

*edible*  
NORTH DAKOTA®



# MEDIA KIT

(2025–2026)





## MISSION:

Celebrating the people, places, and flavors that define our state by sharing stories that honor the work of bringing food to every table. We believe food is more than nourishment — it's memories, community, and pride. Simply put, food equals belonging.



## VISION

We envision a North Dakota where food connects us more deeply to one another, to our land, and to our traditions. By sharing stories of farmers, makers, and communities, Edible North Dakota inspires pride in our state's agricultural roots, spark curiosity about our food systems, and ensures that the taste of belonging endures for future generations.

Launching November/December 2025, *edible North Dakota* is part of the award-winning Edible Communities network—over 75 state and market specific magazines across the U.S. reaching 5+ million readers annually. We share authentic stories about North Dakota's food culture: farmers, chefs, makers, and communities.



### CIRCULATION

20,000 copies  
per issue



### FREQUENCY

5 issues/year  
(Quarterly + Holiday)



### DISTRIBUTION

Cafés, grocery stores,  
visitor centers, retail shops,  
events, and subscriptions

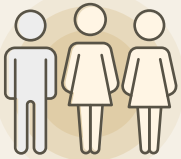
## WHY ADVERTISE IN *edible North Dakota*?

*edible North Dakota* connects your brand with an audience that is passionate about supporting local, discovering quality food and drink, and investing in the culture of our state. As part of the James Beard Award-winning Edible Communities network, the largest locally owned foodpublishing group in North America.

- 75+ magazines nationwide
- 5+ million engaged readers annually
- Focused, loyal, community-minded audience
- Proven results for local advertisers

# AUDIENCE PROFILE

## Demographics



- Ages 30–65, skewing female
- College educated
- Household income \$75K–\$150K+

## Psychographics



- Enjoys travel, dining out, cooking, gardening
- Seeks authentic, quality products and experiences

## Behavior



84% buy products/ services from ads in *edible* magazines



72% keep each issue for more than 3 months

## Advertiser Benefits

- Complimentary copies to share with customers
- Social media mentions and tags with every ad purchase
- Opportunity for inclusion in seasonal promotions and gift guides
- Priority placement in *edible North Dakota* events and partnerships

## Marketplace Ads



Affordable entry points for small businesses, farms, and artisans.

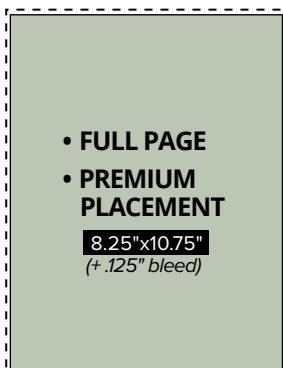
- **Premium Marketplace:**  
Double space listing — \$500/issue

## Content Partnerships

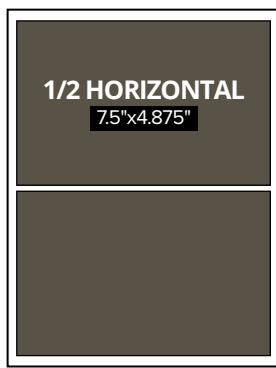
**We offer premium storytelling opportunities that blend editorial style with advertiser messaging.**

- **Sponsored Feature:** Full-page print story with professional photography, plus companion digital article and social media promotion — \$3,500
- **Recipe Partnership:** Your product featured in a custom recipe with professional photography — \$1,500

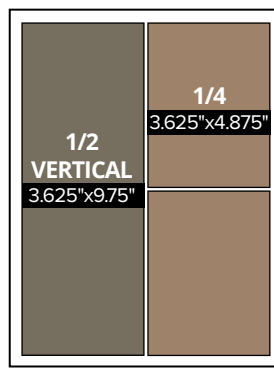
# PRINT ADVERTISING RATES



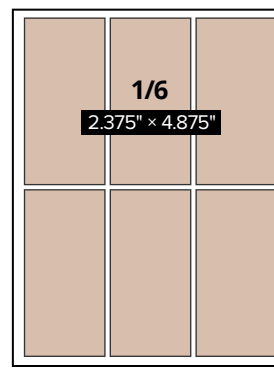
- **FULL PAGE**
- **PREMIUM PLACEMENT**  
8.25" x 10.75"  
(+.125" bleed)



