



# *edible* RHODY<sup>®</sup>

Celebrating the Bounty of Rhode Island, Season by Season

## FAQS AND FIGURES

Member of *Edible Communities*



# We Tell the Story of Local Food and Drink in Rhode Island.

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 vividly to life. Our recipes engage home cooks; our advertiser directory guides readers to new destinations. We're getting to know our readers better each year, and we want to share some of what we've learned with you.

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

- **They trust us.** With over 80 award-winning *Edible* magazines across the United States 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.
- **They use us.** Rhode Islanders and visitors alike turn to *Edible Rhody* as their guide to the Ocean State.
- **And they follow us online.** EdibleRhody.com had over 110,000 page views in 2023.

## *Edible Rhody* circulation and distribution

- 15,000 copies distributed exclusively through our advertisers every season
- More than three readers per copy = 45,000+ impressions per issue
- 50+ distribution points across Rhode Island, listed in every issue
- More than 9,200 page views per month on EdibleRhody.com

What's more, *Edible Rhody* is part of *Edible Communities*, one of the most dynamic voices in media today. *Edible Communities'* circulation is larger than *Bon Appetit*, *Eating Well* and *Food & Wine*, and is nearly 5 times the size of *Savueur* and *Rodale's Organic Life*.

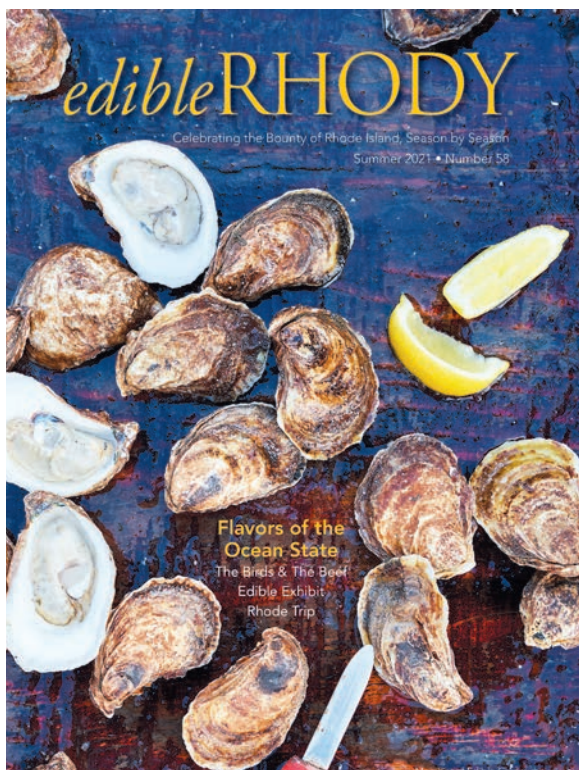


## Why advertise in *Edible Rhody*?

- 1** We limit the amount of advertising we carry in each issue so your message will never get lost in the crowd.
- 2** We reach consumers who sincerely care about businesses like yours.
- 3** Your support of *Edible Rhody* aligns you with the local food community and helps us continue to promote its bounty and values.
- 4** We offer advertisers complimentary directory listings both in our print editions and on [EdibleRhody.com](http://EdibleRhody.com).

### Reader Survey highlights passionate and dedicated readers

- **52.0%** “never miss a copy”
- **44.8%** have household income \$100,000+
- **83.6%** are 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](http://EdibleRhody.com)



PREMIUM POSITIONS/COVERS	SIZE: W X H	1x	4x (BILLED EACH QUARTER)
Back Cover (+ 1/8" on all four sides for bleeds)	8.375" x 10.875"	\$2,475	\$2,100
Inside Front or Back Cover (+ 1/8" on all four sides for bleeds)	8.375" x 10.875"	\$2,270	\$1,863

