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

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

V3.2.0 Last Updated: 10.12.22
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 CTOR
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

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

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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

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

<table>
<thead>
<tr>
<th>PRINT PUBLICATION</th>
<th>ART DEADLINE</th>
<th>DROP DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2023</td>
<td>February 24</td>
<td>March 28</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>May 26</td>
<td>June 27</td>
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<tr>
<td>Fall 2023</td>
<td>August 25</td>
<td>September 26</td>
</tr>
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<td>Winter 2023</td>
<td>October 20</td>
<td>November 27</td>
</tr>
</tbody>
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* Covers are sold separately

Advertise: ads@ediblemanhattangroup.com or call (518) 982-2011
SPECIAL PRINT + DIGITAL FEATURE OPPORTUNITY

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.

3. MULTI-CHANNEL SOCIAL CAMPAIGNS
We tell your story across Facebook, Instagram, TikTok and YouTube.

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

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

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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.

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.

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.
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.

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

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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.