel marketing campaigns to grow your audience.



We Craft Engaging  
Features That  
**Showcase Your  
Brand**

[SEE EXAMPLE](#)

## OUR CREATIVE PROCESS

### The Content Studio

Our in-house Content Studio is seasoned at working with digital partners to create branded written, visual and video content for our campaigns.

We'll work collaboratively with you to identify key assets and messaging, and then create branded content in our unique and captivating style over a 3-4 week process.



## EMAIL MARKETING

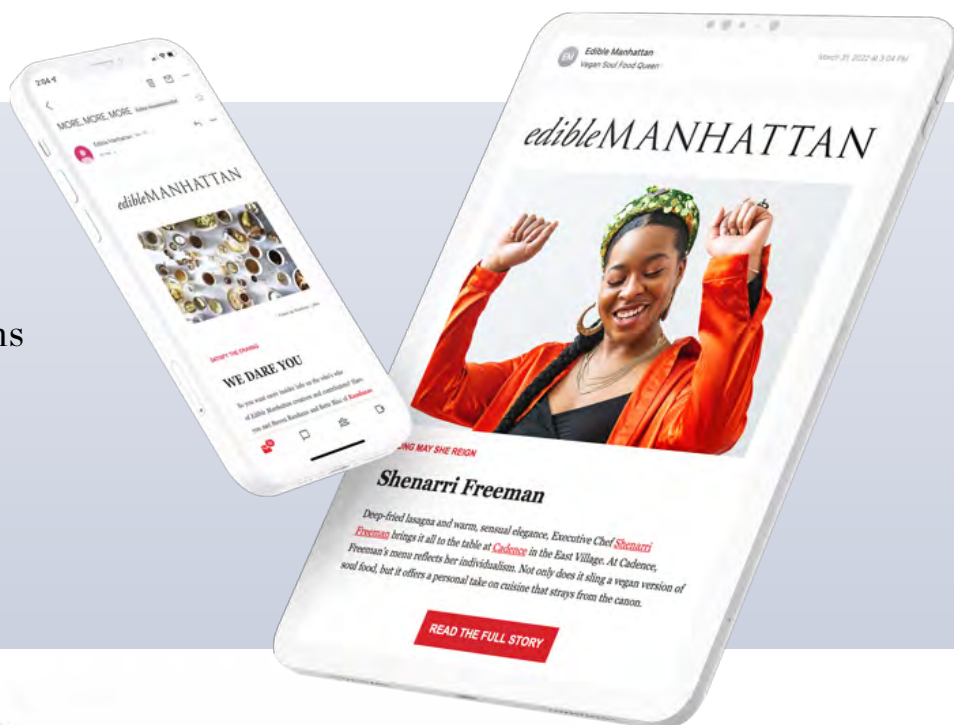
## Dedicated E-Blast

Our audience trusts us to provide exciting, compelling and authentic stories they can't find anywhere else. As such, our audience is highly engaged. We can't wait for them to meet you and learn all about how they can support your business.

## AUDIENCE AT A GLANCE

68K+ Total Subscribers

13.8MM Annual Impressions

*Totals are across all four titles.*[SEE EXAMPLE](#)

## GEO-, INTEREST- AND DEMO-TARGETED

## Unlimited Impressions Email

We offer 145 million, 100% opt-in email addresses with matching postal records, plus 725 targeting filters—including location, age, income, lifestyle interests and more—showcasing your offerings to the best prospects and tracking customer behavior as they open and click on your email.





## EMAIL MARKETING

# Sponsored Newsletter

Our email subscribers are highly engaged. Our open and click rates are way above industry standards. This is because our audience trusts us in providing authentic stories and intimate introductions to our partners.

A Sponsored Newsletter includes a leader & footer banner and a brief editorial insert.



## AUDIENCE AT A GLANCE

68K+ Total Subscribers

13.8MM Annual Impressions

*Totals are across all four titles.*

[SEE EXAMPLE](#)

## UPGRADE YOUR STORY

# Premium Sponsored Newsletter

Get a custom designed branded content block along with an eye-catching CTA in our high-engagement e-mails crafted by our Content Studio. This significantly increases your brand awareness campaign and your engagement rates.

[SEE EXAMPLE](#)



## INSTAGRAM, FACEBOOK & TWITTER

# Social Media Campaigns

We're shaking up Instagram, Facebook and Twitter. Our followers don't just Like our posts, they comment, share and message us personally with their enthusiasm. Let's get your brand in front of our audiences and introduce you to your new fans.

