

# *edible*RHODY<sup>®</sup>

Celebrating the Bounty of Rhode Island, Season by Season

## *FAQs and Figures*



**Since our first issue** in 2007, *Edible Rhody* has become the trusted voice of Rhode Island's food community. With engaging articles and gorgeous photographs, we bring the stories of our state's chefs, farmers, fishers, local purveyors, and food and beverage artisans to vivid life. Our recipes engage home cooks our advertiser directory guides readers to new destinations. We're getting to know our readers better, and we want to share some of what we've learned with you...

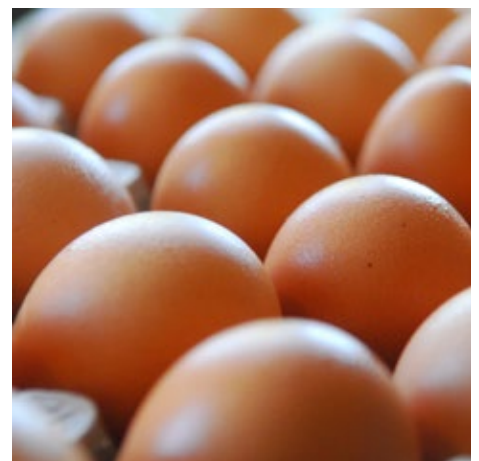


### FAQs *Why do our readers think Edible Rhody is so special?*

- They trust us. With over 80 award-winning *Edible* magazines across the US and Canada, readers know they are getting focused local content with a national reach.
- They respect us. They know we provide honest, smart reporting as well as stunning photos and design.
- They love us. They keep and share every issue.
- And yes, they use us. Rhode Islanders and visitors alike turn to *Edible Rhody* as their guide to The Ocean State.

### Figures *Edible Rhody circulation and distribution*

- 20,000 copies distributed exclusively through our advertisers every season
- More than three readers per copy = 60,000+ impressions per issue.
- 50+ distribution points across Rhode Island, listed in every issue







## FAQs *Why advertise in Edible Rhody?*

- We limit the amount of advertising we carry in each issue so your message will never get lost in the crowd.
- We reach consumers who sincerely care about businesses like yours.
- Your support of Edible Rhody aligns you with the local food community and helps us continue to promote its bounty and values.
- We offer advertisers complimentary directory listings in both our print editions and on EdibleRhody.com, plus free event postings in our e-newsletter and social media sites.
- Web ads free for half and full page advertisers.



## Figures

*2013 Reader Survey highlights passionate and dedicated readers*

**52.0%** "never miss a copy"

**44.8%** household income \$100,000+

**83.6%** college graduates

**92.4%** look for local when shopping for food

**90.8%** cook for pleasure

**61.3%** find ads in Edible Rhody "attractive and inviting"

**75.8%** "like learning about local businesses that are new to me"

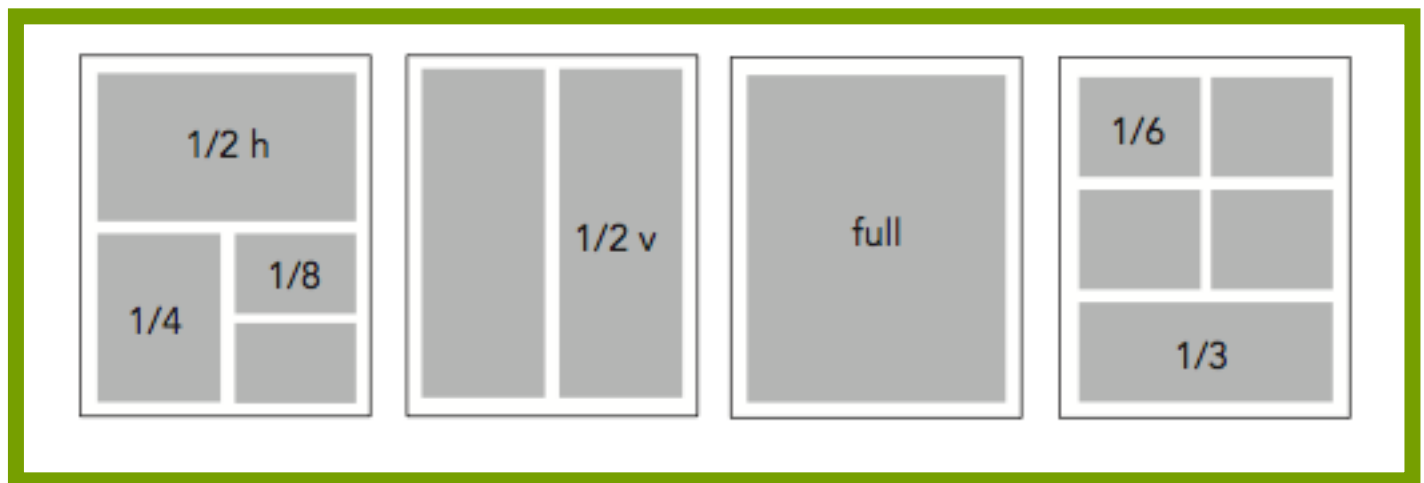
**75.4%** use the Advertiser Directory as a resource

