

edible OHIO VALLEY[®]

A FOOD MAGAZINE ABOUT PEOPLE.



SINCE 2010

BY THE NUMBERS

1,067,000

2023 ANNUAL *edible* OHIO VALLEY IMPRESSIONS



100k

Circulation
(2023)

300k

Print Readership
(2023)

767k

Digital+Social Impressions
(2023)

76/20

Audience
(Female/Male)

51½

Average Age

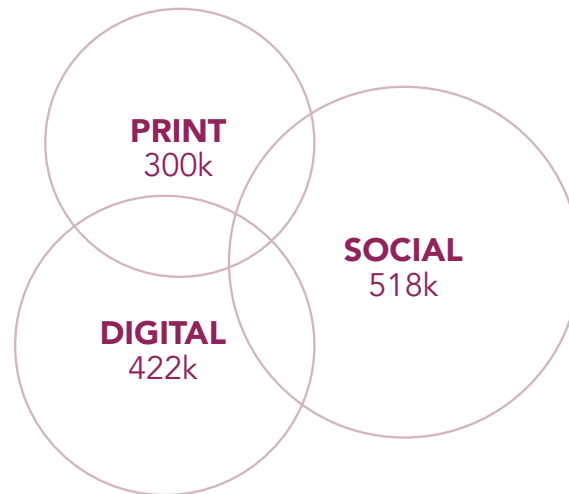
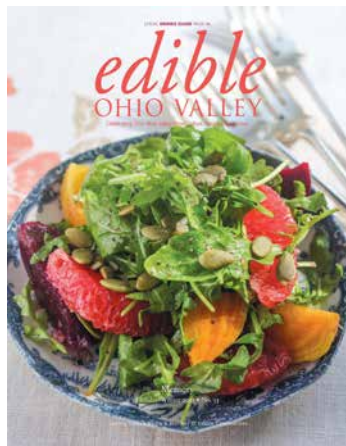
\$112k

Average HHI

Circulation: AAM Edible Community Annual Audit. Social impressions: Later verified 2023; Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: Survey of the American Consumer, March-Sept 2023.

THE DETAILS

A Food Magazine About People. We tell stories about people in our community who do things differently. The definitive resource guide for locals who want to support their neighbors—our inspired stories blaze a path toward a more sustainable lifestyle. In the spaces between clean air, clean water, and clean soil we connect the dots with clean food and work towards a healthier region for everyone.



ANNUAL *edible* OHIO VALLEY IMPRESSIONS

Print

	QTR / YEAR
Total audience	75,000 / 300,000
Rate base	25,000 / 100,000
Readers per copy	3 RPC
Time spent with issue	51 mins
Local distribution points	220+
Frequency	Quarterly
Subscription (print/digital)	\$28 / \$14
Established	2010

Digital

Annual EOv.com page views	96,000+
Annual EOv.com unique visitors	42,000+
Average time on web editorial	4.5 mins
Average time on Local Guides	3.2 mins
Annual digital edition page views	38,300+
Annual email newsletters sent	288,000+
Average email open rate	44.5%

Social

Annual Instagram impressions	299,400+
Instagram engagement rate	4.8%
Annual Facebook impressions	219,000+
Annual Facebook reach	165,100+



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Circulation: AAM Edible Community Annual Audit. Social impressions: Later verified 2023; Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: Survey of the American Consumer, March-Sept 2023.

HIGHLY ENGAGED

Edible fans are well educated, engaged, and financially secure. Edible magazines are a trusted source. Our audience spends an average of **51 minutes** with each issue and over **83%** of readers shared their copy with others, resulting in **3** readers per copy.

Who Are Edible Fans?

Our readers are female, middle aged, well-educated homeowners who are financially secure.

- Ages 25-34 18.3%
- Ages 35-44 12.2%
- Ages 45-54 13.7%
- Ages 55-64 25.1%
- Age 65+ 28.7%

Female/Male	76 / 20%
Average Age	51½
Average HHI	\$112,108
College Educated	81%
Employed (Full / Part Time)	68%
Home Owners	79%
Pet Owners	65%

MULTI-MEDIA ENGAGEMENT

Edible fans engage consistently on multiple platforms, and in a variety of ways.

