



# WE CELEBRATE THE *LOVE* OF FOOD

*Edible Nashville* brings folks closer to their food systems, their farmers, their kitchen, each other.

We are bigger than a brand; we are a movement. *Edible Nashville* helps Tennesseans explore where their local food comes from, how it's produced, and who makes it. We believe that locally sourced, sustainably produced food matters to our health, our lives, our communities, and to the future of the world. In each of our [6 issues per year](#), we celebrate food and the people behind it.

*Our beautiful print magazine is collected and kept on coffee tables for years.*

## 110K

TOTAL AUDIENCE REACH PER ISSUE  
PRINT • DIGITAL • SOCIAL MEDIA • EVENTS



### \$94K

MEDIAN HH



### 87%

COLLEGE EDUCATED



### 82%/18%

FEMALE/MALE

In addition to printing six issues a year, *Edible Nashville* offers a robust website that curates local original content, thousands of recipes, coverage on local happenings, weekly digital newsletters, an engaged social media following, and organizes various events bringing together local farmers and makers with the community.

93% of readers take action • 58% discussed/referred someone to an article • 54% prepared one or more recipes  
43% visited a specific store • 43% visit an advertiser's website • 63% have read at least 3 of the last 4 issues

# SEE WHAT *EDIBLE NASHVILLE* CAN DO FOR YOU!

*Edible Nashville* is a beautiful lifestyle brand that includes a print magazine, website, newsletters, e-blasts and events. Work with us to get your brand to our 110K local readers.



## BE IN THE PRINT MAGAZINE

With a readership of **45K per issue**, our beautiful print magazine, is collected and kept on coffee tables region wide for super high reader engagement. All print issues are digital and linked to your ad.

## BE ON EDIBLENASHVILLE.COM

With rotating digital ads on our robust website **ediblenashville.com**, you will reach **15-20K readers** monthly with your message. If you're trying to reach the local foodie market, work with us on retargeting and facebook ads.



## NEWSLETTERS AND E-BLASTS

Get your event, product, store or promotion in front of **12K engaged locals**. With an **open rate of 43%** we are influencers.

## SPONSOR A FARM DINNER

Get your products in front of **200-300** guests at our signature farm and creek dinners held three times a year on a farm under the stars. Chef prepared farm-to-table dinner with local music, spirits and artisans.

## SPONSOR A COOKING CLASS

Sponsor a cooking class which brings together folks in a lively kitchen taught by Edible chef, Skylar Bush.

## ISSUE RELEASE PARTIES

Celebrate the new issue with our *Edible* community. Sponsorship opportunities available to showcase your space, product or service.



## CONTACT

[chris@ediblenashville.com](mailto:chris@ediblenashville.com), [jill@ediblenashville.com](mailto:jill@ediblenashville.com)





# ADVERTISE WITH US



## PRINT ADVERTISING

6 issues per year/ 15-20K+ copies per issue/45K readers per issue

450 subscribers

All issues online in a digital format with hotlinks directly from your ad to your website.

Examples of past issues [here](#)

**Traditional Advertising:** industry standard ad sizes within the print magazine

**Custom Advertorials:** *Edible's* creative team translates partners' brand messages into compelling stories that resonate with our readers and moves them to action.

See examples [here](#)



## DIGITAL ADVERTISING

11K+ Newsletter + Eblast

13K monthly users to [ediblenashville.com](#)

### Sponsored E-blasts and Newsletters

With a high open rate of **43%** and CTR of **3%**, *Edible Nashville's* weekly newsletter reaches foodies and those interested in events and happenings.

Advertising opportunities include weekly newsletter sponsorships as well as dedicated e-blasts showcasing your product, event or services.

### Website Ad Rotation

Digital ad rotation in 3 sizes on [ediblenashville.com](#), which curates original local content focusing on seasonal farm-to-table recipes, stories on local happenings, and local restaurant and event coverage.

### Events & News coverage on [ediblenashville.com](#)

Advertise your event on our [Events & News](#) page



## SOCIAL MEDIA ADVERTISING

10K engaged followers on [Instagram](#) and [Facebook](#).

Partners can promote products and services.



