

PRINT AND DIGITAL

Advertising Opportunities

NEW YORK: THE LARGEST DMA IN NORTH AMERICA

Our award-winning quarterly publications *Edible Manhattan*, *Edible Brooklyn*, *Edible Hudson Valley* and *Edible Westchester*, along with our multi-channel digital ecosystem, provides you the opportunity to introduce your brand to our **large, highly engaged and qualified audience**.

LET'S TALK



Advertise: ads@ediblemanhattangroup.com or call (518) 982-2011

V3.2.0 Last Updated: 10.12.22

ABOUT US

Exploring the World Food First

We showcase how New York eats through our print and digital content and at events where our stories come to life. We celebrate the food community who are building an accessible, diverse sustainable and damn tasty food culture, and that's what we want to be a part of. Don't you?



OUR TEAM

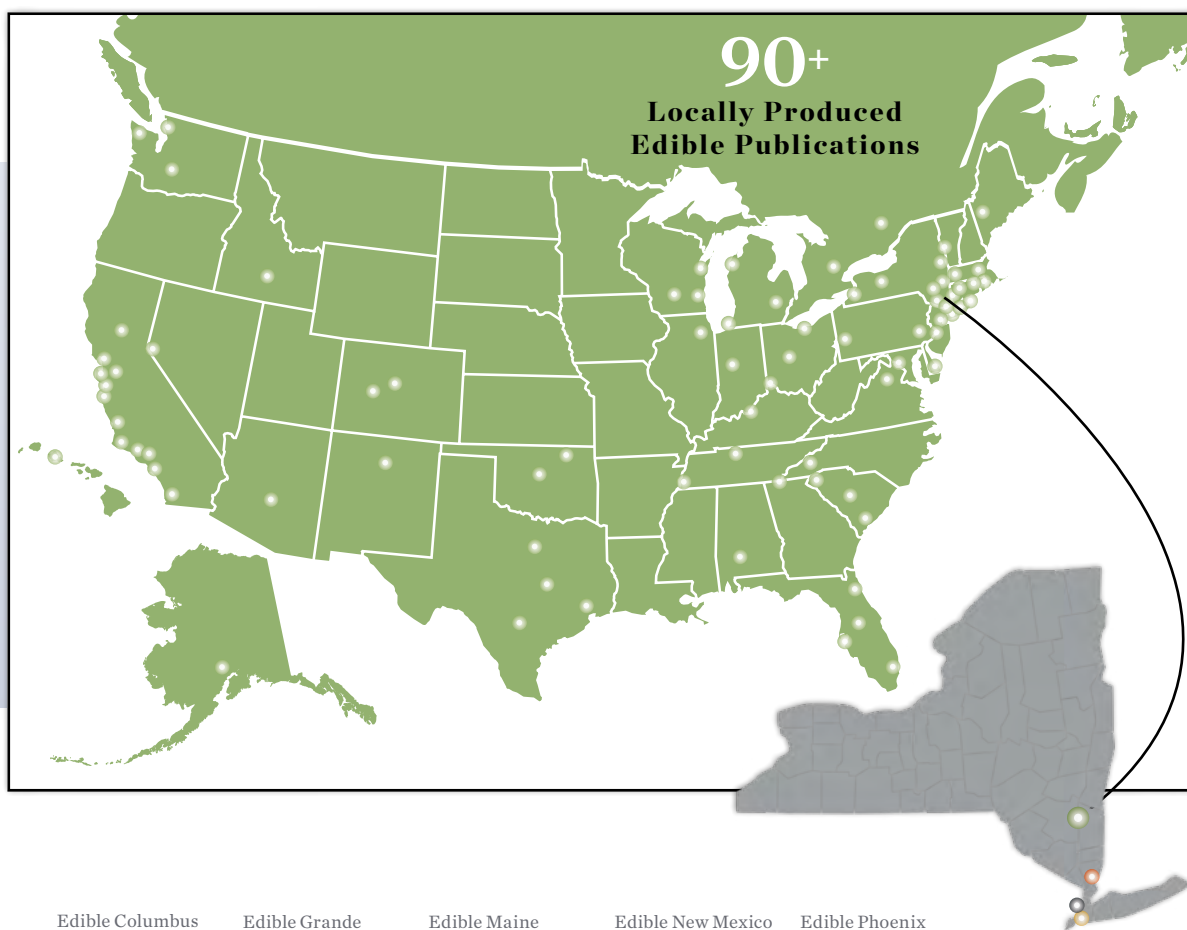
The team at *Edible Manhattan, Brooklyn, Hudson Valley* and *Westchester* are serious foodies craving the next great story. We love food and people as much as we love telling bold, fearless, gorgeous, hopeful stories. We are constantly hungry for exciting eateries, vibrant bars and interesting people who are changing the way we think about food.

