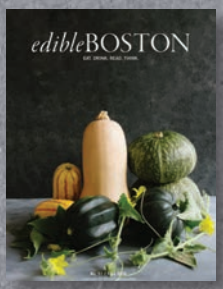

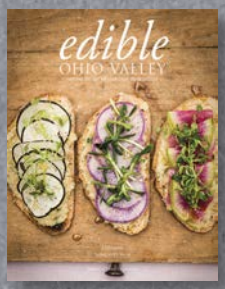

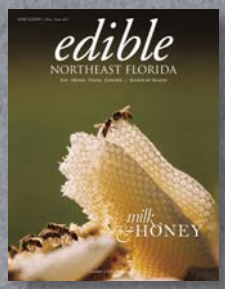

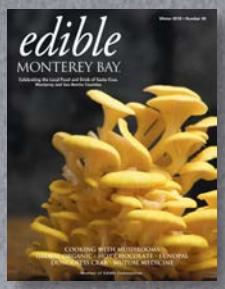

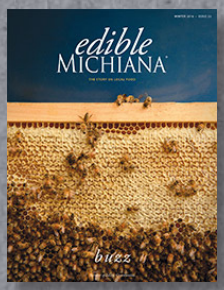

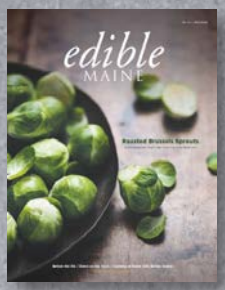

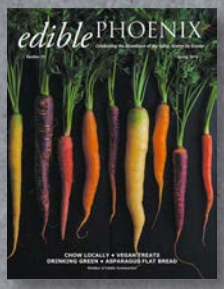

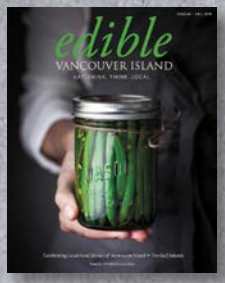

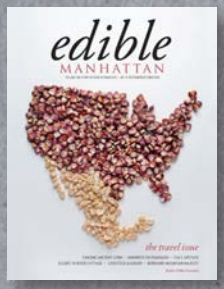

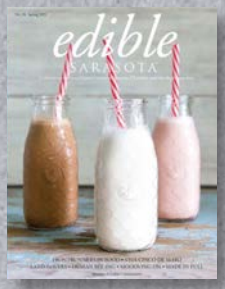

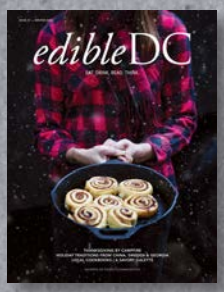

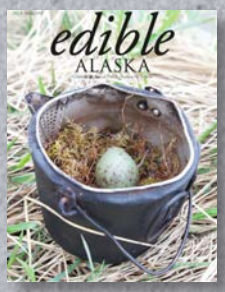

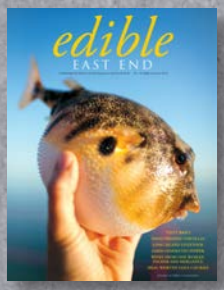

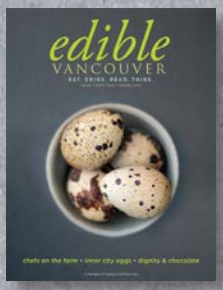

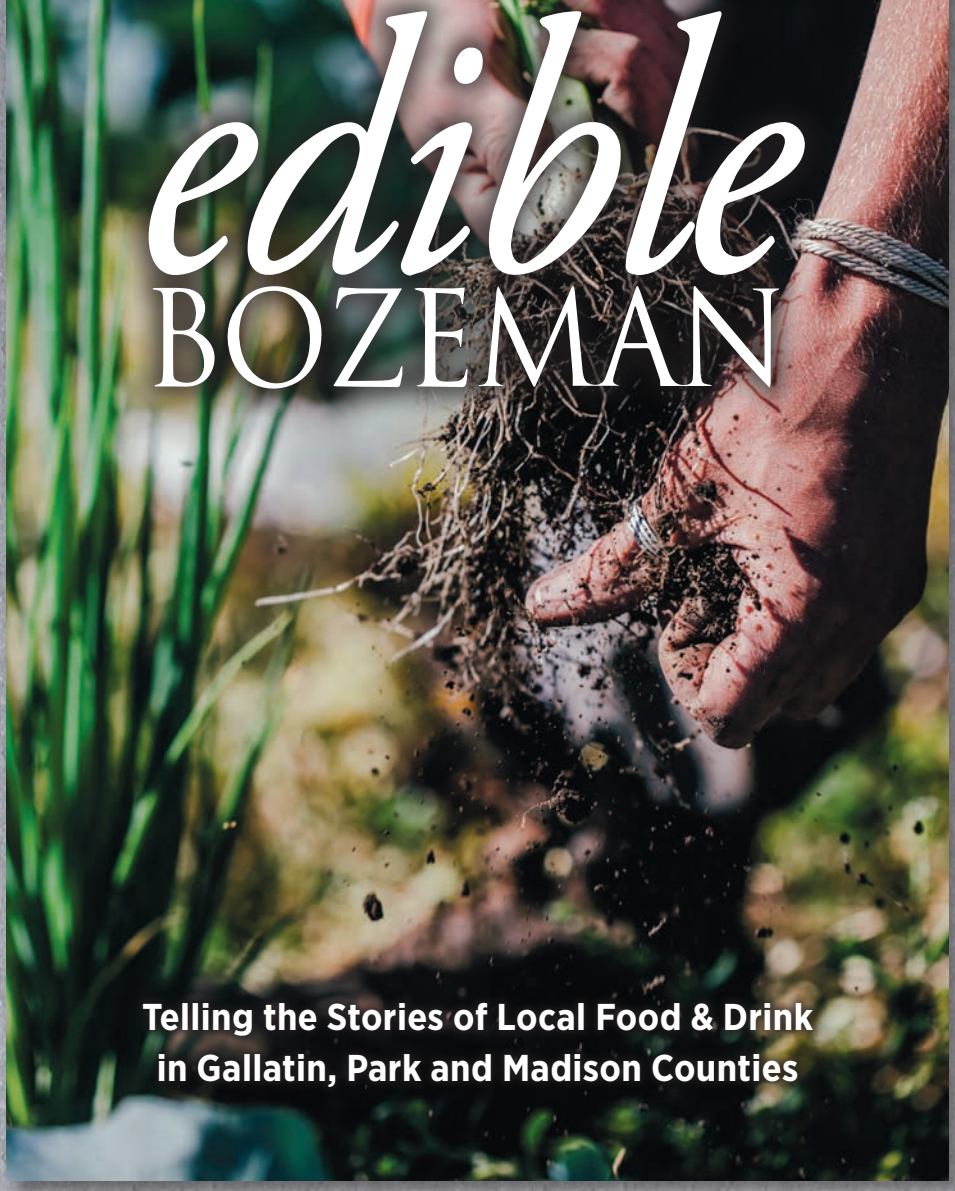

