

Member of Edible Communities

edible KANSAS CITY

Cultivating our local food culture, from seed to bloom, season by season

EAT - DRINK - READ - THINK
www.ediblekansascity.com

Editorial Preview

EDIBLE SEASON

What's in season, where to find it, and how to enjoy it. We take our readers to visit local farms, home gardens and farmers markets throughout our city. We'll provide recipes and preparation insights from those sources, as well as from our local chefs.

FRONT OF THE HOUSE

With each issue we'll profile the faces and tell the stories of the people who prepare our local food; from chefs and artisans, to the community advocates and home cooks who support our growers and producers by sourcing their product locally.

URBAN HARVEST

The latest food related finds from the metro area and surrounding communities; covering growers, producers, vintners, brewers, and food artisans, along with the ingredients and gadgets they use.

EDIBLE EVENTS

A list of food related events and festivals, tastings, meetings and classes that keep us all connected to our local food community.

BACK OF THE HOUSE – From the Good Earth

We will profile the unique farmers, foragers, and forward thinking farm businesses that work diligently to provide us with local products in a sustainable way.

EDIBLE AT HOME

Sharing the benefits, methods and joys of preparing and preserving foods, saving seeds, edible landscaping, and home gardening.

WORTH THE TRIP

A series of day trips that lead to memorable culinary discoveries.

LIQUID ASSETS

Showcasing the local beverage scene from craft micro brewers to vintners to coffee artisans and everything in between.

EDIBLE TRADITIONS

Here, we capture the metro area's food history with a look at our food industries, old recipes, and culinary traditions.



What They are Saying about Edible Communities

"I just love reading [Edible Communities] publications cover to cover — they are some of the best things I've ever read."

— Julia Child

"[Edible Communities publications] have become the unofficial literary journals of the farmer-writer movement."

— The New York Times

"I call what you are doing 'The Edible Phenomenon' — you've accomplished something that most publishers have not done. The concept and the publications are fantastic."

— Margo True, former Managing Editor, *Saveur* magazine (now the Food Editor for *Sunset* magazine)

"[Edible Communities publications] are the New Yorker of food — smart, witty, and attractive."

— The Ventura County Reporter

"Your publications always leave me with a good feeling. One can easily recognize they are in the hands of a talented team of writers and designers as well as a caring publisher."

— John Thorne, publisher, *Simple Cooking*

"It's rare but always satisfying when food writing is as delicious as the food itself. The various Edible Communities publications have allowed each of its regions to enjoy their own full literary and culinary spotlight."

— Peter Reinhart, Author and Johnson & Wales University Chef on Assignment

"Beyond the printed word, their mission is to connect consumers with local growers, chefs, and food artisans of all kinds..."

— Cape Cod magazine



About Our Readers

Edible Kansas City readers 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 if its quality is exceptional and there is a good story behind it. They are regular restaurant diners and terrific home cooks. They support their local farmers markets and understand that the best tasting foods are seasonal, fresh, and local.

Demographics

(According to an Edible Communities survey)

- Even readership between men and women
- Over 50% of our readers are between 25-40 years old
- Each copy of the magazine is shared with an average of 3.5 people
- Over 80% are professionals, entrepreneurs, educators and artists
- Majority audience would pay more for a product that has a story behind it.

Why are we Valued by our Readers?

Frankly, they trust us. They know that we care as deeply as they do about our local communities. They know we produce honest, smart, and aesthetically beautiful publications. No other magazine devotes editorial exclusively to our local foods, so we bring them the information they are looking for. That makes our advertisers much more attractive to them.



Why Advertise in *edible* KANSAS CITY?

- Our readers save and savor every copy of *Edible Kansas City*. These magazines are valuable reference material that are not discarded like general interest or advertising heavy publications – we always have more content than ads, so you will not get lost in the crowd.
- Our rates are the most cost-effective in the region for reaching connected consumers who sincerely care about businesses like yours.
- Supporting *Edible Kansas City* aligns you with the local food community and allows us to continue to promote its bounty.
- Have a presence on our website, in social media, and at our events. Your ad is a mini-PR campaign.
- Advertisers receive a supply of *Edible Kansas City* to give their customers free of charge.
- Exposure in four Missouri and two Kansas counties; covering more than 1.5 million people.

Other Things our Readers Tell Us

"We never throw an issue away — we keep them all and use them over and over again."

"We pick up extra copies from local advertisers and mail them out to our family members who have moved away so they feel close to home still."

"Out of all the magazines we subscribe to, Edible Communities publications are our favorites."



Don't Take Our Word For It



Edible Communities Publications are the proud recipients of the 2011 James Beard Foundation Publication of the Year Award. The award recognizes a publication—in magazine, newspaper, or digital format—that demonstrates fresh directions, worthy ambitions, and a forward-looking approach to food journalism.

Strength in Numbers

Edible Kansas City is part of Edible Communities, with a shared mission to connect consumers to the farmers, chefs and food artisans within a community.

Praise from Peers

Edible magazines have become a recognized brand name in the food world. A complete list of press clips is shown at www.ediblecommunities.com and includes: Bon Appetit, Gourmet, The Los Angeles Times, The New York Times, Saveur and more.

Recently, Folio has named founders of Edible Communities Publications, Tracey Ryder and Carole Topalian, among the 40 most influential people in magazine media. And they were winners of the Hot 10 people, companies and products setting new standards of culinary excellence in food, drinks, travel, and design in 2009 by Bon Appetit Magazine.



Contact

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