**68.1%** visit EdibleRhody.com

**Rates** *All rates are for full color ads.*  
*All ad rates include an online listing at ediblerhody.com.*

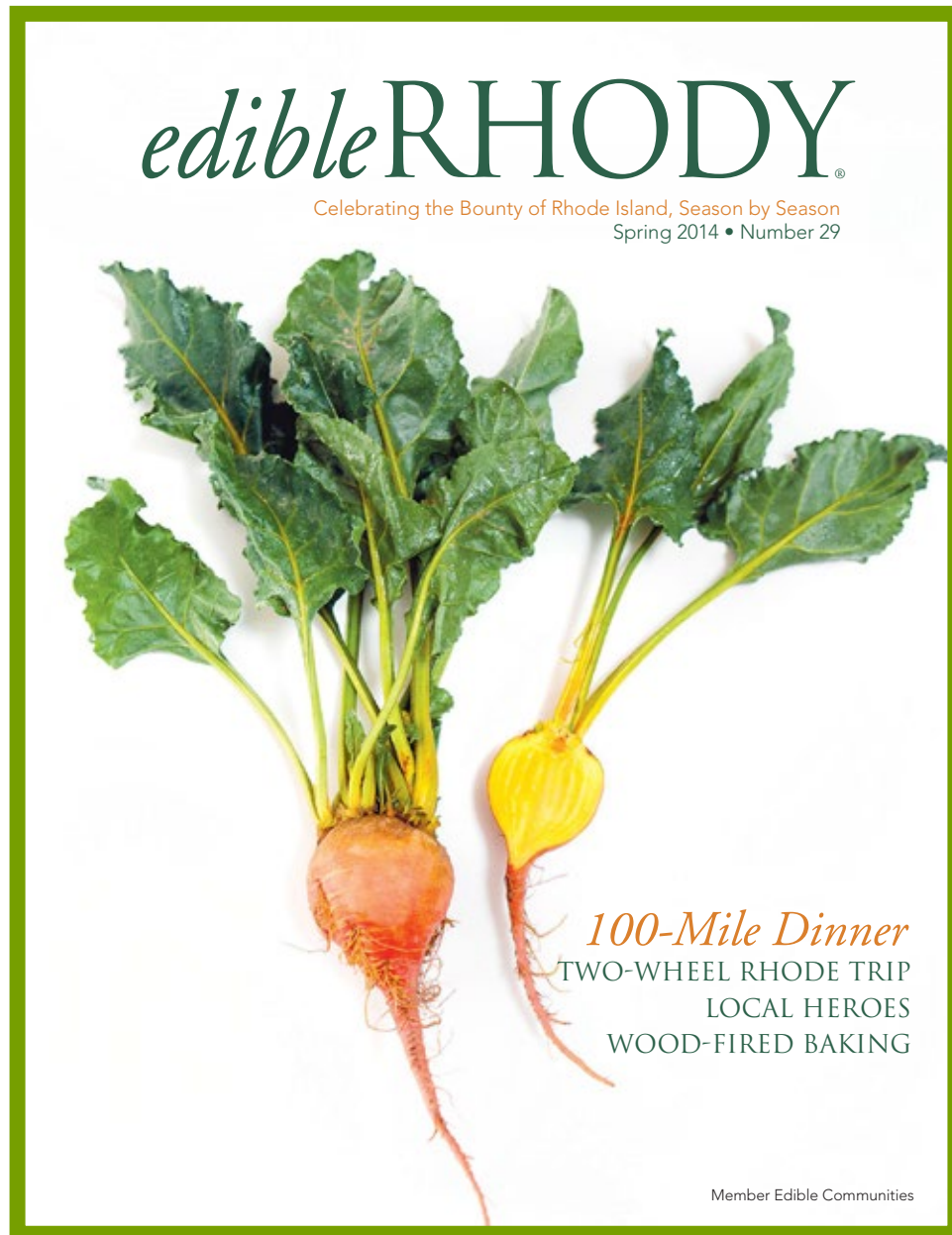
Premium Positions/Covers	Size	1x	4x (billed each quarter)
Back Cover (+ 1/8" on all four sides for bleeds)	8.375" x 10.875"	\$3,000	\$2,550
Inside Front Cover (+ 1/8" on all four sides for bleeds)	8.375" x 10.875"	\$2,750	\$2,250
Inside Back Cover (+ 1/8" on all four sides for bleeds)	8.375" x 10.875"	\$2,750	\$2,250

Interior Pages	Size	1x	4x (billed each quarter)
Full Page	7.5" W x 9.75" H	\$2,375	\$1,990
Half Page (horizontal)	7.5"Wx4.75"H	\$1,400	\$1,190
Half Page (vertical)	3.65" W x 9.75" H	\$1,400	\$1,190
Third Page (horizontal only)	7.5" W x 3.15" H	\$1,125	\$ 935
Quarter Page (vertical only)	3.65" W x 4.75" H	\$ 800	\$ 675
Sixth Page (horizontal only)	3.65" W x 3.15" H	\$ 600	\$ 500
Eighth Page (horizontal only)	3.65" W x 2.275" H	\$ 475	\$ 390



**Dates and Deadlines**

Issue	Spring	Summer	Fall	Winter
Ad Closing	February 1	May 1	August 1	October 15
Publication Date	March 15	June 15	September 15	December 1



## Production Specifications

Please submit your ad in one of the following formats: 300 dpi TIF, PDF or EPS file (with TIF preview) with fonts embedded or converted to outlines; a QuarkXPress for Mac document with all fonts and supporting files. Please make sure your ad is the correct dimension, and is grayscale or CMYK. Please call or email prior to the ad deadline and we will be happy to answer any questions you may have.

We can provide design and photography for your ad free of charge. Ad development and photography is due one month prior to Ad Closing. Payment is due with artwork on the ad closing dates.

Advertisers receive a supply of the magazines.