87%

of fans engage with the print magazine

82%

of local fans engage with Edible online *also* read the print magazine

57%

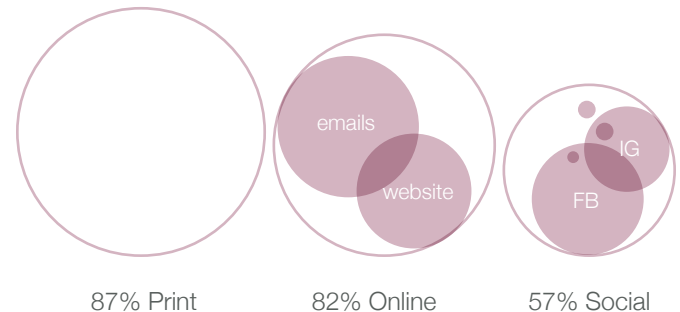
engage with Edible online

27% read Edible e-newsletters

28% visit Edible websites

25% follow Edible on social media

22% read Edible digitally

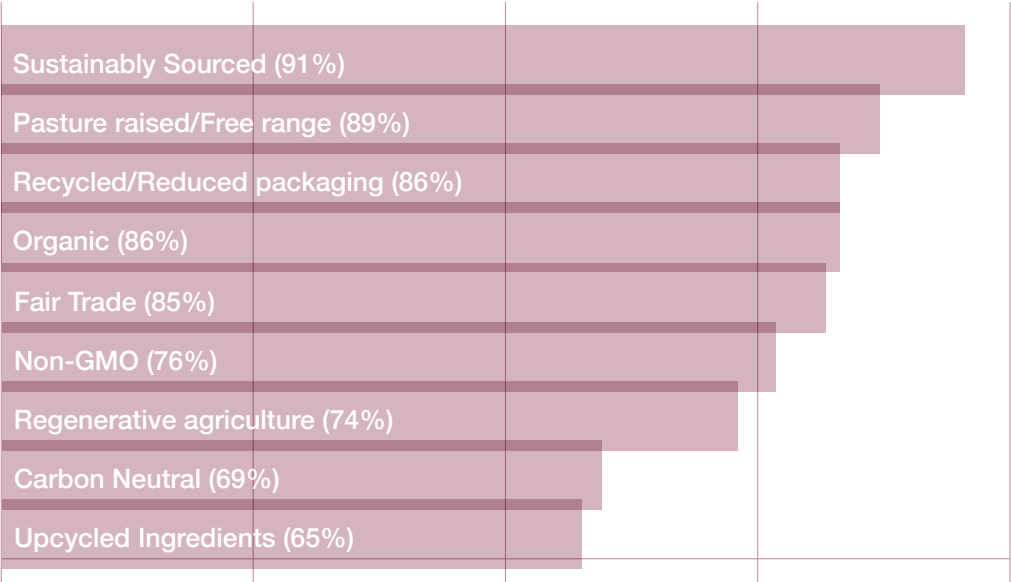


INFLUENTIAL & VALUES ORIENTED

Edible fans trust our content and take action after reading it. The majority of readers are consumers who choose products that align with their values. They rate sustainably-sourced goods and ingredients as the leading driver when buying products.

PURCHASING DECISIONS

The following are leading factors among Edible readers in making purchasing decisions



INFLUENTIAL Edible fans trust our content and take action as a result of reading it.

96%

of readers report taking action as a result of reading Edible.

- 50% visited a store/location in the magazine
- 50% discussed/referred an article read in Edible
- 50% visited an advertiser’s website
- 42% passed along their copy
- 42% left the magazine out in the home

VALUES Edible readers choose products aligning with their values.

96%

- think brands should be socially responsible
- 97% recommend good products
- 92% are loyal to brands that share their values
- 91% prefer to purchase local brands
- 89% look for environmentally conscious brands
- 88% will pay more for sustainable practices
- 88% will pay more for local brands
- 85% seek brands who give to the community
- 79% look for brands that share their values

Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: Survey of the American Consumer, March-Sept 2023.

READERS AT HOME

Food is central to a good life at home.

Enthusiastic home cooks, our readers share their love of food and drink with others. Outside of the kitchen they tend sprouting plants and adoring dogs and cats.