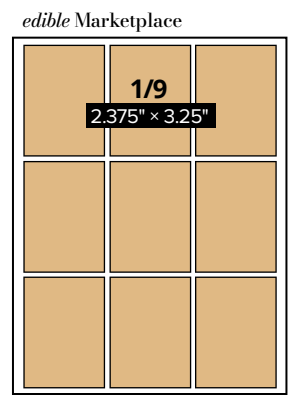
**1/2 HORIZONTAL**  
7.5" x 4.875"



**1/2 VERTICAL**  
3.625" x 9.75"



**1/6**  
2.375" x 4.875"



**1/9**  
2.375" x 3.25"

Full Page ..... **\$2,500**

Premium Placement ..... **\$2,750**

(Inside cover, Page 3, etc.)

1/2 Horizontal **\$1,500**

1/2 Vertical ..... **\$1,500**

1/4 ..... **\$800**

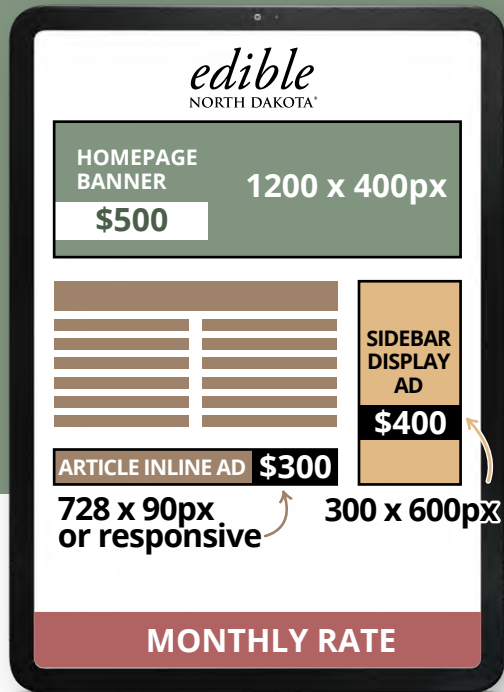
1/6 ..... **\$500 each**

1/9 ..... **\$350 each**

(18 available per issue)

**\*All ads are full color. Free basic design support for local advertisers.\***

## DIGITAL ADVERTISING



## NEWSLETTER (MONTHLY)



## SPONSORED CONTENT



edible North Dakota digital products will not be available for purchase until Spring 2026 issue.

# EDITORIAL CALENDAR

ISSUE	THEME
<b>Holiday 2025</b>	Welcome to the Table – Celebrating ND Food Traditions
<b>Winter 2026</b>	Comfort & Community – Hearty Recipes and Local Resilience
<b>Spring 2026</b>	Fresh Starts – Growing Season, Gardening, and Renewal
<b>Summer 2026</b>	Abundance – Farmers Markets, Grilling, and Food Tourism
<b>Fall 2026</b>	Harvest & Heritage – Preserving, Foraging, and Local Legends
<b>Holiday 2026</b>	Gather & Give – Gift Guides, Entertaining, and Seasonal Recipes

## AD DEADLINES (2025–2026)

ISSUE	AD CLOSE	ART DUE	ON STANDS
Holiday 2025	Oct 10, 2025	Oct 22, 2025	Nov 15, 2025
Winter 2026	Dec 29, 2026	Jan 5, 2026	Feb 15, 2026
Spring 2026	Mar 2, 2026	Mar 9, 2026	Apr 15, 2026
Summer 2026	May 4, 2026	May 11, 2026	June 15, 2026
Fall 2026	July 24, 2026	Aug 3, 2026	Sept 15, 2026
Holiday 2026	Sept 25, 2026	Oct 2, 2026	Nov 15, 2026

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