



edible
TORONTO



Mission

edible Toronto celebrates local food and drink culture, season by season, inspiring readers to support and celebrate the growers, producers, chefs, vintners and local food advocates in our community. Because we believe knowing where our food comes from is a powerful thing.

edible Toronto is a free publication, published six times a year, as part of *edible* Communities, an award-winning network of more than 90 regional print food publications across the U.S. and Canada.

Snapshot

Distribution	25,000
Readership	87,500*
Frequency	6x/year
Annual Reach	525,000
Subscription	\$32/year

*Not only do our readers tell us that they read *edible* Toronto cover to cover, including the ads, but each copy of the magazine is enjoyed on average by 3.5 readers. Distribution numbers are third party audited by Alliance for Audited Media.

Audience

Our readers are passionate, informed and represent a highly desirable demographic, as shown in the survey information collected by *edible* Communities:

- 51% are women, 49% are men. Median age is 34
- Average household income exceeds \$115,000
- 84% are university graduates; 81% are professionals and entrepreneurs
- *edible* readers travel for pleasure 14 days per year

Our readers are savvy, connected and community minded. They are active consumers who are passionate about local food and sustainability, and champion local independent businesses. Regular restaurant diners and excellent home cooks, they also support their local farmers' markets and understand that the best tasting foods are seasonal, fresh and local.

Why advertise with us?

edible Toronto provides beautiful and engaging editorial, geographic and demographic reach, highly competitive rates and a hyper-local niche.

- Our readers save and savour every copy of *edible* Toronto.
- You won't get lost in the crowd, because we limit ads – there is always more editorial than advertising.
- We reach consumers who sincerely care about businesses like yours.
- Your ads go beyond print, they are amplified in our digital, mobile and social media networks.
- Our region encompasses the best of urban, rural, day-tripping and local exploration covering Toronto, the GTA, Niagara and southern Ontario.

PREMIUM DISPLAY ADS	SIZE: W X H	1-2 x ISSUES	3-5 x ISSUES	6+ x ISSUES
Back Cover	8.375" x 10.875" (+0.125" bleed)	\$4050	\$3520	\$3200
Inside Front or Back Cover	8.375" x 10.875" (+0.125" bleed)	\$3540	\$3080	\$2800
Premium Placement <i>(table of contents, interior inside right)</i>	8.375" x 10.875" (+0.125" bleed)	\$3540	\$3080	\$2800

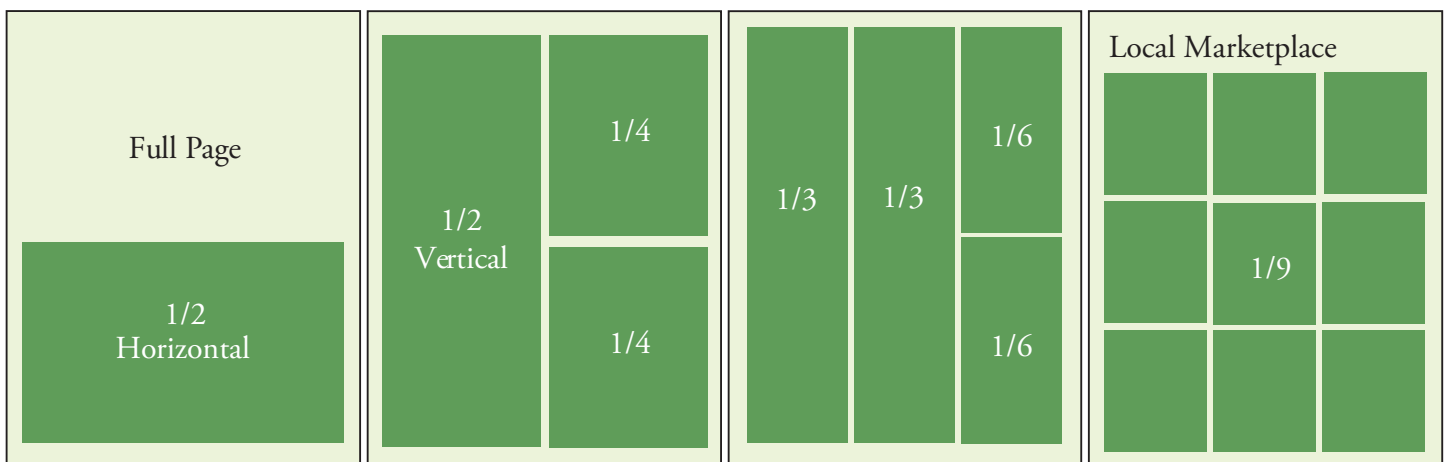
INTERIOR DISPLAY ADS

Full Page	8.375" x 10.875" (+0.125" bleed)	\$3100	\$2695	\$2450
Half Page (horizontal)	7.625" x 4.75"	\$1895	\$1650	\$1500
Half Page (vertical)	3.75" x 9.75"	\$1895	\$1650	\$1500
Third Page	2.375" x 9.875"	\$1265	\$1100	\$1000
Quarter Page	3.75" x 4.75"	\$1075	\$935	\$850
Sixth Page	2.375" x 4.875"	\$760	\$660	\$600
Local Marketplace	2.375" x 2.875"	—	\$330	\$300

All ads receive a 40-word listing in the online source guide. Posted ad rates are net and per issue; HST will be added. Multiple insertion rate discounts apply to contracts for ads booked within a six-consecutive-issue run.

Publication Date	Nov/Dec	Jan/Feb	March/April	May/June	July/Aug	Sep/Oct
Booking Deadline	SEPT 25	NOV 25	JAN 25	MAR 25	MAY 25	JULY 25

Ad specs: Please submit a high-resolution (300 dpi) PDF file with fonts embedded or outlined. Colours must be CMYK, ICC Profile US Web Uncoated V2. For full page ads, please ensure the text is within ¼ inch of the trim line and ⅛-inch bleed is added. No crop marks. Ad design available for \$75/ad.



edible COMMUNITIES[®] PUBLICATIONS

Award-winning Magazines that Celebrate Local Foods and Foodways, Season by Season



“Edible Communities is more than a group of high-quality, regional print magazines with compelling storytelling and visual narratives. Through electronic and digital platforms—websites, social media, Edible Radio podcasts, and popular local events—its food journalism carries regional stories to national and global audiences. We believe that in years to come the collected work of these unique publications will serve as a valuable resource for exploring the impact of regional food and agriculture from a grassroots perspective.

“At a time when journalists are reinventing traditional publications and embracing digital formats, the Journalism Committee of the James Beard Foundation is proud to recognize Edible Communities for this first-ever award. Edible Communities’ body of work reflects excellence in the ever-changing world of food journalism. Its publications inform and connect today’s food-savvy readers with local communities that stand for a healthful, flavorful, and sustainable food supply.”

— The Journalism Awards Committee