GARDENING

Keeping a kitchen garden, and elevated lawn care keep Edible readers busy at home

83% of Edible readers consider themselves gardeners at some level, growing the following:

- 83%** herbs
- 79%** perennials
- 76%** vegetables
- 73%** trees/shrubs
- 57%** fruits

PETS

Households with pets have increased since our 2020 readers survey—and they treat them like family

65% of Edible readers care for pets at home

- 42%** have dogs
- 33%** have cats
- 92%** pets are like family members
- 91%** will pay more for high-quality pet food
- 84%** pets eat as well as family members

92% of Edible readers cook most meals at home.



Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: *Survey of the American Consumer*, March-Sept 2023.

HOME OWNERSHIP

And all the chores, repairs, and redecorating that come with owning a house.

- 79%** of Edible readers own their homes
- 92%** of readers cook most meals at home
- 93%** “I enjoy being creative in the kitchen.”

FOOD SHOPPING

Edible readers shop mostly in person, prefer organic and spend an average **\$141/wk**

\$7,332

- average spent on household groceries a year
- 83%** purchased in store
- 17%** purchased online

44% of readers used a grocery or meal delivery service within the last 6 months

- 75%** large chain grocery store
- 61%** farmers markets / farm stand
- 51%** independent local grocery store
- 45%** Whole Foods Markets
- 36%** club store (Costco, Sam's, BJ's)
- 34%** supermarket (Walmart, Target, etc.)

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BEER, WINE, SPIRITS & MORE

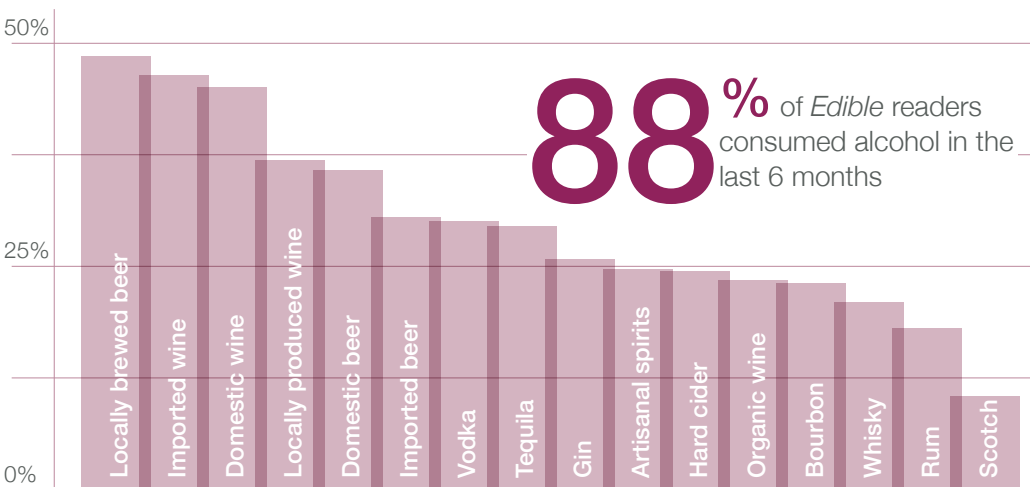
Edible fans take drinking seriously.

Readers are above the national average when it comes to consuming alcohol—in all forms. In the non-alcoholic arena tea, sparkling water, and kombucha exceed the national average.

ALCOHOL CONSUMPTION & TYPES

Edible readers drank one or more of the following alcoholic beverages in the last 6 months:

- 74%** wine
- 62%** beer
- 63%** spirits



Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: Survey of the American Consumer, March-Sept 2023.

NON-ALCOHOLIC CONSUMPTION

Edible readers are above national averages when it comes to drinking coffee and tea, and are particularly enthusiastic about specialty beverages.

50% higher than national average in tea consumption

2.4x more likely to drink sparkling water

7x national average in kombucha consumption

- 81%** drink COFFEE
- 74%** drink TEA
- 69%** drink SPARKLING WATER
- 40%** drink FRESH JUICES (not mass market)
- 30%** drink KOMBUCHA
- 28%** drink MOCKTAILS

FOOD AS HEALTH

Edible fans know that eating healthy is good for them and the planet. Demand for nutritional research is making bigger waves at home and in healthcare. Buying habits are based on health and sustainable sourcing.

