



edible
BRONX



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[@EDIBLEBRONX](https://www.instagram.com/EDIBLEBRONX)

MEDIA KIT 2017

WWW.EDIBLEBRONX.COM



**WE TELL THE STORY OF
FOOD AND DRINK
UPTOWN - THE BRONX**



AT A GLANCE

- **Unparalleled editorial and design quality**, with world-class writing, photography and illustration.
- **Passionate and informed readership of 375,000**. A highly desirable demographic, geographic reach.
- **Highly-targeted controlled circulation** in New York City
- **We believe in top quality print** as an incredibly effective way to consistently connect with local readers seeking your product or service.
- **Edible Bronx distributes 25,000 copies** of every issue six times a year— that's over 375,000 annual readers.



BY THE NUMBERS

- 51% are women, 49% are men. Ages 25-54+
- Each copy of an Edible magazine is shared with an average of 3.5 readers.
- Average household income: \$75,000+.
- 84% are college graduates; 81% are professionals, educators and entrepreneurs.
- Circulation is 25,000 copies every eight weeks

WE TAKE CARE OF OUR ADVERTISERS

- Complimentary ad design
- Effective ad placement
- Social Media support
- Event & digital content opportunities
- Magazine distribution
- Online listing in our ad directory



PREMIUM PLACEMENT	SIZE: W x H	1x	3x	6x
Back Cover (includes bleeds) live area: 8.375" x 10.375"	8.625" x 11.125"	\$3,200	\$2700	\$2,500
Interior Covers live area: 8.375" x 10.375"	8.625" x 11.125"	\$2,900	\$2,500	\$2,260

DISPLAY ADS

Full Page (includes bleeds) live area: 8.375" x 10.375"	8.625" x 11.125"	\$2,650	\$2,160	\$1,900
Half Page (horizontal; Vertical)	7.5" x 4.75" (H) 3.625" x 9.75" (V)	\$1,900	\$1,440	\$1,280
Third Page	2.375" x 9.875"	\$1,150	\$975	\$825
Quarter Page	3.625" x 4.75"	\$900	\$775	\$650
Eighth Page	3.625" x 2.25"	\$560	\$425	\$375
Marketplace	2.375" x 2.265"	\$325	\$275	\$235

THEME	PRINT DATE	MATERIAL DUE	PAYMENT DUE
Drinks Issue	February 15th	January 25th	February 1st
Grow Issue	April 15th	March 25th	April 1st
Summer Issue	June 15th	May 25th	June 1st
Innovation	August 15th	July 25th	August 1st
Autumn Issue	October 15th	September 25th	October 1st
Winter/Holiday	December 15th	November 25th	December 1st



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 _____ EBX Account Manager _____

Mailing address _____

E-mail address _____ Website _____

Special Notes _____

TERMS AND CONDITIONS

1. All contents of advertisements are subject to Edible Bronx's approval. Edible Bronx (EBX) reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. EB 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. The positioning of advertisements is at the discretion of EB, except where a request for a specific preferred position is acknowledged by EB in writing.
4. EBX shall have no liability for errors in key numbers or advertisers' index (Source Directory).
5. EBX shall have the right to hold advertiser and or advertising agency jointly and severally liable for such monies as are due and payable to EB for advertising which advertiser or its agent ordered and which advertising was published.
6. Conditions other than rates are subject to change by EB without notice.
7. In the event that any amounts due EB under this agreement are not paid in accordance to prescribed payment terms (net 10 days), EB reserves the right to charge interest for delayed payment of 1 1/2% 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 Bronx, New York. In the event that commercial collection or legal proceedings be instituted by EB 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 _____