

# *edible* CLEVELAND

Our Region, Our Stories, Our Food, Season by Season

[www.ediblecleveland.com](http://www.ediblecleveland.com)

## Editorial Preview

Every season *edible Cleveland* will serve up a combination of features, recipes, profiles, and explorations that illuminate the people and stories of Northeast Ohio's food culture. Some regular features are:

### THIS LAND

From Northeast Ohio's burgeoning urban farming scene to the shores of our great lake to our rural communities, every issue will explore our local bounty.

### EDIBLE SEASON

An informative and fun look at what's in season and how to make the most of it.

### HAPPY HOUR

A celebration of Northeast Ohio's varied local potables, from microbrew beer to regional wines to artisan coffee, and everything in between.

### FIRST PERSON

Stories from farmers, local chefs, entrepreneurs, advocates, artisans and home cooks about the role of local foods and its effect on their lives and ours.

### TOOLS OF THE TRADE

The culinary world is full of exotic, and downright mystifying, tools. We'll explore these tools and explain how they can help the home cook.

### NOTABLE EDIBLES

The latest food-related finds from the region, including tips on where to eat, shop, and find ingredients.

### EDIBLE EVENTS

A calendar of culinary events to keep readers connected to the local food community.

### EDIBLE TRADITIONS

Cleveland's history is intertwined with the earth and its abundance. This feature will capture the area's food history and connect it to our lives today.

### KID'S TABLE

This feature describes how today's parents are creating the food memories of tomorrow.

### STARVING ARTISTS

Uncovering the intersection of local food and Northeast Ohio's local artists.

### HOME-GROWN & HEALTHY

Local food doesn't just taste great, it's also good for you! We'll bring you insights from regional health experts on the nutritional benefits of local foods.

## There's Something Beautiful Happening in Your Backyard

**Welcome to *edible Cleveland***, a publication dedicated to telling the stories that celebrate our region's vibrant local food scene. From the fields of Portage County to the shores of Lake Erie, from rising chefs to home cooks, from farmers markets to microbreweries, we will meet the people and explore the places that make up our unique food culture.

***Edible Cleveland*** is a member of Edible Communities, a **James Beard Award-winning publishing company**, and that connection lets readers know that they can trust us to care as deeply as they do about our local community. They know we produce honest, smart and aesthetically beautiful quarterly publications. And since no other magazine is exclusively dedicated to Northeast Ohio's local foods, we know we have their full attention.



***Edible Cleveland attracts readers who are concerned, connected, savvy and community-minded.*** They are active consumers who are passionate about local foods and sustainability. They care about the quality of the food they eat and where it comes from. They look for value but don't mind paying more for something if its quality is exceptional and there is a good story behind it. They are regular restaurant diners, day-trippers and terrific home cooks.

***Get involved with *edible Cleveland**** and be introduced to people throughout the region who are passionate champions of local, independent businesses.



## What They are Saying about Edible Communities

"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] have become the unofficial literary journals of the farmer-writer movement."

— The New York Times



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.

## Audience (based on Edible Communities readers survey, 2011)

- Each copy of the magazine is shared with an average of 3.5 people
- Average household income is over \$100,000
- Over 80% are college graduates
- Over 80% are professionals, educators, entrepreneurs
- 51% are women, 49% are men
- The median reader age is 34
- When planning a trip, 76% make a restaurant reservation before they make a hotel reservation
- Majority of readers would pay more for a product that has a story behind it



## Why Advertise in *edible Cleveland*?

### PASSIONATE CONSUMERS

To advertise in *edible Cleveland* is to advertise in the living rooms, kitchens and coffee tables of exactly the customers you're looking for. These magazines will be saved and savored every season.

### TARGETED REACH

*Edible Cleveland* serves Northeast Ohio's seven-county region including Cuyahoga, Lorain, Lake, Summit, Geauga, Medina and Portage counties, giving you a cost-effective way to create targeted awareness. And we carefully select our distribution outlets to ensure you reach valuable audiences.