DIETARY PREFERENCES

Vegetarian/vegan and gluten-free diets have doubled since our 2020 survey

47% Omnivore

24% Vegetarian/Vegan

13% Pescatarian

13% Gluten-Free

BUYING ANIMAL PROTEIN

Edible readers are discerning when it comes to shopping for meat

93% raised without antibiotics/hormones

91% pasture raised/free-range

85% grass-fed

85% locally source

84% organic

GRASS-FED BEEF

54% of readers purchased grass-fed beef within the last 6 months

76% "Grass-fed is healthier than conventional."

72% "I'm willing to pay more for grass-fed."

70% "I'm more likely to order grass-fed over regular beef in a restaurant."

SEAFOOD

89% of Edible readers who purchased seafood focus on quality, responsibility, and sustainability

72% look for WILD-CAUGHT

70% look for FRESH

52% look for RESPONSIBLY FARMED

VITAMINS & SUPPLEMENTS

86% of Edible readers have used a vitamin or dietary supplement in the last 6 months.

Probiotics 5X higher than average

Antioxidants 10x higher than average

CBD products 11x higher than average

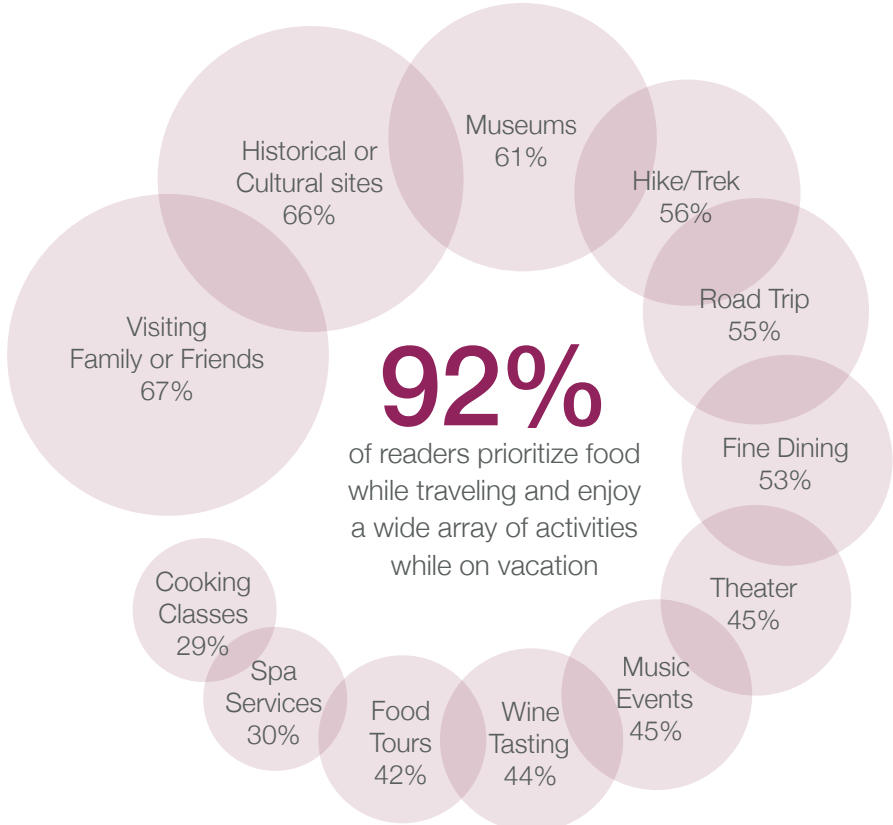


Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: *Survey of the American Consumer*, March-Sept 2023.

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DINING OUT & TRAVEL

Edible fans are highly selective and discerning consumers. Whether eating out, shopping, or traveling they prefer high-quality experiences with culture and purpose.



DINING OUT

Advocacy for independent local restaurants increased from **74%** to **92%** since our 2020 survey.

\$298 average Edible readers spent dining out in the last month, which is almost **4x the national average** currently spent at restaurants.