OUR NATIONAL AUDIENCE

90+ Local Markets

20MM Total Audience Across All Local Markets

\$128K AVG HHI | 40% Postgraduate Degree | 82% Female



Edible Alaska	Edible Columbus	Edible Grande Traverse	Edible Maine	Edible New Mexico	Edible Phoenix		
Edible Asheville	Edible Connecticut East	Edible Hawaiian Islands	Edible Manhattan	Edible Northeast Florida	Edible Pioneer Valley	Edible San Luis Obispo + Wine Country	Edible South Shore
Edible Aspen	Edible Dallas & Fort Worth	Edible Houston	Edible Marin & Wine Country	Edible Nutmeg	Edible Reno-Tahoe	Edible Santa Barbara	Edible Tampa Bay
Edible Austin	Edible DC	Edible Hudson Valley	Edible Maritimes	Edible Ohio Valley	Edible Rhody	Edible Sarasota	Edible Vancouver & Wine Country
Edible Blue Ridge	Edible Delmarva	Edible Indy	Edible Memphis	Edible Ojai & Ventura County	Edible Rio Grande Valley	Edible Seattle	Edible Vancouver Island
Edible Boston	Edible Denver, Boulder, Ft. Collins	Edible Inland NW	Edible Michiana	Edible Oklahoma City	Edible Sacramento	Edible Shasta-Butte	Edible Vermont
Edible Brooklyn	Edible Door	Edible Jersey	Edible Milwaukee	Edible Orange County	Edible San Antonio	Edible Silicon Valley	Edible Vineyard
Edible Cape Cod	Edible East Bay	Edible LA	Edible Monterey Bay	Edible Orlando	Edible San Diego	Edible South Florida	Edible Westchester
Edible Capital District	Edible East End	Edible Long Island	Edible Nashville	Edible Ottawa	Edible San Francisco		Edible Western NY
Edible Charleston	Edible Finger Lakes	Edible Madison	Edible Nature Coast	Edible Philly	Edible San Joaquin Valley		Edible Worcester
Edible Cleveland							Edible WOW
Edible Columbia							

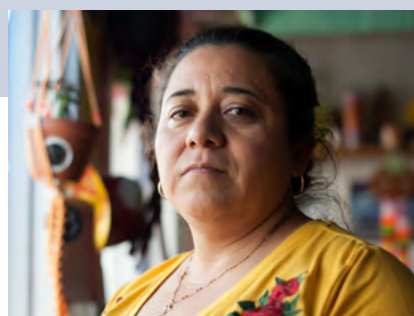
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OUR LOCAL AUDIENCE

Four Local New York Markets

Our suite of award-winning print publications and digital content reach the largest DMA in North America.

Our audience trusts us to serve authentic content, resulting in engagement rates way above industry standards. Affluent, predominantly female and highly educated, our audience is ready to meet your brand.



