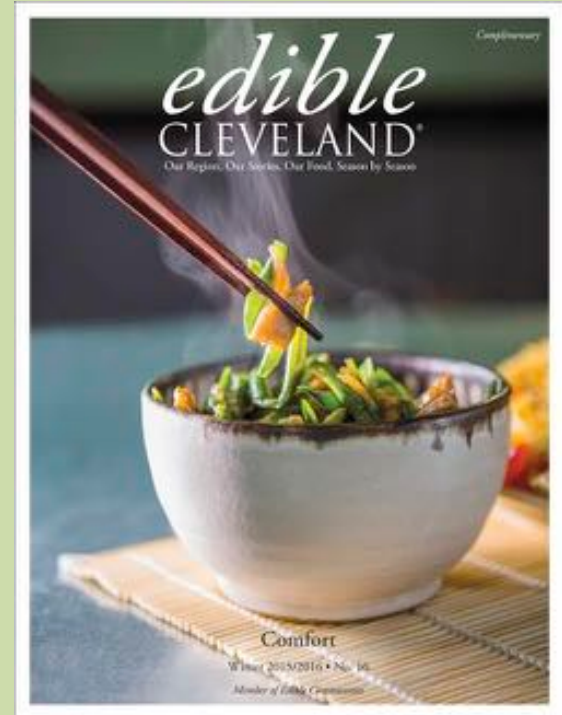
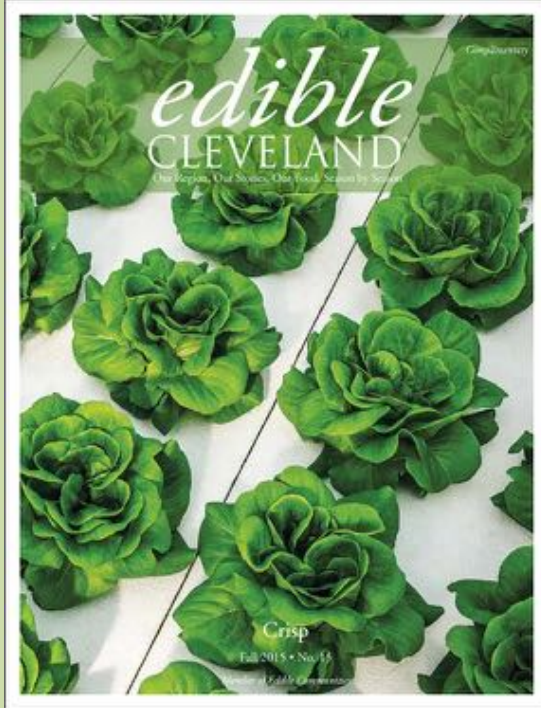


A photograph of a field of sunflowers at sunset. The sun is low on the horizon, creating a warm, golden glow. The sunflowers are in various stages of bloom, with some in sharp focus in the foreground and others blurred in the background. The overall mood is peaceful and natural.

There's something beautiful
happening in your backyard.

edible
CLEVELAND



Welcome to *Edible Cleveland*, a publication dedicated to telling the stories that celebrate Northeast Ohio'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 micro-breweries, we meet the people and explore the places that make up our *unique food culture* and who are *changing the food industry*.

As a member of Edible Communities, a James Beard Award-winning publishing company, readers know that they can trust us to care as deeply as they do about our local community. They know we produce an honest, smart, and aesthetically beautiful quarterly publication.

We are *Northeast Ohio's only dedicated food magazine*, eight years strong!

Why advertise with *Edible Cleveland*?

Passionate Consumers: To advertise in *Edible Cleveland* is to advertise in the living rooms, kitchens, and shopping outlets of exactly the customers you're looking for. These magazines are savored every season, and *saved for months as resources*.

Targeted Reach: *Edible Cleveland* serves the *7-county* region of Northeast Ohio, carefully selecting our distribution outlets to ensure you reach valuable audiences who *align with your brand's values*.

