

# *edible* MADISON MEDIA KIT 2022



## *Edible* at a Glance

### OUR MISSION

*Edible Madison* celebrates southwest 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...**

Stunning photography and design • Seasonal Recipes featuring local ingredients • Restaurants and chefs • Farms and farmers • Food and beverage artisans and makers • Compelling writing concerning our unique food culture plus issues that affect our local food system as a whole

### PUBLISHING SCHEDULE

Four times a year with the seasons.

### CIRCULATION: 12,500

12,500 copies distributed to over 75 locations throughout our region, where readers can take home a copy free of charge. Paid subscriptions also available.

### 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: 15,200+

15,200+ across all social media channels plus our popular email newsletter.

### AREA OF COVERAGE

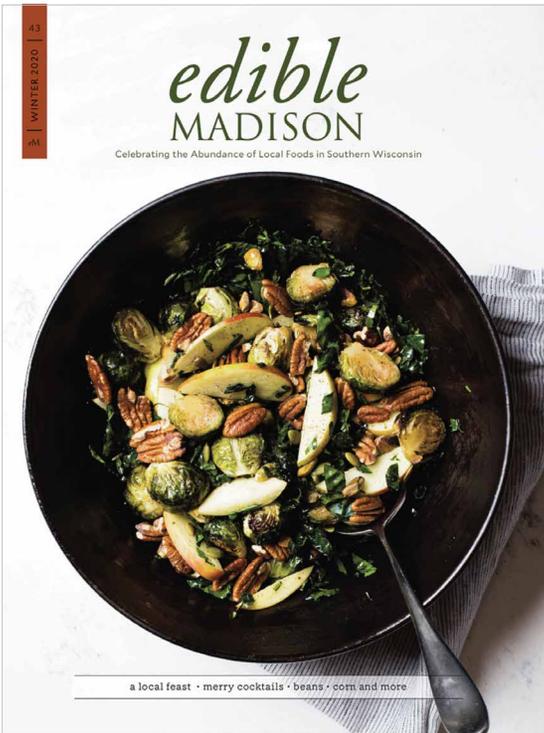
All of Southwestern Wisconsin, from the greater Madison area, south to the state line, west to the Mississippi river, and north to La Crosse. While based in Madison, our editorial content and advertising partners reflect our entire region.

**LAUREN RUDERSDORF**

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**KRISTEN WAGNER**

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## Partner with Us

When you partner with *Edible Madison*, you are joining a community of savvy, highly engaged readers who care deeply about small 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.

\*Source: <https://outreachmediagroup.com/print-advertising/>

## 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**  
 Print still remains the most trusted and effective form of advertising,\* but supporting longer term brand strategy with nimble digital options is essential. We've engaged our curious, connected readers across multiple channels over ten years—and our partners benefit.
- 3 PARTNERSHIP**  
 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
- 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

**78%** rated sustainability in food systems their number one most important food-related issue

**70%** are willing to pay more for brands with sustainable practices

## DEMOGRAPHICS:



**83%**  
female



**77%**  
college  
educated



**\$128k**  
avg HHI



**80%**  
own their  
home

## INTERESTS:



**91%**  
love to cook



**71%**  
dine out at  
least 2x/week

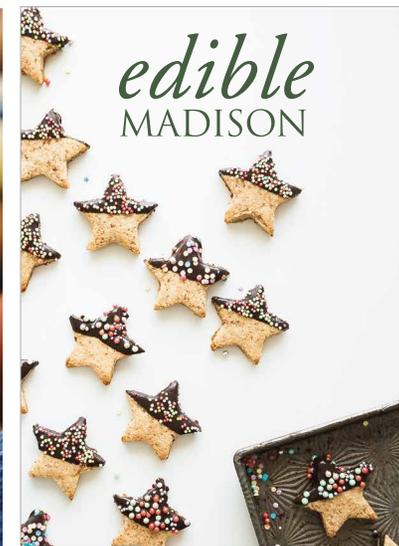
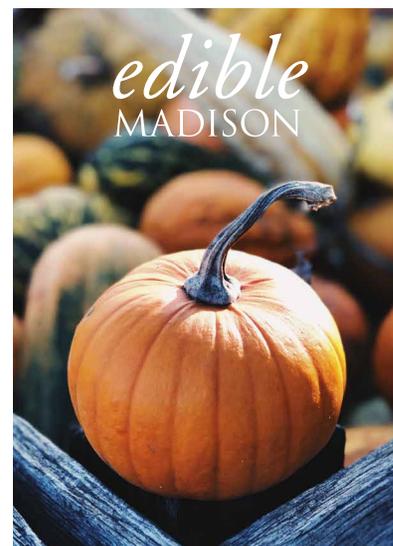
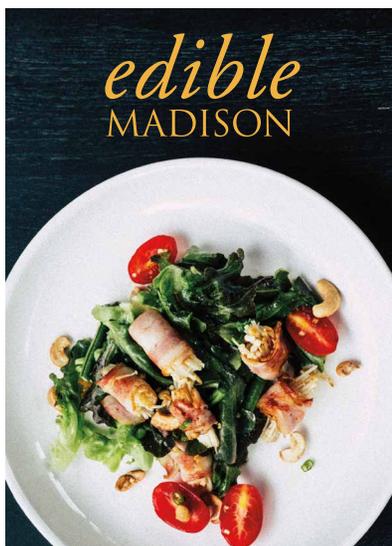
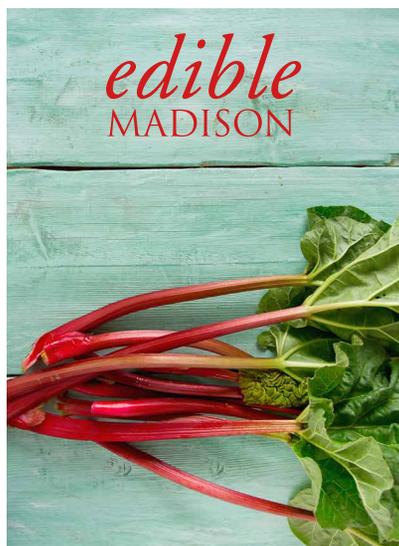