AUDIENCE AT A GLANCE

Manhattan, Brooklyn, Hudson Valley and Westchester

16MM+ Annual Readers and Digital Impressions

13.6MM Annual Email Impressions | 1.5MM Annual Social Media Impressions

OUR LOCAL AUDIENCE

All Four Markets

Edible Manhattan, Edible Brooklyn, Edible Hudson Valley, Edible Westchester



AUDIENCE INTERESTS

Food & Dining, Travel, Art & Entertainment, Health & Wellness, Green Living

BY THE NUMBERS

60K AVG Monthly Page Views | 40,000+ Web Ad Campaign Impressions Guaranteed

1MM AVG Monthly Email Impressions | 35% Email Open Rate | 3% Email CTR

760K+ Social Media Impressions in One Month

620K+ Annual Print Impressions | 124K+ Annual Magazine Reach

OUR LOCAL AUDIENCE

Manhattan + Brooklyn

The Aligned Audience: Engaged, Influential and Educated



PARKER HAO

DEMOGRAPHICS

60% Female | 40% Male | Aged 25-44 | \$143K AVG HHI

BY THE NUMBERS

20,000+ Web Ad Campaign Impressions Guaranteed

934K+ AVG Monthly Email Impressions | 30% Email Open Rate | 2.45% Email CTOR

730K Social Media Impressions in One Month

300K Annual Print Impressions | 60K Annual Magazine Reach

OUR LOCAL AUDIENCE

Hudson Valley + Westchester

The Aligned Audience: Engaged, Influential and Educated



DEMOGRAPHICS

57% Female | 43% Male | Aged 35–55 | \$109K AVG HHI

BY THE NUMBERS

20,000+ Web Ad Campaign Impressions Guaranteed

74K+ AVG Monthly Email Impressions | 40% Email Open Rate | 3.6% Email CTOR

27K AVG Monthly Social Media Impressions

320K+ Annual Print Impressions | 64K+ Annual Magazine Reach

PRINT OPPORTUNITIES

Local to Hyperlocal

Advertise in all four publications for the largest audience reach or advertise within your local New York region to target your hyperlocal audience!



PRINT AD SIZES

Covers (Outside Back, Inside Back/Front)*

Double Page Spread

Full Page

1/2 Page

1/3 Page

1/4 Page

PRINT PUBLICATION

Spring 2023

Summer 2023

Fall 2023

Winter 2023

ART DEADLINE

February 24

May 26

August 25

October 20

DROP DATE

March 28

June 27

September 26

November 27

*Covers are sold separately

Advertise: ads@ediblemanhattangroup.com or call (518) 982-2011

V3.2.0 Last Updated: 10.12.22

Gift Guide

Our quarterly gift guide will be featured on our websites and in the print editions of *Edible Manhattan*, *Edible Brooklyn*, *Edible Hudson Valley* and *Edible Westchester*.
Let us share the best of your products/services with our engaged audience!



PRINT + DIGITAL PRODUCT FEATURE

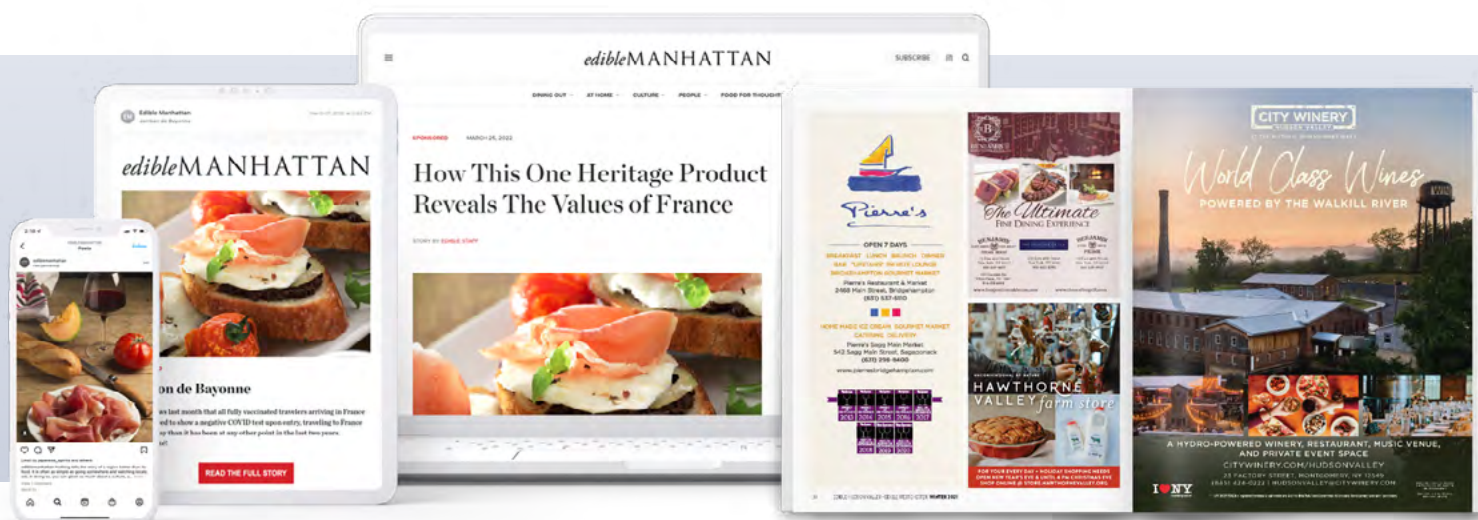
Includes your featured product photo, 25-50 word description, and URL to shop the product

UP TO 155K IMPRESSIONS PER ISSUE

Please reach out for deadline information.