Trusted Brand: Edible Communities is a nationally trusted name in the local food movement. *Edible Cleveland* aligns you with the local food community and introduces you to people who are passionate about supporting *local producers, quality products* and *sustainable eating* and *healthy living*.

Selective Environment: We always have more content than ads, which also fit our mission. We're *uncluttered, clean, and discerning*.

Added Value: You receive complimentary listings online, social media support, and copies of *Edible Cleveland* to give to your customers free of charge.



Our Audience

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 with exceptional quality and a good story behind it**. They are regular restaurant diners, day-trippers, and dedicated home cooks.

87.9% have earned a college degree or higher

38.2% have a household income of \$100,000+

Median household income is \$96,634

11.2% work in the food & beverage industry



Our Audience is
Passionate

**93.1% care that a business uses
sustainable practices**

**89% care that a product is
made in Cleveland**

**83.2% care about products
being healthy or low-fat**

**77.4% care about products
being organic**

**69.9% care about products
being GMO-free**

**68.8% care that they know the
farmer or producer**





Our Audience is

Active

88% go hear live music more than once a year

87.8% donate to non-profits more than once a year

87.7% visit museums and galleries more than once a year

79.4% take day trips or weekend getaways a few times a year, and more than 20% at least once a month

66.5% spend time in a public park at least once a month

51.4% visit downtown for fun at least once a month

28.3% spent 11+ nights in a hotel last year

Our Audience is
Enthusiastic

95.4% like trying different types of food

93% like recommending food products to friends

92.5% like to buy food produced or grown locally

90.7% enjoy being creative in the kitchen

86.7% cook meals often during the week

86.1% shop at a local grocery store

68.2% shop at a farmers market

54.9% readers drink wine with dinner

42.7% of readers drink local beer

27.5% local artisanal spirits

25.7% spend \$100+ on alcohol every month



What people are saying about *Edible Cleveland*

Edible Cleveland really has a finger on the pulse of food in Cleveland... and the magazine is gorgeous.

–Molly Murray

Edible Cleveland is an awesome read and amazing resource... I am thankful to have a publication that brings our locavore community together.

–Chef Douglas Katz

Edible Cleveland's support helped us to grow 100% in our nonprofit classes and built awareness in the community that helped us to fill classes and recruit volunteers. I am so grateful for all the ways they continually support us. Their support gives us tangible results. Edible Cleveland is truly loyal to local and we are loyal to our friends Edible Cleveland!

–Jennifer Thornton, owner of Local Abundance



What people are saying about *Edible Cleveland*



It's a toss up who's most excited for the newest edition of Edible, our customers or our staff.

–Emma Visnic, North Union Farmers Market

Edible Cleveland is my go to place for being a more adventurous cook.

–Courtney McMahon

Edible Cleveland provides the best insight to what's delicious in the city. The photography is mouth-watering and every article leaves me wanting seconds.

–Mary Leach

Start reaching our audience today



Edible Cleveland is **published quarterly** in March, June, September, and November (pre-holiday edition). We offer a variety of sizes and **multiple placement discounts** for yearly contracts and **non-profit discounts**.

We now offer **full-page sponsored content** (advertorial) to complement your print strategy with **digital content, blogs, and social media support**. Advertisers receive the magazine for exclusive distribution if desired.

Print distribution is 16,000-18,000 per quarter

Targeted distribution throughout six counties through our loyal and active advertisers

EdibleCleveland.com averages 25,000 views/season

More than 24,000 people follow us on Facebook, Twitter, and Instagram (#10k+)

Monthly newsletter to more than 3,000 self-selected readers

Join the movement!

Contact Rebecca Petrilli for details:

rebecca@ediblecleveland.com

(440) 941-8240

OR

[Go online](#) to download a copy of our advertising agreement which lists sizes, rates, and specs for all of our print advertising.