### INTERIOR PAGES

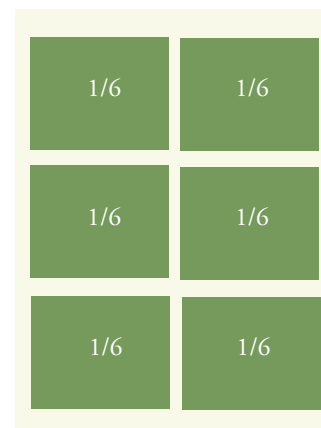
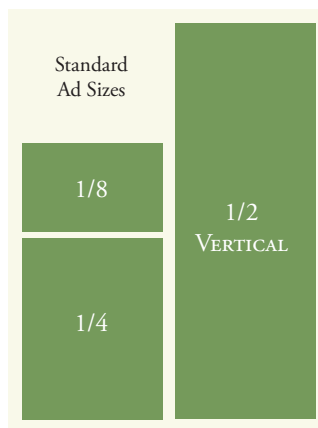
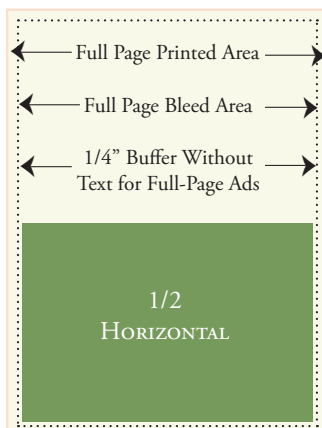
Full Page	7.5" x 9.75"	\$1,960	\$1,642
Half Page (horizontal)	7.5" x 4.75"	\$1,158	\$980
Half Page (vertical)	3.65" x 9.75"	\$1,158	\$980
Quarter Page	3.65" x 4.75"	\$660	\$557
Sixth Page (vertical)	3.65" x 3.15"	\$495	\$413
Eighth Page	3.65" x 2.275"	\$392	\$321

### DIGITAL

	SIZE: IF AVAILABLE	1x	4x
Leader Board Ad (Monthly)	728 pixels x 90 pixels	\$400	\$325
Tile Ad Badge (Monthly)	300 x 250 pixels	\$300	\$225
Dedicated E-Newsletter	N/A	\$150	\$150
Social Media (Instagram post, story, reel)	N/A	\$75	\$50
Video Underwriting	N/A	\$450	N/A

### DEADLINES

Issue	Spring	Summer	Fall	Winter
Ad Closing	FEB 1	MAY 1	AUG 1	OCT 13
Publication Date	MARCH 15	JUNE 15	SEP 15	DEC 1



# Digital Update

on the year 2023

## EDIBLERHODY.COM

- We brought 65,467 **new users** to our site in 2023.
- Our users are **mostly local but we have national reach**. Most users come from Rhode Island, but we also see extended reach in Boston, New York, Atlanta and Chicago.
- The biggest draw is our **recipe** section, especially during Thanksgiving and December holidays.
- Rhode Islanders spend the most time with us. Users in Rhode Island spend almost a minute longer on our website than other users during their visit and visit twice as many pages.
- **Mobile is the new normal**. In 2017, almost two-thirds of our users visited the website from a desktop computer. By 2023 that had dropped to 32%, with the remainder coming from tablets or smart TVs. Mobile users in 2023 represented 64% of all web traffic.
- Most of our website users, **75%**, find us organically; 21% is direct traffic and 3% comes via social media.
- Online content draws visitors. **We drove over 110,000 page views to our content last year, averaging over 9,200 views per month.** Our most popular content includes seasonal recipes and Things to Do. Our most popular page was “10 Steps to Cooking a Fresh Farm-Raised Turkey” followed by a story about fishing for blackfish or tautog.

## SOCIAL MEDIA

- We have two main platforms: **Instagram (17,500+ followers)**, and **Facebook (6,600+ followers)**.
- We are consistently active on Instagram. Quarter over quarter, we have **increased the clicks** to our website by 20% and twice the number of accounts were reached and engaged.
- We reach people around the state on social media with the highest number in Providence, followed by Cranston, Warwick, East Providence and Newport.
- Of our followers, 72% are **female** and 79% fall within the **25–54** age range.
- Our **top-performing content** features people, stories and interactive opportunities like Q&As on Instagram.

## E-NEWS

- We have an e-newsletter audience of **5,200+ subscribers**. Our emails have a **39%** open rate and a **5.1%** click rate, well above industry averages.
- A recent sponsored email we sent out for an advertiser, Vermont Tourism, had an open rate of **44.3%** and a click rate of **2.3%**.