MULTI-CHANNEL ADVERTISING OPPORTUNITIES

Print + Digital Partnership Packages



PREMIUM PACKAGE

4x Full Page Print Ad
Digital Story
Dedicated E-Blast
Social Media Campaign
Website Ad Campaign (10,000+ imp)

1,120,500+ IMPRESSION OPPORTUNITIES

BUILD YOUR BRAND

4x Half Page Print Ad
Digital Story
Dedicated E-Blast
Social Media Campaign

1,090,500+ IMPRESSION OPPORTUNITIES

EMAIL YOUR STORY

4x Quarter Page Print Ad
Digital Story
Dedicated E-Blast

840,500+ IMPRESSION OPPORTUNITIES

GET SOCIAL

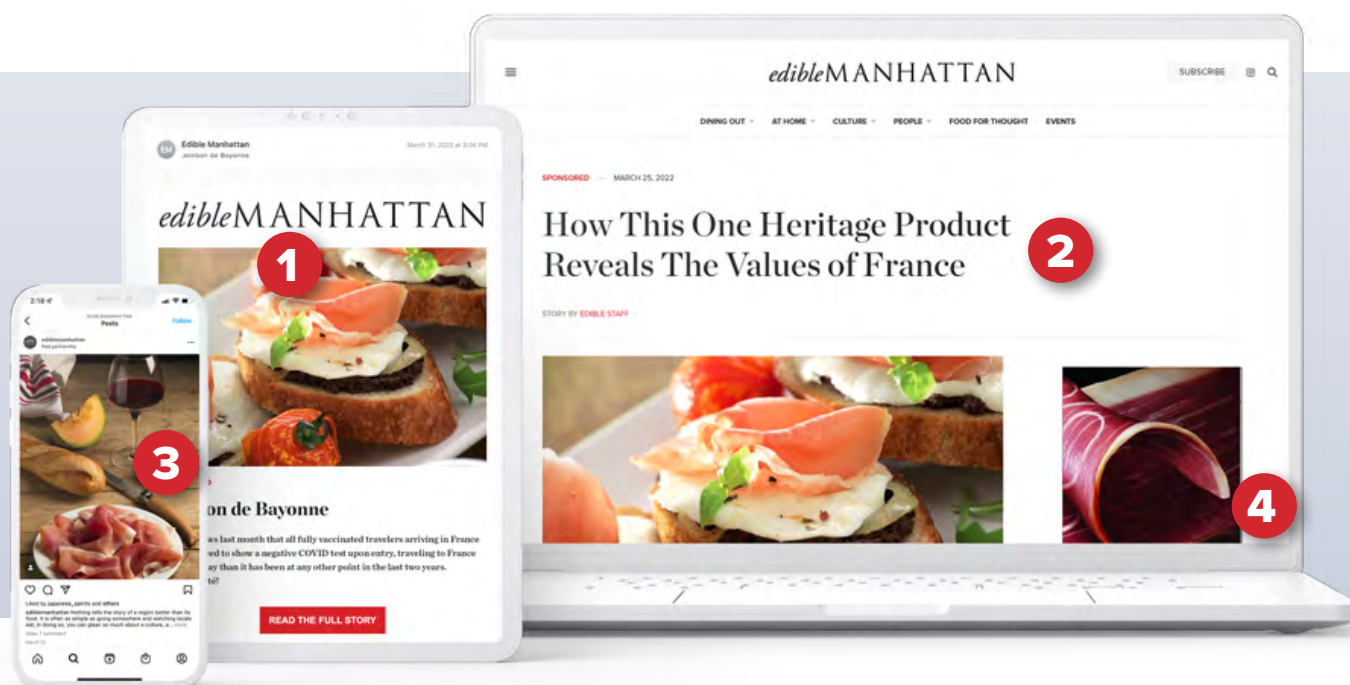
4x Quarter Page Print Ad
Digital Story
Social Media Campaign

1,020,500+ IMPRESSION OPPORTUNITIES

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.

