

edibleCHICAGO MEDIA KIT 2026



WHERE TRUST, COMMUNITY, AND ACTION MEET

Partnering with Edible Chicago means connecting with an audience that's engaged, loyal, and ready to act. Our readers spend real time with each issue, seek out the businesses we feature, and trust brands that reflect Chicago's culture. With reach that spans print, digital, and community touchpoints, your message becomes part of a lasting, authentic connection.



Print Grabs Attention—And Holds It

of readers are likely to visit a featured business

MRI Simmons ECI Community Survey, 2023

82% of consumers trust print ads over digital

Edelman Trust Barometer, 2025

higher brand recall with print ads compared to digital

Nielsen Catalina Solutions, 2024

of consumers trust brands that reflect and engage local culture

Edelman Trust Barometer, 2025

ROI when online campaigns are combined with print advertisements

Top Media, 2025







We are a proud, locally owned and produced member of Edible Communities. Edible Communities is published in 75+ regional markets across North America.

Edible publications attract an educated, affluent audience of thought leaders and influencers who've adopted sustainable lifestyles and consider our magazine indispensable. Most importantly, they trust our content.



Audience Demographics

40% hold a postgraduate degree \$128k average HH income 73% Female | 26% Male 21-54 years old

> *Data collected by a national ECI reader survey



PRINT

Annual Circulation 45,000 Annual Reach 135,000

3x pass around rate MRI Simmons Survey



DIGITAL

Monthly Page Views 8,500 Newsletter Subscribers 1,600

4.9% CTR, 51.45% OR

Social Media

3K+ Followers

88% YoY increase

64K unique accounts reached in 90 days (+47% vs. previous quarter)

Affluent.
Engaged.
Dedicated.
Mission driven.
Influential.

9 IN 10 LOOK FOR ENVIRONMENTALLY CONSCIOUS BRANDS 92% FAVOR INDEPENDENT RESTAURANTS

60% OF OUR READERS HAVE READ 3 OUT OF THE LAST 4 ISSUES 50% DISCUSSED/ REFERRED SOMEONE TO AN ARTICLE

97% RECOMMENDED A PRODUCT FROM OUR PAGES TO A FRIEND

92% WILL TRAVEL FOR A FOOD EXPERIENCE

33% DINE OUT AT LEAST 2 TIMES A WEEK 72% PICKED UP THEIR COPY AT A LOCAL BUSINESS

Omnichannel Opportunities

Print to Inspire. Digital to Amplify. Events to Activate.

At Edible Chicago, everything starts with a story—and print is at the center of ours.

Print captures attention and builds recognition, but we don't stop there.

We extend that story across digital platforms, where features are optimized for search, linked back to your brand, and remain part of our online archive.

From there, we carry your message into inboxes and feeds, where our newsletter and social channels outperform industry benchmarks for engagement and loyalty.

Add in the energy of a custom event or sponsorship, and your campaign becomes a connected, multi-touch experience with lasting impact.







Spring Roots & Renewal

Resistance takes root—on farms, in policy, and in community.

RESERVE SPACE 2/6 AD DEADLINE 2/13 ON STANDS 3/7

Summer In Good Taste

Style, flavor, culture—all thoughtfully curated.

RESERVE SPACE 5/5 AD DEADLINE 5/12 ON STANDS 6/6

Fall Beans of Consequence

From Kankakee to Chiquimula—stories of soil, seed, and sustenance.

RESERVE SPACE 8/7 AD DEADLINE 8/14 ON STANDS 9/5

Winter Storytellers

Food culture shaped, shared, and savored.

RESERVE SPACE 11/6 AD DEADLINE 11/13 ON STANDS 12/5





WEBSITE BANNER (3 months)	\$500
DEDICATED E-BLAST	\$700
SPONSORED CONTENT, DIGITAL STORY	\$850

SOCIAL MEDIA POST (Instagram and Facebook)

NEWSLETTER BLOCK (with brief description and URL) \$150



CUSTOM CONTENT





PRINT & DIGITAL SPECS



PRINT

DIGITAL

Ad Specs: Dimensions need to be correct and the ad must be a 300 dpi PDF with fonts embedded or converted to outlines. Color mode must be CMYK only (no RGB or spot colors), and it's best to apply the US Web Uncoated v2 print profile for export. If we are designing the ad, we encourage you to provide your logo and images at the time of space reservation.