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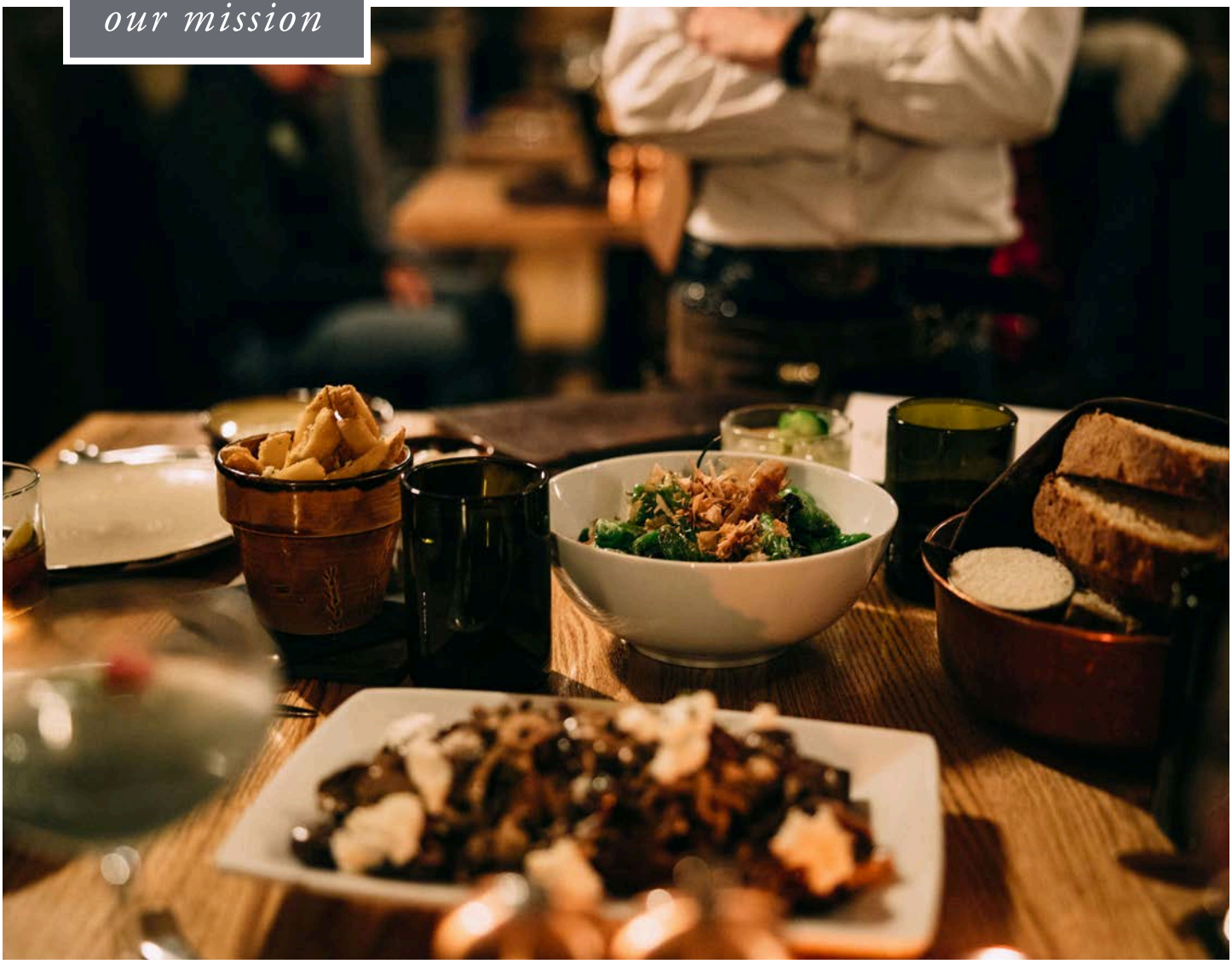
LOCAL ROOTS, GLOBAL IMPACT

our mission



We celebrate love of food and passion for community

Edible Bozeman is part of Edible Communities, a network of more than 80 individually owned publications across the US and Canada united by a single mission: to connect food lovers to the best resources they can find in their own neighborhoods. We tell vibrant stories about where their local food comes from, how it's produced, and who makes it. Edible Communities believes that locally sourced, sustainably produced food matters to our health, to our lives, to our communities, and to the future of the world around us.

edible BOZEMAN

our value

What makes Edible unique

Like each of the 80+ publications in Edible Communities, *Edible Bozeman* is dedicated to supporting the local farmers, ranchers, fishers, foragers, chefs, food artisans, distillers, brewers, home cooks, and small businesses that feed, and connect with, our local community. For each of *Edible Bozeman*'s writers, photographers, and columnists, the connection to community is passionate because it's personal: we live and work among the people we write about and the people who read their stories. Collectively, we comprise a powerful, hyperlocal network with a deep level of engagement and loyalty you won't find anywhere else.