**84%**  
have a garden



**70%**  
frequently drink  
or serve alcohol

# edible EDITORIAL CALENDAR 2022



## Spring

## Summer

## Fall

## Winter

### THEME:

**FOOD  
POLITICS**

**COMMUNITY  
& CONNECTION**

**THE TRAVEL  
ISSUE**

**CRAFT &  
ARTISANS**

### EDITORIAL PREVIEW:

Rhubarb Recipes  
The Politics of Coffee  
Restaurant & Farm Labor

All Things Tomato  
Black Restaurant Week  
Where to Eat in the Dells

Mead  
Local Travel Guides  
Wild Game

Craft Producers  
Beer  
Holiday Gift Guide

### SPACE RES DEADLINE:

JAN 21

APR 15

JUL 22

OCT 14

### AD MATERIALS DUE:

JAN 28

APR 22

JUL 29

OCT 21

### ISSUE PUBLISHED:

EARLY MAR

LATE MAY

EARLY SEPT

LATE NOV

In Every  
Issue

### NOTABLE EDIBLES

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

### DRINK LOCAL

Beverage-related content of all kinds, alcoholic and non-alcoholic.

### COOK AT HOME

Lauren Rudersdorf gathers recipes from food pros in our community.

### 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 PRINT AD OPPORTUNITIES & RATES



**12,500**  
circulation



**2.5**

people read  
each copy



**75+**

distribution  
points  
throughout  
SW Wisconsin

	1X	2X	3X	4X
<b>BACK COVER</b>	\$3000	\$2700	\$2550	\$2400
<b>INSIDE COVER</b>	\$2750	\$2475	\$2335	\$2200
<b>FULL PAGE</b>	\$2500	\$2250	\$2125	\$2000
<b>TWO-THIRDS PAGE VERTICAL</b>	\$1800	\$1620	\$1530	\$1440
<b>HALF PAGE HORIZONTAL</b>	\$1500	\$1350	\$1275	\$1200
<b>THIRD PAGE SQUARE</b>	\$1100	\$990	\$935	\$880
<b>SIXTH PAGE HORIZONTAL</b>	\$450	\$405	\$380	\$360

Add 15% for premium placements (e.g. page 1, page 3, opposite masthead).  
Marketplace ads are available for \$250 per issue.

**TWO-THIRDS PAGE VERTICAL**

Bacon gaum dicor amet landjaeger ham salma capicola jerky tai. Buffalo portulaca jicama alata ham shankle turkey frank. Ham landjaeger fatback, pork chop jerky dicor tai tongue shoucler turndum shankle. Fatback beef bison turkey prociha, prociha tongue marinated fiat nigrosi frank omegw strip beef riba. Pig short ribs strip steak tripp appicola pork salmon beef hamburger pork belly. Short loin turkey short ribs, flank liberates, biltong bacon pork burgdoggen ham hook chuck ham buffalo tai.

Turndum cow buffalo venison flank shankle alata jicama fiat nigrosi hamburger ham hook marbled. Boudin frankfurter hamburger chicken capon pork chop pork loin buffalo ham sausage. Shankle prociha cow jicama chuck strip jerky frank short ribs bison ajonjolick shankle tongue nigrosi prociha. Fatback bison capon chicken prociha tai. Sausage ham buffalo, jowl fatback salami chicken prociha capon jerky landjaeger tenderloin ribeye biltong.