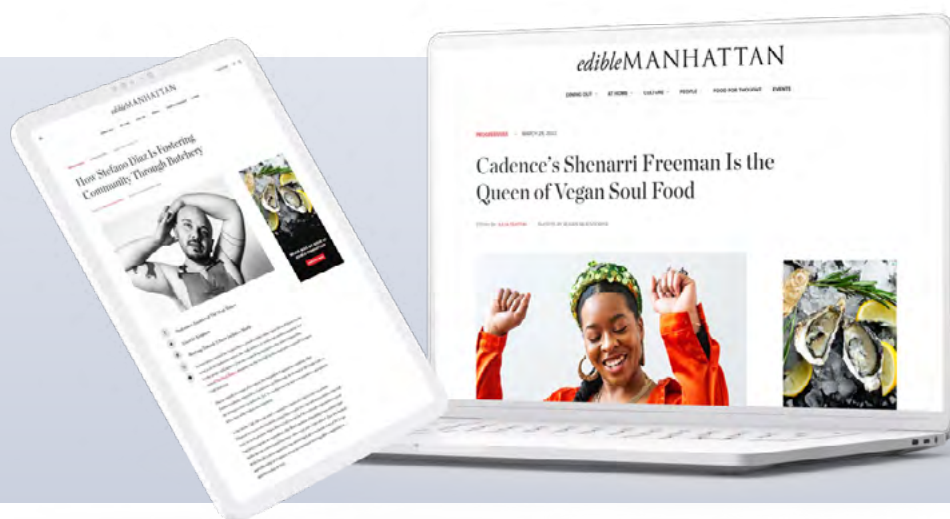
4. WEBSITE ADS

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

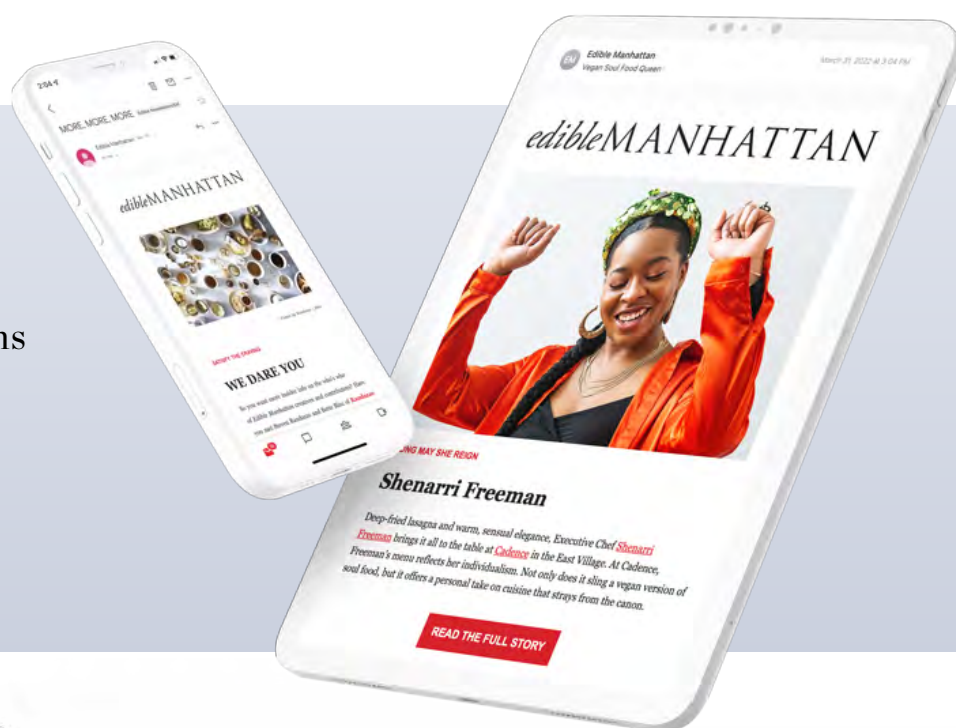
Dedicated E-Blast

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.

