



# *edible* MADISON MEDIA KIT 2026

## Edible at a Glance

*Edible Madison* celebrates southern Wisconsin's local food culture and tells the stories behind the region's farms, restaurants, food and beverage artisans and makers.

### Flip through any issue and you'll find...

- Seasonal recipes featuring local ingredients
- Compelling writing concerning the Madison and Driftless food culture plus issues that affect our local food system.
- Profiles of the people who make our food culture rich and abundant: restaurants and chefs, farms and farmers, food and beverage artisans and producers.

## PUBLISHING SCHEDULE

Four times a year with the seasons.

## CIRCULATION: 12,500

12,500 copies are distributed to **100+ locations throughout our region**, where readers can take home a copy for **free**, and mailed to paid subscribers who don't want to miss an issue.

## READERSHIP: 30,000+

On average, each copy of *Edible* is read by 2.5 people, bringing the total readership to over 30,000. All of our content is also available online at [ediblemadison.com](http://ediblemadison.com).

## DIGITAL REACH: 14,500+

12,000+ across all social media channels plus our popular email newsletter.

## AREA OF COVERAGE

While based in Madison, our editorial content and advertising partners reflect the broader region shown below..



**LAUREN RUDERSDORF**

608.451.2467 • [LaurenR@ediblemadison.com](mailto:LaurenR@ediblemadison.com)

**TINK SIVYER**

262.366.7741 • [tink@ediblemadison.com](mailto:tink@ediblemadison.com)



## Partner with Us

Because this publication is available for free for our readers, we rely on advertisers like you to support our magazine. When you partner with *Edible Madison*, you are joining a community of savvy, highly engaged readers who care deeply about local businesses.

Edible readers are concerned, connected, savvy, and community-minded. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why.

No other magazine devotes editorial exclusively to local foods and food culture, and our readers seek out, rely on, and regularly share our content.

## Why Advertise?

- 1 INCREASE YOUR VISIBILITY**  
*Edible Madison's* readers save and savor every issue. Our beautifully designed publications don't look or feel disposable, and careful control of the editorial-to-advertising ratio ensures your ad won't be missed.
- 2 GROW YOUR AUDIENCE**  
Supporting longterm brand strategy with both print advertising and nimble digital options is essential. We've engaged our curious, connected readers across multiple channels over ten years—and our partners benefit.
- 3 PARTNERSHIP**  
Because this publication is available for free for our readers, we rely on advertisers like you to support our magazine. Working with us goes far beyond the ad buy. You'll have access to an experienced team of writers, designers, and marketing pros who can offer unique opportunities to underwrite content, sponsor unique digital events, or create a social media campaign.
- 4 SUPPORT LOCAL**  
Consumer awareness and the desire to support local businesses is higher than ever before. Your partnership with *Edible Madison* creates a durable connection to the local community and ensures your message hits all the right notes.

*50% of readers say that their favorite thing about Edible is that it's local. Others enjoy the recipes, writing, or photography most of all.*



# edible AUDIENCE

- 87%** engage with Edible by reading the print magazine.
- 91%** prefer to purchase local brands. 88% are willing to pay more for a brand that is local.
- 55%** visited a store or restaurant mentioned in an issue of Edible.
- 50%** visited an advertiser's website.

## DEMOGRAPHICS:

**77%**  
identify as female

**51.5**  
average age

**18-34**  
year old readership nearly doubled

**73%**  
college educated

**\$129k**  
average household income

**79%**  
own their home

## INTERESTS:

**92%**  
cook most meals at home

**92%**  
say food experiences when traveling is a priority to them

**33%**  
dine out at least 2x/week

**92%**  
favor independent, local restaurants when dining out

**46%**  
typically drink an alcoholic beverage with dinner

# edible EDITORIAL CALENDAR 2026



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## Spring

THEME: **THE DRINKS ISSUE**

SPECIAL AD SECTION:

**Wedding & Events Guide**

EDITORIAL PREVIEW:

Local Teas  
Beverage Recipes  
Shrubs

SPACE RES DEADLINE:

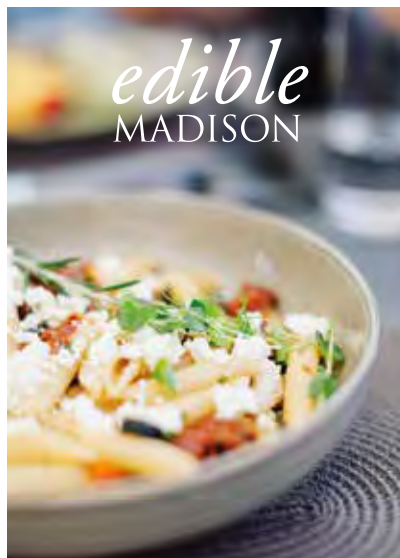
JAN 9

AD MATERIALS DUE:

JAN 23

ISSUE PUBLISHED:

LATE FEB



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## Summer

THEME: **THE TRAVEL ISSUE**

**Destination Dining Guide**

Midwest Mediterranean  
Will Drive for Donuts  
The Door Cherry Bounce

MAR 27

APR 10

LATE MAY



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## Fall

THEME: **SHEROES OF THE FOOD SYSTEM**

**Home & Kitchen Guide**

Women of School Nutrition  
Master Cheesemakers  
Heritage Apples

JUN 19

JULY 3

MID AUG



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## Winter

THEME: **SEEDS**

**Holiday Entertaining and Gift Guide**

Cooking with Seeds  
Local Ag Incubators  
Seed Nutrition

SEPT 11

SEPT 25

EARLY NOV

### Recurring Sections

#### STARTERS

A digest of bite-sized bits of local food news and seasonal tidbits.

