

# *edible* OMAHA

*Celebrating Local Food, Farms and Community, Season by Season*



INSPIRED – INFORMATIVE - INFLUENTIAL

*Member of Edible Communities*

# Editorial Preview



## In Season

What's in season, where to find it, and how to enjoy it, with insight and recipes from local chefs, gardeners and farmers.

## Cultivators

Profiles of the food professionals, noteworthy home cooks, restaurateurs, community advocates and farming organizations that bring great food to our neighborhood tables.

## Spilling the Beans

The latest food finds from the metro area covering growers, producers, beverages, food artisans, ingredients and gadgets.

## Events Calendar

A listing of tastings, meetings, classes, food festivals and food-related events that will keep readers connected to the local food community.

## From the Land

Hear about and from farmers, growers, foragers and others who are ensuring the bounty of our local landscape.

## Preserve

Sharing the benefits, methods and joys of preserving foods, saving seeds and protecting the soil that sustains us.

## Worth the Trip

A series of day trips that lead to memorable culinary discoveries.

## Liquid Assets

Portrays the art and science of all local drinks – from microbrews to wine, water to coffee and everything in between.

## Edible Garden

Explores the world of home gardening including edible landscaping, fruit trees, vegetables, herbs and kitchen gardens. Grassroots advice on getting your garden to grow.

## Edible Traditions

Captures the metro area's food history with a look at culinary traditions, old recipes and food industries.

## Why Advertise

**Your ad gets read.** Our readers seek out, save and savor every copy of Edible. More content than ads.

**Complimentary listings** in both our print and online source guides.

**Get a supply of Edible Omaha** for your customers. They'll thank you for it and come back for more.

**Visibility.** Exposure in six Nebraska counties and three Iowa counties covering more than 900,000 people.

**Added value.** Have a presence on our website, in social media, and at our events. Your ad is a mini-PR campaign.

**Support the local food community.** Edible Omaha aligns you with the local food community and allows us to continue to promote its bounty.



## By the Numbers

- 51% are women, 49% are men
- Median reader age is 34
- Each copy of the magazine is shared with an average of 3.5 people; reaching over 140,000 readers
- Average household income is over \$100,000
- Over 80% are college graduates, professionals, entrepreneurs, educators and/or artists
- Majority audience would pay more for a product that has a story behind it

*Based on Edible Communities survey*





# Don't Take Our Word For It

## Strength in Numbers

Edible Omaha is part of Edible Communities, with a shared mission to connect consumers to the farmers, chefs and food artisans within a community.

## What Our Readers Tell Us

“[Edible publications] have become the unofficial literary journals of the farmer-writer movement.”

– *The New York Times*

“I just love reading [Edible Communities] publications cover to cover – they are some of the best things I’ve ever read.” – Julia Child

“[Edible Communities publications] are the New Yorker of food – smart, witty, and attractive.” – *The Ventura County Reporter*

“Edible Communities Publications have fixed everything that’s wrong with national magazines.” – Dorothy Kalins, founding publisher for *Saveur* magazine

## Praise from Peers

Edible magazines have become a recognized brand name in the food world. A complete list of press clips is shown at [www.ediblecommunities.com](http://www.ediblecommunities.com) and includes: Bon Appetit, Gourmet, The Los Angeles Times, The New York Times, Saveur and more.



Edible Communities Publications are the proud recipients of the 2011 James Beard Foundation Publication of the Year Award. The award recognizes a publication—in magazine, newspaper, or digital format—that demonstrates fresh directions, worthy ambitions, and a forward-looking approach to food journalism.



## Contact

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# edible COMMUNITIES PUBLICATIONS



2011  
James Beard  
Foundation  
Publication  
of the Year

Want to know what's brewing in Brooklyn, sautéing in San Francisco, appetizing in Austin or hatching in Hawaii? Get the best authentic food stories directly from the fields and kitchens of its *edible* communities.



Subscribe online to any edible magazine by clicking on the “Edible Publications” page at [www.ediblecommunities.com](http://www.ediblecommunities.com) and select the magazine of your choice.



Stay up to the minute on all things *edible* with Facebook and Twitter, or listen to our stories come to life on *edible* Radio — [www.edibleradio.com](http://www.edibleradio.com)



### Purchase any size display ad and receive:

- Copies of Edible Omaha for your members and customers
- Listing in our magazine's Advertiser Directory
- Listing in our online Advertiser Directory with a direct link to your website.

	Size	1 Issue (per issue)	4 Issues (per issue)	6 Issues (per issue)
<b>Premium Positions/Covers</b>	Width x Height			
Back	8.375" x 10.875"	\$3,000	\$2,700	\$2,400
Inside Front Cover	8.375" x 10.875"	\$2,800	\$2,520	\$2,250
Inside Back Cover	8.375" x 10.875"	\$2,700	\$2,430	\$2,150

**Full bleed:** Please add .125" bleed to each side and ensure text does not come closer than .25" to the trim line.

	Size	1 Issue (per issue)	4 Issues (per issue)	6 Issues (per issue)
<b>Interior Pages</b>	Width x Height			
Full Page	7.625" x 9.625"	\$2,500	\$2,125	\$1,875
Half Page (vertical)	3.75" x 9.625"	\$1,600	\$1,360	\$1,200
Half Page (horizontal)	7.625" x 4.625"	\$1,600	\$1,360	\$1,200
Quarter Page (vertical)	3.75" x 4.625"	\$850	\$725	\$625
Eighth Page (horizontal)	3.75" x 2.1875"	\$450	\$380	\$340

### Ad Specifications

Resolution for ads must be **300 dpi**. Color mode must be **CMYK**. **PDF** is the preferred file format for submittal. Please make sure your ad is the correct dimension.

Deadlines	Spring	Summer	Fall	Winter
Publication Dates	April 15	July 15	October 15	January 15
Ad Deadline Dates*	March 15	June 15	September 15	December 15

\*Space reservation, contract, ad artwork and payment due. Ad production services available. Ask for details.

### Contact

Contact us prior to ad deadline and we will be happy to answer any questions  
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