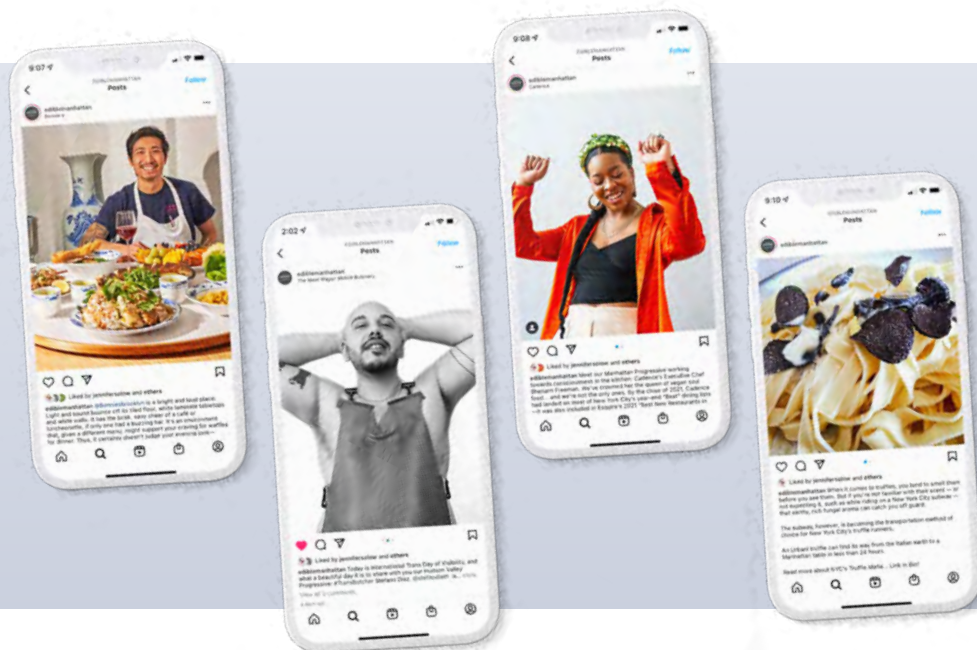
### AUDIENCE AT A GLANCE

253.7K+ Total Subscribers

806.9K Annual Impressions

*Totals are across all four titles.*

[SEE EXAMPLE](#)



## WEBSITE ADVERTISING

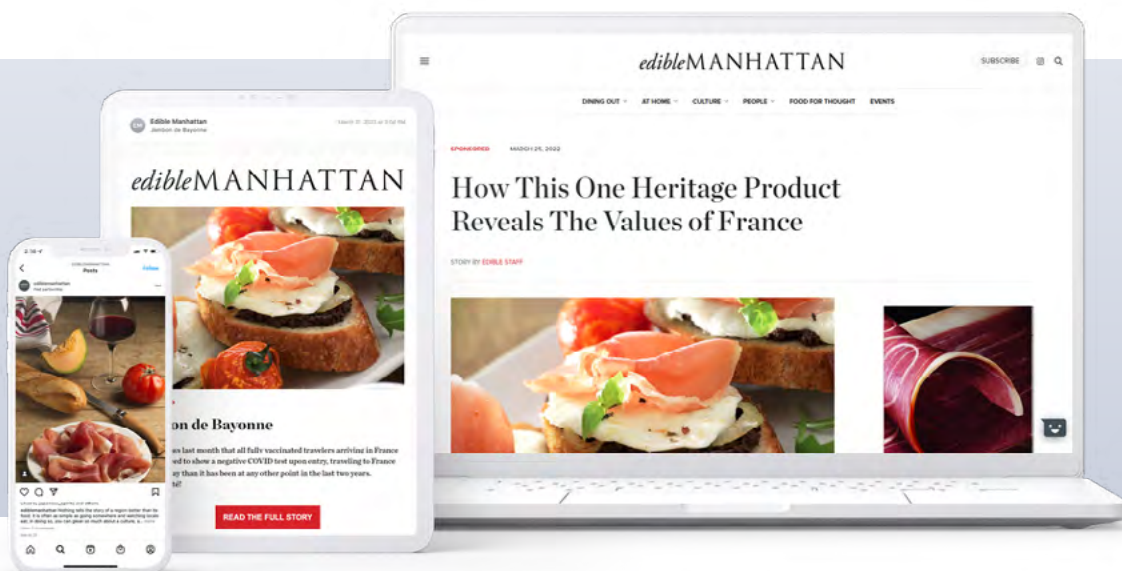
# Web Ads Done Differently

Our website advertisements are an extension of our Branded Content approach. We work with our partners to create dynamic, on-brand and campaign-connected web ads that expand on our mission to tell the story of your brand.



## DIGITAL PARTNERSHIPS

# Digital Partnership Packages



### PREMIUM PACKAGE

Digital Story  
Dedicated E-Blast  
Social Media Campaign  
Website Ad Campaign (40,000 imp)

**500K+ IMPRESSION OPPORTUNITIES**

### BUILD YOUR BRAND

Digital Story  
Dedicated E-Blast  
Social Media Campaign

**470K+ IMPRESSION OPPORTUNITIES**

### EMAIL YOUR STORY

Digital Story  
Dedicated E-Blast

**220K+ IMPRESSION OPPORTUNITIES**

### GET SOCIAL

Digital Story  
Social Media Campaign

**400K+ IMPRESSION OPPORTUNITIES**

## THE CONTENT STUDIO

# Branded Content Process

Drive targeted impressions from our engaged audience using our authentic branded content. Our professional Content Studio team works collaboratively with you to develop outstanding digital expressions of your brand across our omni-channel platform. Here's how:



### PLANNING YOUR STORY AND MARKETING CAMPAIGN

We start with a preliminary interview, where the story writer and/or our director of digital content meets with you to discuss what points you want covered in this story and what you want this story to evoke to our readers.

You will get to provide 3–5 points to have us cover in your story.

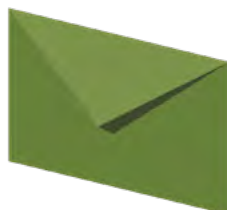
During this preliminary interview, we will also discuss who from your end we can interview, either over the phone or via email, and we'll ask you to send over any company materials that could be relevant to the story.



### PUBLISHING YOUR STORY

After that, the writer will write your story and then send it over to you. This is generally a 3–4 week process. From there, you will get up to three rounds of approvals before the piece is deemed final.

Upon final approval, the story will be published to EdibleManhattan.com. The final published piece will include links to your company's website (or wherever you'd like to drive traffic).



### LAUNCHING YOUR OMNI-CHANNEL MARKETING CAMPAIGN

From there, our team will coordinate on launching a social and email marketing campaign promoting your branded content story. We will work with you to determine the best timing for you to center this around.

With image assets provided by you, we will create the email and social campaign and provide to you for review and approval based on the pre-determined timeline, before scheduling them to go out.