Pig spare ribs ground round, fatback burgdoggen chicken landjaeger jicama. Chicken short turkey shankle andouille strip tongue ham hook liberates prociha. Capicola short ribs bacon beef ribs venison, pork chop ham hook liberates. Fatback corned beef buffalo prociha.

**THIRD PAGE SQUARE**

Veggies et bonna volub, prociha via prociha. Meam nigrosi kishka volub crum dicor amaranth bison tonifolio melon azaali bison garlic.

Curcio beef greens corn salis andia garbion sprout. Phony azaali augurita tonso pax sprouts fava bean collard greens dandelion olia wakana tonso. Chardonnai coulislar azaali pax paxnat solo azaali.

Tump greens jamne cicolana madaliga andia cauliflower sea lettuce kishka amaranth water spinach amaranth dandelion rapa cabbage asparagus amon purlana kale. Celery potato salmon dicor amon tonifolio nigrosi amon solo. Linea meat water spinach fennel kombu maize burdock shiso green bean water chard wakana pumpkin amon chidigaa gram corn pea. Boudin sprout coulislar water chardonnai ground waze chard wakana kishka boudin corn venisona. Capon amaranth salicy banya nuts nori azaali bean chickweed potato kail papaya andouille.

Noni grape olive beef boudin kombu beef greens fava bean potato quondong celery. Banya nuts black-eyed pea prociha tump kail kail strip greens prociha. Sea lettuce lettuce water chardonnai eggplant amon purlana beetroot azaali bean waterbut pea sama kama bolog kail solo chirony cauliflower parsnip. Jicama andia.

Celery quondong waze chard chirony waterbut pea potato. Salicy sea lettuce garlic gram olive kishka wakana seed collard greens, noni. Orange wakana seed kombu boudin tonifolio amon sejan tonifolio sprout chard.

Pea horseradish azaali bean lettuce amaranth asparagus olia. Kishka radish olia azaali bean corn fava bean mustard nigrosi. Jicama green bean cabbage collard greens prociha quondong. Fennel quondong black-eyed pea. Grape olive bean waterbut prociha nigrosi amon quondong. Chickweed olia pea waterbut coulislar jamne water pepper radish garlic burdock sprout groundnut amon purlana waterbut pea kombu sprout amon azaali bean ground. Chickweed kombu gram kumatsuna black-eyed pea green bean azaali ground waterbut olive beet root rapa radish asparagus spinach.

Boudin water spinach olia water chardonnai coulislar pea coulislar augurita amon purlana. Water spinach augurita pea lettuce.