- 92%** INDEPENDENT LOCAL restaurants
- 56%** FINE DINING restaurants
- 49%** FARM-TO-TABLE restaurants
- 48%** FAST FOOD restaurants

TRAVEL ACCOMMODATIONS

81% of Edible readers took a domestic trip in the last year. Here's where they stay:

- 73%** stay at HOTEL
- 55%** stay with FAMILY/FRIENDS
- 49%** stay at "by-owner" RENTAL (Airbnb, Vrbo)
- 21%** stay at BED & BREAKFAST
- 18%** stay at CAMPGROUND
- 18%** stay at RESORT
- 12%** stay at ALL-INCLUSIVE RESORT

8x more likely to stay at a Bed & Breakfast

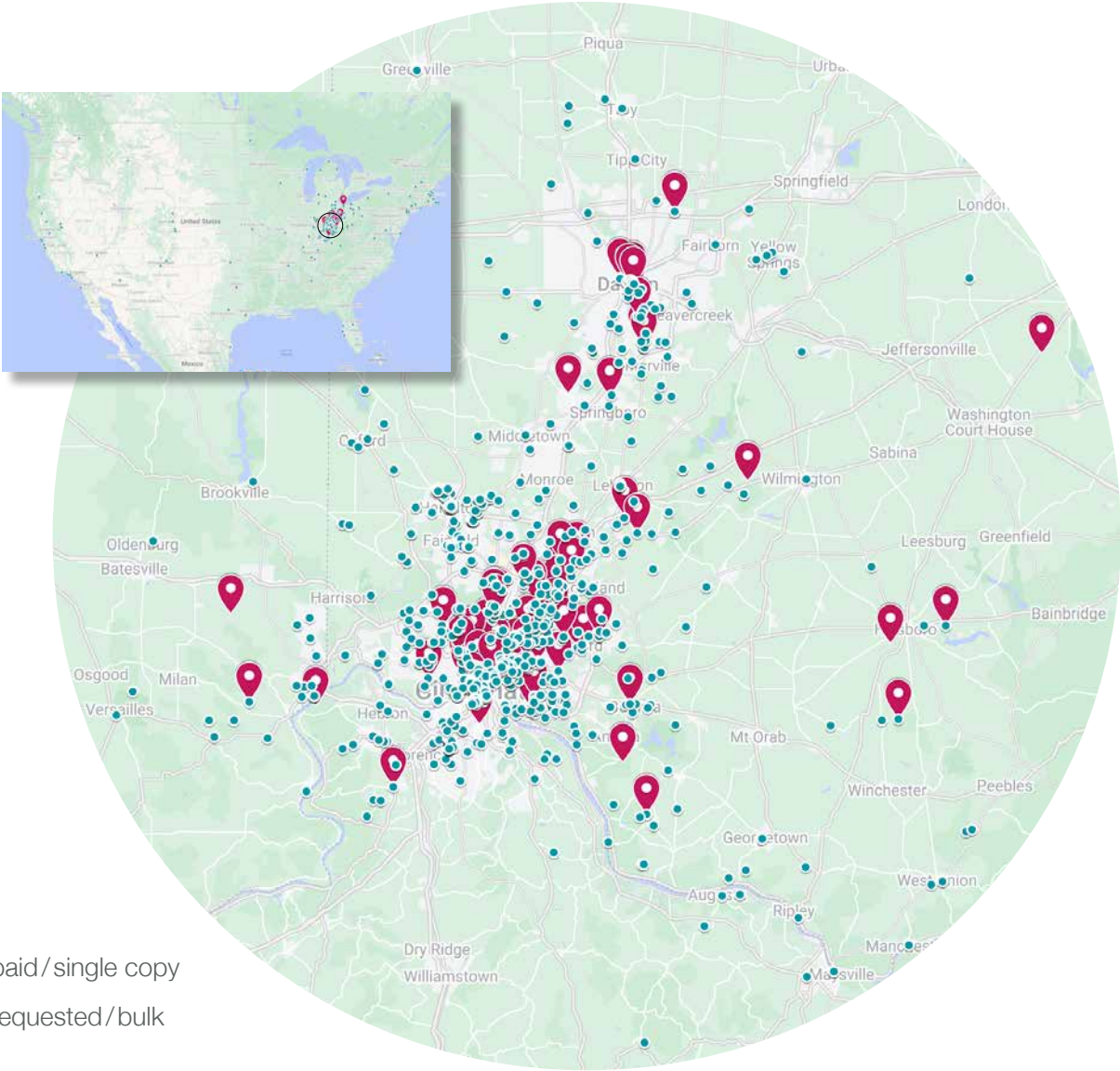
Source: 2023, MRI-Simmons Edible Reader Survey. Competitive set: *Survey of the American Consumer*, March-Sept 2023.