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our audience

Edible Communities

TOTAL READERSHIP ACROSS 80+ LOCAL MARKETS:
20,000,000

MEDIAN HOUSEHOLD INCOME:
$94,000

COLLEGE EDUCATED:
87%

MALE/FEMALE:
27%/77%

TIME SPENT WITH EACH ISSUE:
59.4 minutes

Edible Bozeman

CIRCULATION: **40,000**
copies annually, audited by Verified Audit Circulation

PASS-ALONG RATE: **3.5**
readers per copy

READERSHIP: **52,500**
per issue

FREQUENCY: **4**
issues per year

ANNUAL REACH: **140,000**
engaged loyal readers

Based on statistics from over 80 other Edible Communities magazines in first year of publication

A covetable community

Edible publications attract an educated, affluent audience of thought leaders and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. What they like best about the magazine is "that it's local." Among the top actions taken as a result of their bond with *Edible*:

- 46% visited a store or location featured
- 60% discussed/referred someone to an article
- 48% prepared one or more recipes

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Source: GfK/MRI study, December 2015

our population

Reach locals and tourists

The greater Bozeman region enjoys ongoing tourism. In 2017, Montana welcomed over 12 million nonresident visitors who spent over $3 billion; about $700 million of that was spent in Gallatin County—on groceries, hotels, restaurants, bars, and recreation.

- 97% of readers want to know where to find local food when traveling
- 64% rely on Edible to find local food in the places they visit
- 76% make a restaurant reservation before they make a hotel reservation

Edible readers are intelligent, informed and passionate consumers who place a premium on quality products and experiences. They look for value but don't mind paying more for exceptional quality. **They will discover your business in our pages.**

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Source: Bozeman Daily Chronicle: "Report shows Gallatin County sees most tourist spending," October 14, 2018