## CONTACT

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# 2024 EDITORIAL CALENDAR

		RESERVE SPACE	ADS DUE	ON SALE
JAN/FEB	<b>THE GREEN/HEALTHY ISSUE</b> From sustainability to DIY to healthy eating, this issue covers all the local ways to get healthy, grow your own, and live better in the new year. <i>Special Section: Kitchen Guide</i>	DEC 10	DEC 12	JAN 1
MAR/APR	<b>THE FARM &amp; GARDEN ISSUE</b> From farmers to gardeners, what to eat, what to plant, and how to live off your piece of the land. <i>Special Section: CSA Guide &amp; Farmers Market Directory</i>	FEB 10	FEB 12	MAR 1
MAY/JUNE	<b>WANDERING ISSUE</b> Lets Go! Discover Tennessee. Roadtrips, nature, farm back roads eats, markets, and of course, spring recipes.	APR 10	APR 12	MAY 1
JULY/AUG	<b>THE RESTAURANT ISSUE</b> The latest on eating out, from food trucks and pop-ups to new restaurants and old classics. <i>Special Section: Restaurant Guide</i>	JUNE 10	JUNE 12	JULY 1
SEPT/OCT	<b>THE COOKING ISSUE</b> The bounty of summer and fall collide. From chefs to home cooks, here's what you should be cooking.	AUG 10	AUG 12	SEP 1
NOV/DEC	<b>THE HOLIDAY ISSUE</b> From food and drink recipes to decor and entertaining, we're celebrating all things, festive, warm and cozy. <i>Special Section: Holiday Gift Guide</i>	OCT 10	OCT 12	NOV 1

Preview Past Issues [HERE](#)

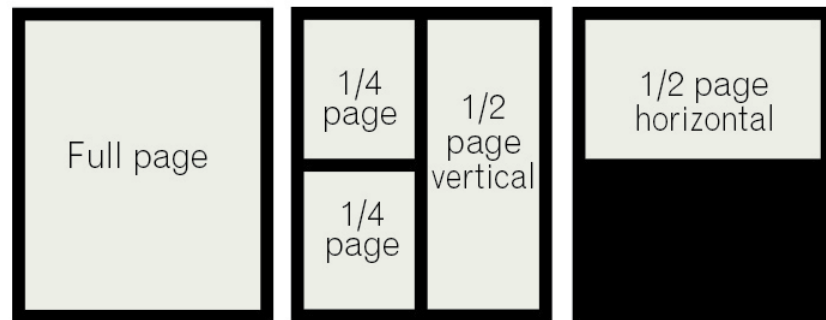
## CONTACT

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# 2024 PRINT OPTIONS

	1X	3X	6X
TWO PAGE SPREAD	\$4,500	\$4,000	\$3,600
FULL PAGE	\$2,500	\$2,300	\$2,100
HALF PAGE (horizontal or vertical)	\$1,300	\$1,200	\$1,100
QUARTER PAGE	\$700	\$650	\$550
BACK COVER	\$2,800	\$2,600	\$2,400
CUSTOM ADVERTORIAL	\$2,700	\$2,500	\$2,300



## PRINT SPECS

- Full page..... 8.375" x 10.875" + 0.125" bleed
- Half page vertical..... 3.625" x 9.875" + 0.125" bleed
- Half page horizontal..... 7.375" x 4.875" + 0.125" bleed
- Quarter page..... 3.625" x 4.875" + 0.125" bleed
- Back cover..... 8.375" x 10.875" + 0.125" bleed

## CONTACT

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# 2024 DIGITAL OPTIONS

## WEB OPTIONS

	1 MONTH	2 MONTHS	3 MONTHS
RUN OF SITE BANNERS	\$350	\$600	\$800
DEDICATED E-BLAST (12K TOTAL)	\$100 CPM (5k minimum)		
NEWSLETTER INCLUSION	\$300	\$500	\$600

## EMAIL/SOCIAL OPTIONS

SPONSORED NEWSLETTER	\$1,000
Custom header integration + top block inclusion + 2 x Instagram story + 1 Facebook post	
NEWSLETTER TOP BLOCK	\$450
1 x Instagram Story	
NEWSLETTER BANNER	\$250
1 x Instagram Story	
FEATURED SQUARE	\$150
INSTAGRAM STORY + FACEBOOK POST	\$100

\* Please review our Package Options on the following page for additional reach extension options