### OUR LOCAL GUIDES



**What's In Season:  
Summer in Rhode  
Island**



**Shop Local Farmers'  
and Growers'  
Markets in Rhode  
Island**



**Shop Local CSAs &  
CSFs in Rhode Island**



**Eat Local Dining  
Guide**



**Our Advertisers  
Directory**

# Website Ad Offerings

edible  
RHODY®

EAT DRINK SHOP THINGS TO DO RECIPES FOOD FOR THOUGHT ABOUT US

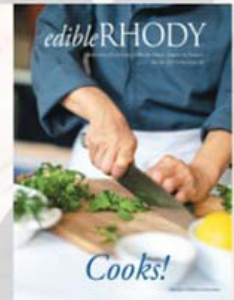
Search 



**BUTCHERBOX™**  
High-quality meat delivered to your door.

**Leaderboard**

Korean Home Cooking  
with Yehjong Son and  
Lahna Son-Cundy



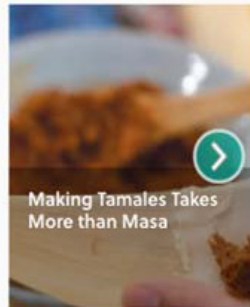
SUBSCRIBE READ ISSUE



We are what we Eat, It's  
Time to Make Food  
Decisions with the  
Climate Crisis in Mind



A Medley of Lebanese Meze



Making Tamales Takes  
More than Masa

Edible Cookbook: Recipes for Home



**Tile Ad**



High-quality meat  
delivered to your door.

**BUTCHERBOX**



# ADVERTISER AGREEMENT

First & Last Name \_\_\_\_\_ Business Name \_\_\_\_\_  
Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Zip Code \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Ad size \_\_\_\_\_ Number of Insertions \_\_\_\_\_ Ad Rate \_\_\_\_\_  
Issue date of first insertion \_\_\_\_\_ Ad changes contact person \_\_\_\_\_  
Billing contact \_\_\_\_\_ *Edible Rhody* Account Manager \_\_\_\_\_  
Mailing address \_\_\_\_\_  
E-mail address \_\_\_\_\_ Website \_\_\_\_\_  
Special Notes \_\_\_\_\_

## TERMS AND CONDITIONS

1. All contents of advertisements are subject to *Edible Rhody's* approval. *Edible Rhody (ER)* reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. *ER* reserves the right to insert the word "advertisement" above or below any copy.
2. An advertising contract can be canceled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date for space reservations. The penalty for cancellation is 25% of the per issue ad rates stated on the contract. If a contract is canceled before the contract has been completed, cancellation is also subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions. Repayment of discounts, waived charges and the penalty charge will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.
3. Positioning of advertisements is at the discretion of *ER*, except where a request for a specific preferred position is acknowledged by *ER* in writing.
4. *ER* shall have no liability for errors in key numbers or advertisers' index (Source Directory).
5. *ER* shall have the right to hold advertiser and or advertising agency jointly and severally liable for such monies as are due and payable to *ER* for advertising which advertiser or its agent ordered and which advertising was published.
6. Conditions other than rates are subject to change by *ER* without notice.
7. In the event that any amounts due *ER* under this agreement are not paid in accordance to prescribed payment terms (net 10 days), *ER* reserves the right to charge interest for delayed payment of 1½% per month with a maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.
8. This agreement shall be governed and constructed in accordance with the laws of Rhode Island. In the event that commercial collection or legal proceedings be instituted by *ER* to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collection fees of 20% of the unpaid balance plus any other court costs and charges incurred.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Celebrating the Bounty of Rhode Island, Season by Season*

401.250.5003 • EdibleRhody.com • PO Box 9243, Providence, RI 02940-9243

# Contact Us:

## *Edible Rhody*

PO Box 9243 | Providence RI 02940-9243

401.250.5003 | [EdibleRhody.com](http://EdibleRhody.com)

Email: [info@ediblerhody.com](mailto:info@ediblerhody.com)

---

## 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 design your ad free of charge. Payment is due with artwork on the Ad Closing dates.

**Advertisers receive a supply of the magazines to share with their customers and clients.**

