

# *edible* PORTLAND<sup>®</sup>

Celebrating the seasonal bounty of the Pacific Northwest

## Media Kit



Member of Edible Communities

# edible PORTLAND Audience



## Who's Reading *Edible Portland*?

*Edible Portland* readers are concerned, connected and community minded. They are active consumers who are passionate about local foods and sustainability. They are regular restaurant diners and terrific home cooks. They support their local businesses as a way of building community.

## Subscriber Profile

- **83%** female / **17%** male
- **50%** completed college
- **33%** completed graduate school
- **41%** age 25 – 40
- **45%** age 41 – 60
- **12%** < 60

## Demographics

- **81%** are professionals, educators, and entrepreneurs
- They **travel** for pleasure an average of **14 days a year**
- They regularly **drink local wines** and **beers**
- **67%** have a pet
- **82%** use our recipes in each issue
- **98%** of our readers said that they are willing to pay more for the foods that meet any of these criteria: fair trade, farm direct, locally grown, organic, salmon safe, humanely raised, and family farmed

Our Readers  
Regularly Participate in:

Cooking for Pleasure **98%**  
Dining Out **85%** • Gardening **70%**  
Entertaining at Home **76%**  
Wine Tasting **46%** • Cooking Classes **34%**

Edible Portland • [www.edibleportland.com](http://www.edibleportland.com) • [ads@edibleportland.com](mailto:ads@edibleportland.com) • 206-605-9005

## What They Are Saying

*Edible Portland* is literally the only magazine I have ever read in which I also look at the ads! I love supporting the local businesses that support you and support missions that resonate with my values!

—Reader's Survey Respondent

# *edible* PORTLAND Circulation



*Edible Portland* is sold on newsstands everywhere.

Look for us at nearly 200 locations in the Portland Metro area and beyond.

**WE PRINT** 20,000 copies of each bi-monthly issue. Those that aren't sold or mailed are given away at farmers markets, food festivals, and gardening events so that every copy gets into circulation.

**OUR SUBSCRIBERS** tell us that their own pass-along rate is 3.5 per copy, making an effective readership of 70,000.

**WE MAIL** to 2,000 Dentist office waiting rooms where studies show each copy is seen by 41 people, effectively raising circulation by 80,000 impressions.

## Find Us At:

- New Seasons Market
- Whole Foods Market
- Barnes and Noble
- Zupan's Market
- Powell's Books
- And more

\* find the complete list of *edible* Portland distribution sites at [edibleportland.com](http://edibleportland.com)



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## What They Are Saying

We read every issue, from cover to cover, and I think *Edible Portland* and *National Geographic* are the only magazines we hoard rather than recycle.

— Dan Gleason, Subscriber

*edible* PORTLAND

# Editorial Preview



Each issue of *Edible Portland* is a celebration of what's in season, what's for sale, and who's breaking ground on the area's food landscape. We always have more editorial space than advertising; our advertisements never get overlooked.

## COOKING FRESH

Our recipe developers create a complete seasonal meal made up of four original recipes, with a complete ingredient list to make shopping easy.

## WHOLE GRAINS

Our writers lead the rediscovery of ancient heirloom grains for the modern kitchen, from millet to freekeh.

## MODERN PANTRY

Includes mouthwatering recipes to cap off your dinner parties.

## ON THE WATER

An intimate portrait of the fishers who are bringing in sustainable catches, preserving our native fisheries and raising the best quality local shellfish.

## LIQUID ASSETS

Portrays the art and science of locally-crafted beverages, including microbrew, wine, cider, and spirits. We'll include tasting notes, interviews with the experts and visits to regional wineries, breweries and distilleries.

## ARTISANS

Focuses on the universe of hand-crafted foods, from baked goods to cheeses to jams and chocolates. These include recipes and sources so great cooks and dedicated shoppers can make the most of these treats.

## FARM TO TABLE

In-depth examinations of the foragers and farmers who grow or hunt our best local ingredients—what they're doing, how they started, and why it's important.

## EDIBLE GARDEN

Seasonal gardening advice for both the novice and the expert.

## IN THE KITCHEN

We take a look behind the scenes of our favorite local restaurants, and learn about the sources, techniques and inspirations of the region's most talented chefs.

## TO YOUR HEALTH

A closer look at the correlation between diet and health, from the origin of plant nutrients to their contribution on the microbiome.

## ROAD TRIP

A handy planning guide for your weekend travel within the state of Oregon: where to stay, what to eat, and what to do in the new and known destinations.

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## What They Are Saying

We love that *Edible Portland* is committed to telling their stories. And we believe the advertising dollars we spend with the magazine further supports our local suppliers.

— Leslie Cole, Grand Central Bakery