#### IN SEASON

Seasonal products are highlighted and are featured in a recipe.

#### COOK AT HOME

Chefs, farmers and food pros in our community share their favorite recipes.

#### NOURISH

Laura Poe Mathes, registered dietician, spotlights a food or ingredient.

#### FOODWAYS

Explores the social, cultural, and traditional dimensions of the foods we love.

# edible DIGITAL OFFERINGS

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Sponsored content from The Art of Cheese Festival

PROUDLY CHEESE WISCONSIN

ART OF CHEESE FESTIVAL

🌟 The Wisconsin Cheese Ball: A Night in Lights ✨

Get ready, Madison—you don't want to miss the marquee event of the Wisconsin Art of Cheese Festival! Hosted by Andrew Zimmern, the Wisconsin Cheese Ball is a one-night-only gala that transforms The Sylvee into a dazzling playground of Wisconsin cheese, craft drinks, and live music. From sizzling raclette to hand-pulled mozzarella and the cheese "tyromancer," every bite is unforgettable. Plus, toast Wisconsin's legendary cheesemakers in the Cheese Hall of Fame, enjoy craft sips, and live beats from The Pork Tomatoes + DJ Shawna.

🌟 Edible Madison readers: snag \$50 off general admission with code EDIBLEMAD50 at [artofcheesefestival.com](https://artofcheesefestival.com)

Prepare your palate for a weekend of indulgence at the highly anticipated Wisconsin Art of Cheese Festival.

BUY TICKETS

ABOVE: An example of a dedicated email blast.

## SOCIAL MEDIA ACTIVATION

Engage with our social media audience through sponsored Instagram and Facebook posts, boosted posts, Instagram stories, highlights and takeovers, and more!

## EMAIL OPPORTUNITIES

- **NEWSLETTER AD:** Place an ad in our monthly email newsletter.
- **DEDICATED EMAIL:** Send a dedicated email blast to promote your business or sponsored article.

## WEB ADS

Ad space is available on [ediblemadison.com](https://ediblemadison.com) in a rectangular size or traditional banner ad format. Ads rotate and are served up across the site.

## LOCAL GUIDE: FEATURED LISTING

Get a priority placement in our online Local Guide, a list of Edible's recommendations across all categories of business. Locals and travelers alike use this guide to find the best local restaurants, shops, farms, and more! Add an image, up to 100 words of copy, and a link to your website.

*One-line listings complimentary for all advertisers.*

## DIGITAL PROMOTION PACKAGE

Bundle and save! Build brand awareness and bring exposure to a product or event over a month-long period. Our Digital Promotion Package includes:

- Newsletter ads in 2 consecutive emails
- Website banner ad
- 2 Instagram posts
- 2 Facebook posts
- Posts shared to stories 2+ times
- **Optional add-ons:**
  - Dedicated email
  - Instagram takeover with option to become a highlight
  - Boosted posts



5.4k

Instagram followers



6.7k

Facebook followers



96k

Annual website views



3.2k

Email subscribers

**NEWSLETTER HAS A 43.9% AVG OPEN RATE**

*\*Average email open rate is 21.5% across all industries according to the Campaign Monitor 2022 Email Marketing Benchmarks Report*

# edible SPONSORED CONTENT

Reach the *Edible Madison* audience in a fresh, creative way through sponsored articles that tell the stories of the people and passion behind your business.

50% of Edible readers discussed with or referred a friend to an article according to the 2023 readers' survey

## SPONSORED ARTICLES & RECIPES

Have a story you'd like to share about or related to your business? This is the perfect way to ensure your story gets shared with the *Edible Madison* community! Digital and print options available. You can supply the finished article and photos, or you can work with the Edible team to find the right writer and photographer to capture your vision.

For an even broader reach, we can promote your digital article in the magazine, on social media and through our email newsletter.



Above: An example of a sponsored print article and sponsored print recipe.