## DIGITAL AD SIZE

- 728 x 90 pixels
- 750 x 100 pixels
- 300 x 250 pixels
- 300 x 600 pixels
- JPG/JPEG/PNG/GIF
- Max file size 1MB

## E-BLAST

- 800 x 1200 pixels
- JPG/JPEG/PNG/GIF
- RGB
- Max file size 1MB

## INSTAGRAM

- Landscape Post 1080 x 608 pixels
- Square Post 1050 x 1080 pixels
- Story 1080 x 1920 pixels
- JPG/JPEG/PNG/GIF
- RGB

## SPONSORED NEWSLETTER

- PNG Logo for header integration, 600 x 300 with 2 lines of copy provided or created by Edible editorial team, + Social Sizes
- Block: 600 x 300 with 2 lines of copy provided or created by Edible editorial team
- Featured Squares: 250 x 300
- RGB



### what to cook

[35 Recipes for July 4th!](#)

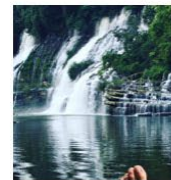
From [grilled burgers](#) to zesty steak to seafood and [vegetables](#), we got you covered for all your Fourth of July celebrations. And did we mention blueberries and peaches? Yep they're in season and we got [crisps](#), cobbles, cheesecake and more. Below are the [Grilled Pork Chops with Peach Agrodolce](#).



FOLLOW US ON INSTAGRAM  
@ediblenashn

### what to do

Waterfalls for the weekend. Check out these [three waterfalls](#) and where to eat along the way.



### A Few Spots left for Portugal!

Oct 26 - Nov 4

Last year was Provence, this year it's Portugal. These small (16 people) trips are curated and planned just for Edible by Nashville and travel expert Eloise Foley. Farms, food, cooking, nature, art and culture collide in this 8 day boutique trip!



[MORE INFORMATION HERE](#) →

### before you go...

[Subscribe to the magazine](#) to get the July/August Restaurant Issue delivered to your door. With our local restaurant guide, you don't want to miss it.



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Want to change how you receive these emails?  
You can update your preferences or unsubscribe from this list.

[Newsletter Example Here](#)



# ADVERTISING PACKAGES



## DIGITAL

### Option A // 1 Week Digital Campaign

- 1 x Run of Site Web Rotation // 1 Week
- 1 x Newsletter Block
- 2 x Organic Social Posts

**Total Value: \$625**

**Discount: 20%**

**Discounted Rate: \$500**



### Option B // 2 Week Digital Campaign

- 1 x Run of Site Web Rotation // 2 Weeks
- 1 x Newsletter Block
- 2 x Newsletter Featured Squares
- 3 x Organic Social Posts
- Targeted Social Campaign // 10K Impressions

**Total Value: \$1,000**

**Discount: 25%**

**Discounted Package Rate: \$750**



### Option C // 3 Week Digital Campaign

- 1 x Run of Site Web Rotation // 3 Weeks
- 1 x Dedicated E-Blast // 5K Sends
- 1 x Newsletter Block
- 3 x Newsletter Featured Squares
- 3 x Organic Social Posts
- Targeted Social Campaign // 30K Impressions

**Total Value: \$1,975**

**Discount: 38%**

**Discounted Package Rate: \$1,200**



### Option D // 4 Week Digital Campaign

- 1 x Run of Site Web Rotation // 4 Weeks
- 1 x Dedicated E-Blast // 5K Sends
- 2 x Newsletter Block
- 4 x Newsletter Featured Squares
- 4 x Organic Social Posts
- Targeted Social Campaign // 50K Impressions

**Total Value: \$2,750**

**Discount: 40%**

**Discounted Package Rate: \$1,600**

*\*Add any Print Option for an Additional 15% off Print Rate*

*\*Multi-Month Package Options Available Upon Request*

## CONTACT

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# FARM DINNERS

Along with local chefs and partners, *Edible Nashville* brings their signature farm dinner to a different working farm each time, ensuring each one is unique and special.

**Spring Farm Dinner May 4 & 5, Summer Creek Dinner July 19 & 20, Fall Farm Dinner October 25 & 26.**

Farm to table dinner, music, cocktails and wine under the stars. Check out our previous farm dinners [here](#).