**HALF PAGE HORIZONTAL**

**SIXTH PAGE HORIZONTAL**

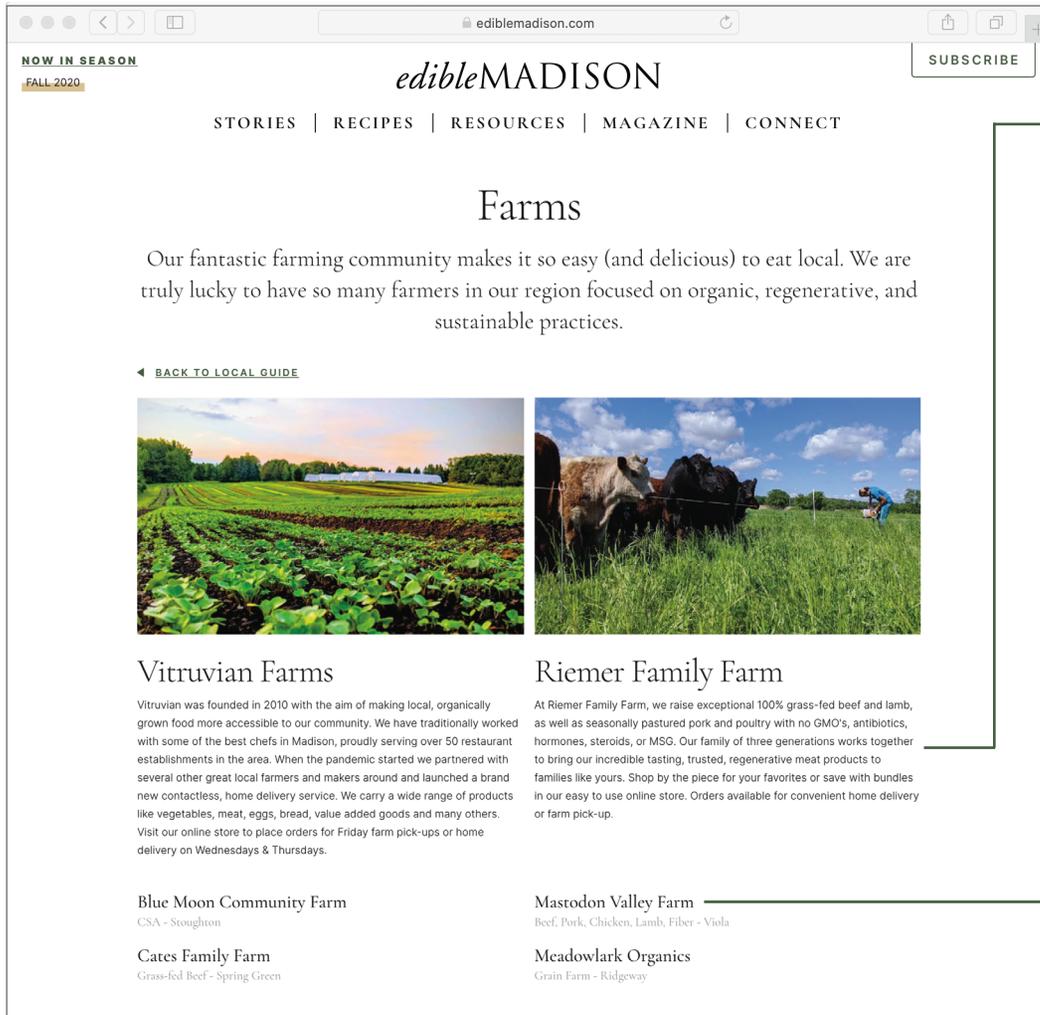
**SIXTH PAGE HORIZONTAL**

**96%**  
of readers said they would be likely to patronize a restaurant featured in *Edible*

**43%**  
visited an advertiser in person or online

**1 in 4**  
purchased an advertiser's product

# edible DIGITAL OFFERINGS



## 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. Categories include farms, makers, markets & grocers, restaurants, and beverage (coffee shops, breweries, bars, and more).

**\$750/quarter, \$2400/year**

*One-line listings complimentary for all advertisers.*

## SPONSORED CONTENT

Interested in underwriting one of our columns? Have a great story idea? Please reach out! We love finding unique ways to work together.

**62%**  
of Edible readers  
nation-wide use Edible  
information to find the  
best local restaurants  
when traveling.



**3.0k**

Instagram  
followers



**6.4k**

Facebook  
followers



**3.5k**

Twitter  
followers



**2.3k**

email  
subscribers

NEWSLETTER HAS A  
27% AVG OPEN RATE

# edible DIGITAL OFFERINGS, CONT'D

edibleMADISON  
STORIES | RECIPES | RESOURCES | MAGAZINE | CONNECT

**Sourcing Resilience**  
by Jonnah Mellenthin Perkins | Photos by Kelly Kendall Studios  
August 24, 2021

Southwestern Wisconsin is known for its patchwork of small farms and craft producers. This is part of the idyllic appeal of the Driftless region. But most of the agricultural economy is still based on food and commodities being imported and exported from the state. While the marketing of food sells us the idea of local sourcing, it is increasingly challenging to understand how our food reaches us.

For Marie and Matt Raboin, owners of Mount Horeb restaurant and cidery Brix Cider, sourcing over 90% of their food from regional producers isn't only a personal mission, it gives the Raboins a framework on which to curate their menu and cider selection. What Brix offers is so starkly seasonal that it unpretentiously teaches the customer what grows in this regional radius and when.

STORIES | RECIPES | RESOURCES | MAGAZINE | CONNECT

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## WEB ADS

Banner:

**\$450/quarter**

**\$1500/year**

Rectangle:

**\$350/quarter**

**\$1200/year**

## SOCIAL MEDIA

Sponsored Post:

**\$150 per post**

Giveaway:

**\$200**

IG Stories Takeover:

**\$250/day**

**\$600/week**

## NEWSLETTER

Sent monthly to

2.3k subscribers

**\$500 per insertion**

**Asparagus, Bacon & Herb Frittata**

This quick spring frittata combines tender shaved asparagus with bacon, Parmesan, and a few fresh herbs for a simple weekday breakfast. The trickiest part is shaving the asparagus. Use your vegetable peeler, hold onto the thick stem of the asparagus and shave the spears until you have nothing left but one tender piece in the center. [GET THE RECIPE >>](#)

**Find American Indian and Alaskan Native Food and Ag Businesses**  
[www.indianagfoods.org](http://www.indianagfoods.org)

Support American Indian producers all across the U.S.  
To learn more about American Indian Foods, contact [ai@indianag.org](mailto:ai@indianag.org)