	SPRING	SUMMER	FALL	WINTER
<b>COMMITMENT DEADLINE (IF WE WRITE):</b>	NOV 7	FEB 6	MAY 1	JULY 24
<b>COMMITMENT DEADLINE (IF YOU WRITE):</b>	NOV 21	FEB 27	MAY 22	AUG 14
<b>ARTICLE DUE:</b>	DEC 12	MAR 13	JUNE 5	AUG 28

# edible **ADVERTISING RATES**

## Print

	<i>1x/year</i>	<i>4x/year</i>	<i>4x/year monthly</i>
<b>BACK COVER</b>	\$3000	\$2400	\$800
<b>INSIDE COVER</b>	\$2700	\$2250	\$750
<b>FULL PAGE</b>	\$2400	\$1950	\$650
<b>1/2 PAGE</b>	\$1600	\$1350	\$450
<b>1/4 PAGE</b>	\$900	\$675	\$225
<b>1/9 PAGE</b>	\$500	\$390	\$130
<b>MARKETPLACE (LOGO + 25 WORDS)</b>	---	\$300	\$100
<b>SPONSORED ARTICLE: 1 PAGE</b>	\$2400+	\$1950+	\$650+
<b>SPONSORED RECIPE: 1 PAGE</b>	\$2400+	\$1950+	\$650+

## Digital

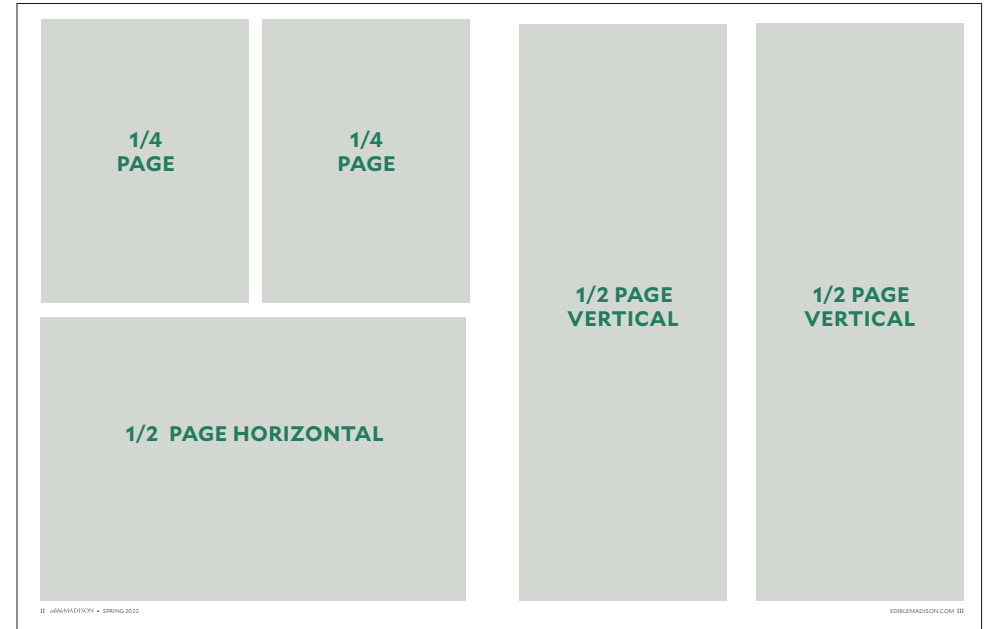
<b>DIGITAL PROMO PACKAGE</b>	\$975
<b>DEDICATED EMAIL</b>	\$775
<b>E-NEWSLETTER AD</b>	\$300
<b>SOCIAL MEDIA SPONSORED POST</b>	\$325
<b>SOCIAL REEL PRODUCTION</b>	\$600 + (\$150 extra + travel stipend if we produce video)
<b>WEB AD: BANNER</b>	\$450/quarter
<b>WEB AD: RECTANGLE</b>	\$350/quarter
<b>LOCAL GUIDE: FEATURED LISTING</b>	\$500/year
<b>SPONSORED DIGITAL ARTICLE</b>	\$500+
<b>DEDICATED EMAIL: SPONSORED ARTICLE</b>	\$500 (optional add-on for sponsored digital or print articles)

# edible AD SIZES & SPECS

## Print

Please submit your print ad as a high resolution (300 dpi or higher) JPEG, PNG or PDF file in CMYK color.

<b>BACK COVER</b>	8.375" W x 10.875" H	1/8" bleed
<b>INSIDE COVER</b>	8.375" W x 10.875" H	1/8" bleed
<b>FULL PAGE</b>	8.375" W x 10.875" H	No bleed
<b>1/2 PAGE HORIZONTAL</b>	7.3875" W x 4.9125" H	No bleed
<b>1/2 PAGE VERTICAL</b>	3.6" W x 10.0125" H	No bleed
<b>1/4 PAGE</b>	3.6" W x 4.9125" H	No bleed
<b>1/9 PAGE</b>	2.5" W x 3.0" H	No bleed



## Digital

Please submit your digital ad as a screen resolution (72 dpi) JPEG or PNG in RGB color.

<b>WEB AD - RECTANGLE</b>	670px W x 416px H
<b>WEB AD - BANNER</b>	1030px W x 174px H
<b>NEWSLETTER AD</b>	1080px W x 1080px H
<b>FEATURED LISTING</b>	670px W x 411px H + 75-100 words
<b>SOCIAL MEDIA POST</b>	1012px W x 1350px H + caption