### TRUSTED BRAND

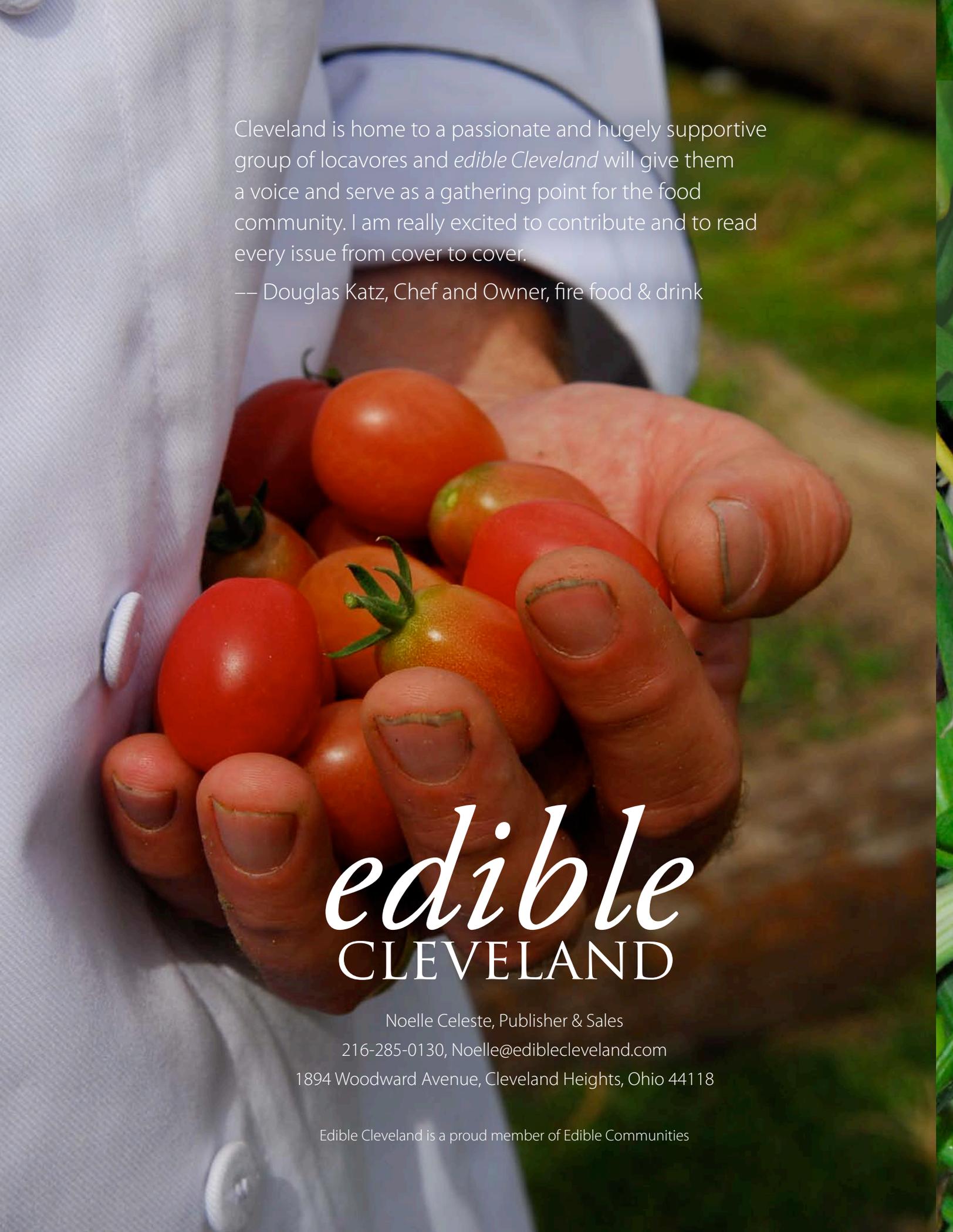
Edible Communities is a nationally trusted name in the local food movement. Supporting *edible Cleveland* aligns you with the local food community and introduces you to people who are passionate about supporting local producers and products.

### SELECTIVE ENVIRONMENT

We always have more content than ads so you will not get lost in the crowd.

### ADDED VALUE

You will receive complimentary listings online and a supply of *edible Cleveland* to give to your customers free of charge.



Cleveland is home to a passionate and hugely supportive group of locavores and *edible Cleveland* will give them a voice and serve as a gathering point for the food community. I am really excited to contribute and to read every issue from cover to cover.

— Douglas Katz, Chef and Owner, fire food & drink

# *edible* CLEVELAND

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Edible Cleveland is a proud member of Edible Communities