our distribution

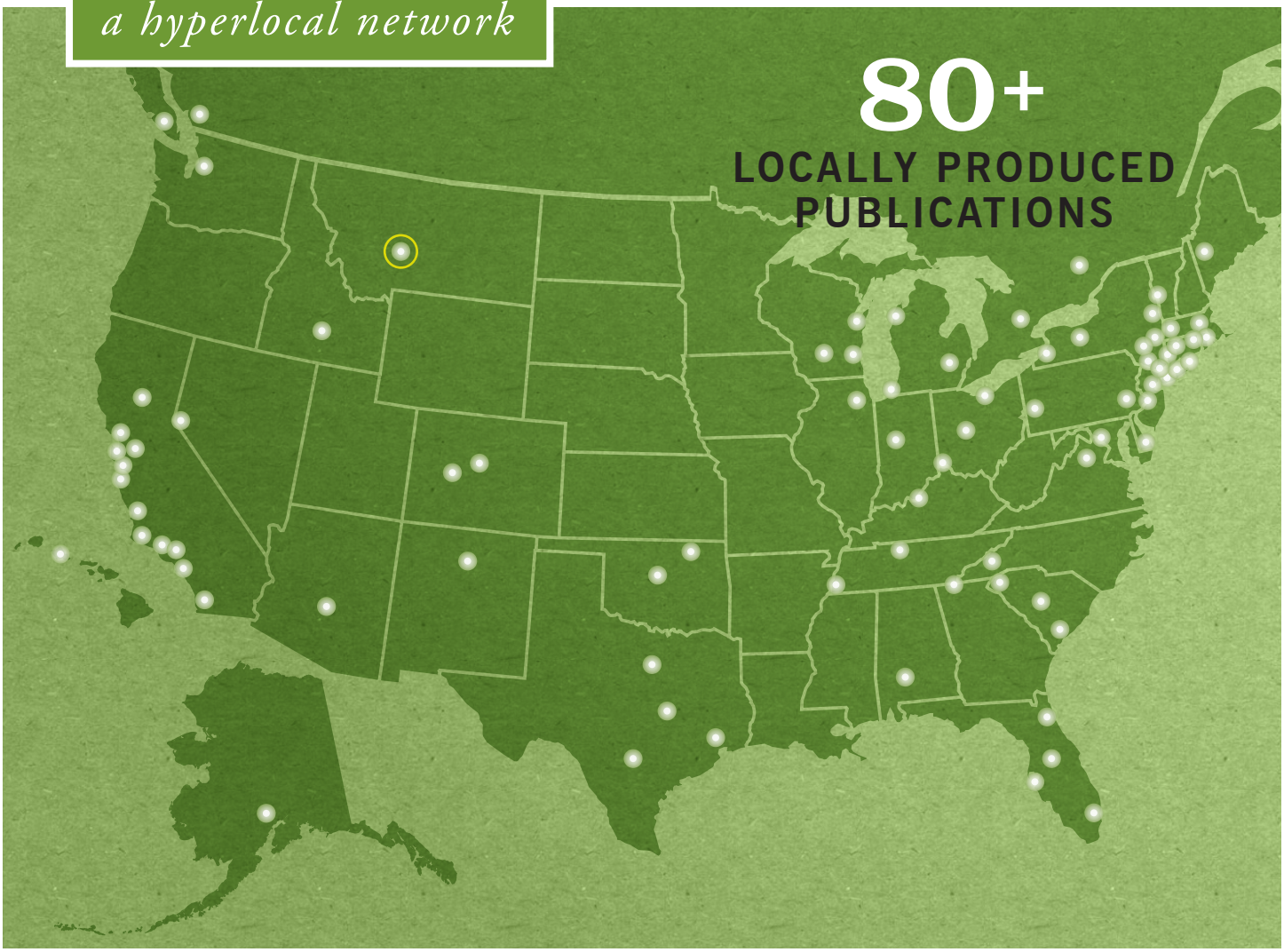
Where to find us

Edible Bozeman will be distributed by our supporting partners, including grocery stores, farmers markets, restaurants, hotels, specialty food merchants, microbreweries, distilleries, kitchen retailers and boutiques, resorts, and at community events.

Fans of the publication will be delighted to find *Edible Bozeman* within your doors and will visit to pick up each issue.

edible
BOZEMAN

a hyperlocal network



Connecting food providers to community

Our locally owned and curated publication is targeted to affluent, sustanability-driven consumers.

- Local publisher, editor, contributors, and readers
- Coverage of Southwest Montana includes Gallatin, Park, and Madison Counties
- Committed quarterly publications and ongoing digital presence
- Longevity in print—beautiful, practical, collectible
- Entertaining and informative, visually appealing and easily digestible

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The Bozeman community is steeped in traditions

We focus on family and friends, high quality of life, and a healthy lifestyle with plenty of outdoor activities. We enjoy discovering the amazing food and beverage of the region, and we eat what is ranched, grown, caught, and harvested here. *Edible Bozeman* connects food providers with an appreciative community.

Edible readers are more likely to:

- Eat out at least once per week
- Purchase artisanal goods
- Shop at farmers markets
- Cook regularly
- Like to travel

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our expertise

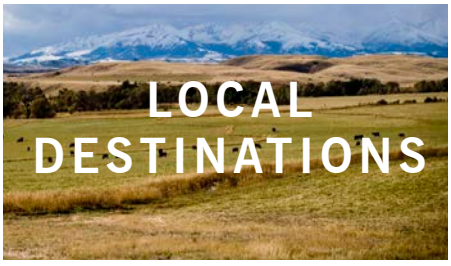
RICHLY RELEVANT STORIES FOR FOODIES
Edible presents long-form journalism that resonates with food lovers, showcasing policy issues, interesting producer profiles, personal essays, fiction & prose, and the best cookbooks.

RECIPES WITH DISTINCTLY LOCAL FLAVORS
Every Edible issue offers a seasonal approach to inventive recipes that draw on community tastes and use locally sourced ingredients, along with cooking tips and practical DIY advice.

GARDEN-TO-GLASS LIBATIONS
Edible spotlights the finest in locally sourced beer, wine, and spirits—including seasonal artisanal concoctions —that begin, complement, or complete a great meal.