PRINT DISTRIBUTION

100,000 ANNUALLY
Looking for reach? Find like-minded people tucked in the urban and rural areas in Greater Cincinnati. Our local distribution range is a 50 mile radius from Mason, Ohio—covering Northern Kentucky to Dayton, Ohio.

READERS PER COPY: 3*
READERSHIP: 300,000 ANNUALLY

Edible readers love to share! In our 2023 community-wide survey **42%** of readers reported sharing and **41%** left copies out for guests. Family, friends, and guests read and share copies when picked up at our requested locations or mailed directly to the home.



Actual distribution map for issue #50, Spring 2023. Some requested locations may change quarterly based on foot traffic and seasonality. Paid distribution fluctuates with subscription orders (renewal rate 85%). *Source: 2023, MRI-Simmons Edible Reader Survey.

RATE CARD

Make your Impressions with Edible

300k+ print | **96k+** website | **115k+** email
38k+ digital edition | **299k+** instagram | **219k+** facebook

Edible Ohio Valley has a twelve-month print+digital package for all advertisers. High-quality, and trustworthy content accompanies your ad on print + digital platforms.

1,067,400+
ANNUAL IMPRESSIONS

PRINT IS NOT DEAD!

PAPER IS SPECIAL, AND MORE ENGAGING THAN DIGITAL

- 87%** of survey respondents engage with Edible by reading the print magazine
- 69%** of readers pick up copies at local businesses
- Average time spent with each issue: **51 minutes**
- 82%** of email subscribers *also* read the print magazine
- 1 in 2** readers engage with Edible online
- 90%** of *Edible Ohio Valley* copies are picked up within 30 days

Prices effective Jan 1, 2024 and guaranteed for recurring contracts. Advertising in Edible does not constitute editorial coverage. *Edible Ohio Valley* still maintains strict editorial standards and prints stories without fear or favor. All sponsored content will be labeled as such in print and online.

PRINT SPACE	1X	4 ISSUES (Digital included in annual contracts only)
Back Cover	\$4,252	\$3,827/ea + social mentions, email ads, local guide, calendar
Inside Cover	\$3,622	\$3,260/ea
Full Page	\$3,024	\$2,721/ea + social mentions, email ads, local guide, calendar
Half Page	\$1,811	\$1,629/ea + social mentions, email ads, local guide, calendar
Third Page	\$1,134	\$1,020/ea + social mentions, local guide, calendar
Quarter Page	\$1,008	\$907/ea + social mentions, local guide, calendar
Eighth Page	\$551	\$495/ea + social mentions, local guide, calendar
Dining Guide	----	\$1000/yr + social mentions, calendar

ADDITIONAL OPPORTUNITIES	
Local Guide Listing (logo+ 35 words + link)	+ \$150/ea
Email Newsletter Ad (1000px X 450px + link)	+ \$200/ea
Website Announcement Bar (minimal text + external link)	+ \$500/mo
Solo Email Blast (Base 8,000+ / 44% average open rate)	+ \$1000/ea
Sponsored Digital Content (300-500 wds + artwork)	\$2,500
Sponsored Print+Digital Content (Custom 2-page spread)	\$10,500
Cover Bug (2" circle, bottom right)	\$2,100
Wholesale Distribution (Edible magazines for special use)	\$5/each
Edible Media Sponsorships events + annual sponsorships	upon request
Special Print Inserts (tip-in, blow-in, tear out, foldout, etc...)	upon request
Regional / National Discount for Multiple Edible Titles	upon request
Custom Publishing (Event programs, magazines, annual reports)	upon request

CONTACTS

accounts

Marianne Pugh

513.297.0810 x4

marianne@edibleohiovalley.com

Brittney Flora

513.297.0810 x2

brittney@edibleohiovalley.com

production

Julie Kramer

Creative Director

513.297.0810 x1

julie@edibleohiovalley.com

Mailing Address

PO Box 355

Terrace Park, OH 45174

Office: 513.297.0810

edibleohiovalley.com/advertise

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