All sponsorship options include both Friday & Saturday night Dinners



## PRESENTING SPONSOR

**\$7,000/Dinner or \$18,000/3 Dinner's**

- Recognition as Presenting Sponsor
  - Premier Placement: Brand Activation + Integration Space
  - Onsite Signage + Takeaways
  - Product Feature at Dinner
  - Top Billing on all event materials (menu, swag bags, signage)
  - Inclusion on all pre/post marketing materials
  - Inclusion in print and digital coverage
  - Access to photography and video
  - 1 x Half Pages + 1 Month Digital Banner Rotation + 3 Social Media Posts (\$1,500 value)
  - Added Value for 3 Dinner Commitment:
  - 3 x Half Pages + 3 Month Digital Banner Rotation + 9 Social Media Posts (\$4,500 value)
- (Up to 2 Presenting Spaces Available Per Dinner. Category Exclusive)

## SUPPORTING SPONSOR

**\$3,500/Dinner or \$9,500/3 Dinners**

- Product feature at dinner (tasting table with ambassador)
  - Inclusion on marketing materials
  - Branding on all event materials (menu, swag bags, signage)
  - Product inclusion in swag bags
  - 1 x Quarter Page + 2 Week Digital Banner Rotation + 2 Social Media Posts (\$850 value)
  - Added Value for 3 Dinner Commitment:
  - 3 x Quarter + 3 Month Digital Banner Rotation + 6 Social Media Posts (\$2,700 value)
- (Up to 5 Product Spaces Available Per Dinner)

## JOINING SPONSOR

**\$1,500/Dinner - \$4,000/3 Dinners**

- Product mentions in event and marketing materials
  - Product inclusion in swag bags
  - 2 Week Digital Banner Rotation + 1 Instagram Story Post
- (Unlimited Spaces Available)

*\*All sponsorship options include both Friday & Saturday night Dinners*

## CONTACT

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Work with the *Edible Nashville* team to create authentic custom advertorials focused on creative storytelling and unforgettable illustrations

[illegible][illegible][illegible]

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# NASHVILLE'S FAVORITE MAGAZINE. *REALLY.*

Advertising with Edible has truly been a joy and we love seeing Jill walk thru our front door! From the final ad copy to receiving the magazines in our store. We couldn't ask for a better experience from start to finish. Thank you, Edible! We're so happy to be in print with you."

—Steve Marshall, *The Produce Place*

"We are always happy to be a part of Edible Nashville's mission to bring love-by-food to Nashville. There's no publication that better captures the *je ne sais quois* that makes our city a remarkable place to cook or dine, to grow or farm. Every issue is an homage to our hospitable hometown."

—Clay Ezell, *President, The Compost Company, LLC*

Got the magazines yesterday. Damn you put together a beautiful read. It has personality in spades!....

—Mackenzie Colt, *Colt's Chocolates*

We're all out at the warehouse. When can you get us more?

—Distributor of *Edibles to Whole Foods*

Hey Jill! Just wanted to send you a quick note saying how beautifully your recent issue came out, and how honored we are to be mentioned and featured in it! Thank you for your work!

—Katherine Vance, *Communications & Media Relations Manager*

Love the magazine! Thank you.

Megan Barry, *former Mayor, Nashville*

Though not much of a cook, I clip recipes from your publication. Of course, they may remain unrequited dreams, but they look good in the meantime.

—Anita Bugg, *VP of Content, WPLN*

I just want to tell you how impressed I am with your magazine. I'm at home relaxing (novel) and opened the email with the latest Edible Nashville edition. I'm proud that we are a part of it.

—George Cohn, *Nashville Toffee Company*

Our customers often mention that they have seen our ads in Edible Nashville. We are convinced the magazine is both a great "awareness builder" as well as a reminder for existing customers.

—Phil Baggett, *Tennessee Grass Fed*

Edible has really increased our business and presence in the community. This was the first year we took out a full page ad for the entire season— it brought out, not only more Nashville residents, but a lot of tourists as well! It also helped bring us new vendors!

—Mark Mulch, *Owner, 12 South Farmers Market*

OMG, I'm obsessed with this magazine.

—AshBlue gift shop

I love your work so much. It always makes me feel connected and grounded in this community. Truly, it's a special thing you make.

—Reader

Everyone wanted to take it. Where's the subscription card?

—Dr Cecelia Fischer, MD, *Saint Thomas Hospital*

Damn, this is beautiful.  
Nicely done.  
—Reader

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