THE REWARDS OF HOME AND GARDEN
Edible provides clear, expert advice on growing your own bounty sustainably—both outside and in your home—as well as on how to stock a well-appointed seasonal pantry.

SHOPPING SUSTAINABLE PURVEYORS
Each issue of Edible presents an insider's guide to the best places to find all things that go with our audiences lifestyle. Food-related and food-adjacent, you'll find great resources in our pages.



TRAVEL WITH AN EPICUREAN ACCENT
Our editors spotlight the best of their communities for savvy travelers: where to shop, where to stay, and—of course—where to eat.

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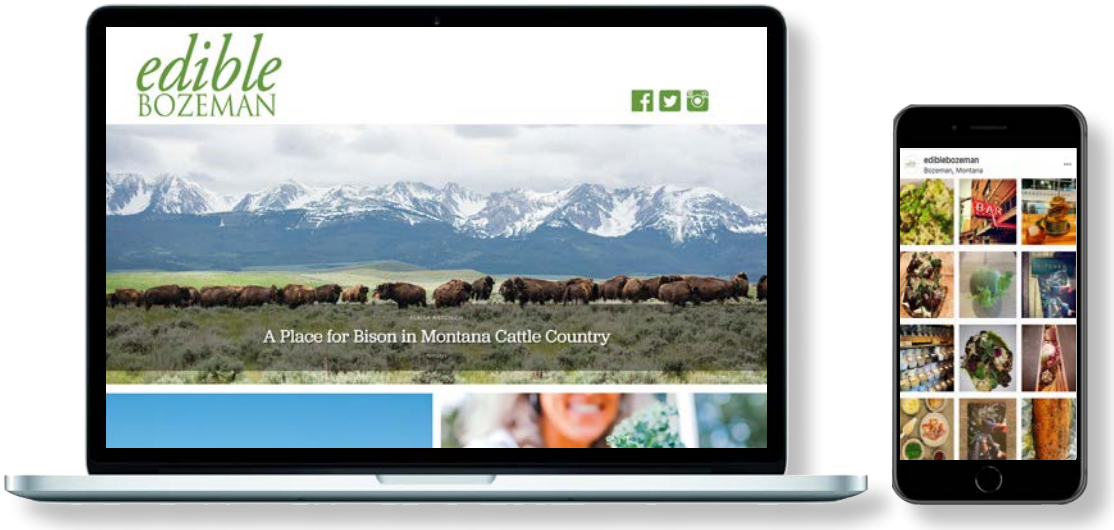

Digital, social & more

Edible Bozeman provides digital integration for advertiser partners.

Beyond our quarterly magazine, *Edible Bozeman* connects marketers to our highly engaged audience through multiple channels. Our team of digital specialists can create custom marketing programs designed to get your message to customers. Using proven branding strategies and targeted campaigns, we leverage our website, social media, and electronic newsletters to promote your business. We allow hyperlinked content from the digital edition of our magazine, driving qualified traffic to your platforms.

DIGITAL AND SOCIAL MEDIA: Tap our network of locally owned-and-operated platforms including websites, digital newsletters, and social media.

EDIBLE INFLUENCERS: Leverage our carefully curated group of writers, editors, and publishers with loyal followings for their lively musings on food, beer/wine/spirits, and entertaining.

PODCASTS: Align with *Edible Potluck* series as our editors mine their local communities to unearth stories and trends worth sharing with food lovers everywhere.

CUSTOM CONTENT: Let our Edible Communications Creative Team translate your brand message into compelling print, digital, or social storytelling that resonates with our readers and moves them to action.

contact us

Join the most vibrant sustainable food community. Connect with Edible.

CONTACT EDIBLE BOZEMAN

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(406) 580-0607

ADVERTISING RATES AVAILABLE ON REQUEST

publisher@ediblebozeman.com

DIGITAL VERSION OF OUR MAGAZINE AVAILABLE ONLINE

EdibleBozeman.com
@EdibleBozeman

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