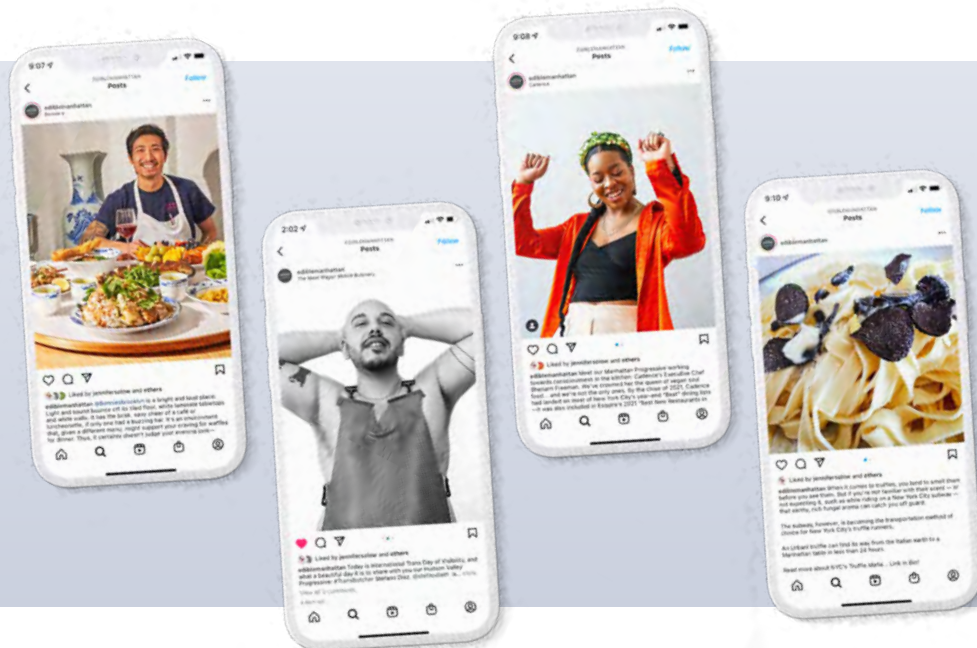
AUDIENCE AT A GLANCE

253.7K+ Total Subscribers

806.9K Annual Impressions

Totals are across all four titles.

[SEE EXAMPLE](#)



WEBSITE ADVERTISING

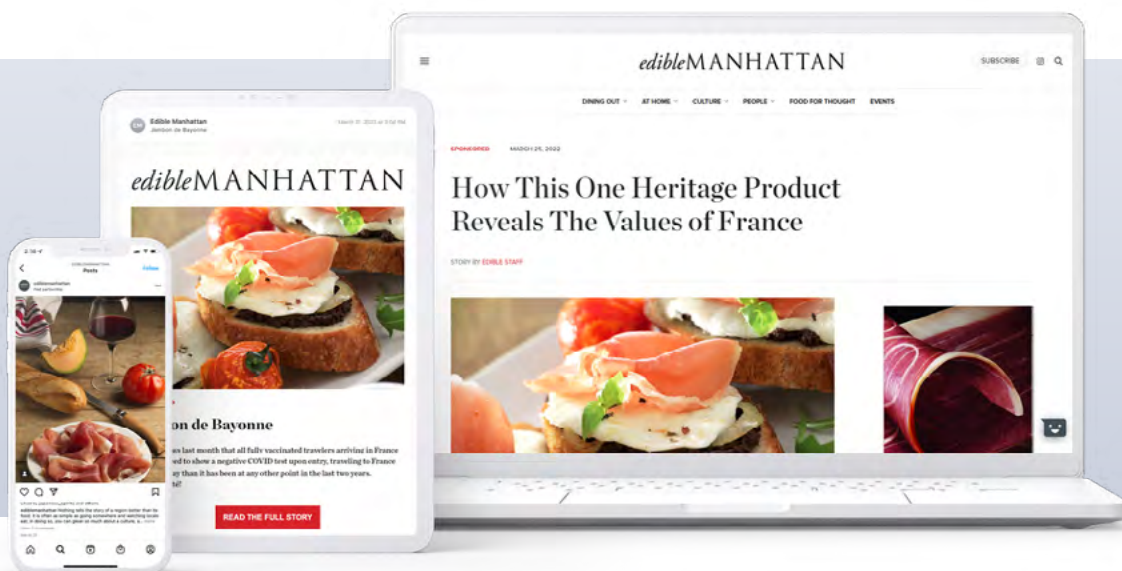
Web Ads Done Differently

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.

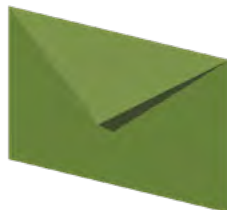
During this preliminary interview, we will also discuss who from your end we can interview, either over the phone or via email, and we'll ask you to send over any company materials that could be relevant to the story.



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.