



edible
OKC

OUR REGION OUR STORIES OUR FOOD
SEASON BY SEASON

- 2024 -

MEDIA KIT



DEMOGRAPHICS

1.1 MILLION ANNUAL REACH

420,000* PRINT REACH

682,000 DIGITAL REACH

*20,000 copies printed per issues. Each issue is shared with 3-4 people as determined by a readership survey of Edible Communities Inc.



About us

EdibleOKC connects readers to businesses through beautiful photography and impactful stories about people and brands in our food community. Consumers buy from businesses they connect with. Placing your brand in EdibleOKC helps build those connections.



@EDIBLEOKC

FOLLOWERS	ANNUAL REACH	ANNUAL ENGAGEMENT
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46K	376K	44K
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10K	306K	54K
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Edible readers

51%
49%

100K

Household Income

84%

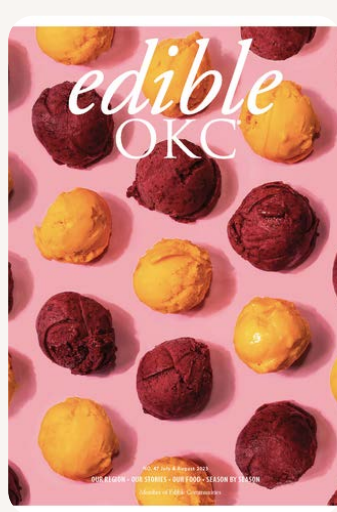
College Educated

81%

Professionals, educators & entrepreneurs

89%

Place premium on local, organic, or sustainable products



PRINT RATES

PREMIUM PLACEMENT	SIZE W X H	1 ISSUE	2-3 ISSUES	6 ISSUES
<i>Back Cover</i>	8.625" x 11.125"	\$4050	\$3950	\$3750
<i>Inside Front or Back Cover, Opp. Letter from the Editor or Table of Contents</i>	8.625" x 11.125"	\$3650	\$3550	\$3250
INTERIOR PAGE ADS				
<i>Full Page</i>	8.625" x 11.125"	\$3200	\$3050	\$2800
<i>Half Page (horizontal)</i>	7.625" x 4.75"	\$1775	\$1650	\$1400
<i>Half Page (vertical)</i>	3.75" x 9.75"	\$1775	\$1650	\$1400
<i>Quarter Page (vertical)</i>	3.75" x 4.75"	\$1050	\$925	\$850
<i>Eighth Page (horizontal)</i>	3.75" x 2.25"	\$440	\$375	\$325

DIGITAL RATES

INSTAGRAM POST	NEWSLETTER SPONSORSHIPS	FACEBOOK POST	
\$375	\$225/\$150/\$50	\$275	
WEBSITE	SIZE (PIXELS)	1 MONTH	2+ MONTHS
<i>Leader Board</i>	728p x 90p	\$375	\$325
<i>Footer Banner</i>	728p x 90p	\$325	\$275
<i>Box</i>	300p x 250p	\$375	\$375

PRINT AD CONTENT DELIVERY DUE DATE

<i>January February</i>	<i>December 1st</i>
<i>March April</i>	<i>February 1st</i>
<i>May June</i>	<i>April 1st</i>
<i>July August</i>	<i>June 1st</i>
<i>September October</i>	<i>August 1st</i>
<i>November December</i>	<i>October 1st</i>

FILE SPECIFICATIONS

300+ DPI TIFF or highest quality JPG, EPS, or PDF file with fonts embedded or outlined. Please send correct dimensions and CMYK (not RGB). For full bleed ads: make sure no text is within 1/4 inch of the trim line.

AD CONTENT EXAMPLES

Traditional Print Ad Page

Newsletter Sponsorship



THE HISTORY & FUTURE OF *plant-based eating*

a conversation with **ALICIA KENNEDY** LISTEN NOW



GREAT FOOD IS AN ART

GIVEAWAY ALERT!!!

Want to win a \$50 gift card to Picasso Cafe? Head to our Instagram page, tag a friend on the giveaway post, and share it on your story.

You've been entered just by opening this email!

[Take me to Instagram!](#)

WEST + MAIN
homes

DITA SARTAIN, REALTOR
571-215-0864
dita@westandmainok.com
WWW.DITASARTAIN.COM

GROW
Advertise with us!
advertising@edibleokc.com

CAFE OUYEE
French Fare is Our Bread & Butter

Sponsored



**MIO COALITION PRESENTS
PRODUCER OF THE MONTH:**

CLUBBY HARD SELTZER

The Made in Oklahoma Coalition is dedicated to promoting locally owned food and beverage companies and consumer loyalty for Oklahoma-made products. We invite you to see all that local has to offer!

Social Media Post

Sponsored Content

edibleokc and miocoalition
Hall's Pizza Kitchen

We're pairing up with our friends at the Made in Oklahoma Coalition @miocoalition to give one lucky person a \$100 gift card to The Hall's Pizza Kitchen @thehallspizza!

The Hall's Pizza Kitchen was a Hall's family tradition turned into a desire to share it with Oklahoma City. After a great kick-off with their food truck in 2013, they opened their brick and mortar location in Midtown @midtownokc creating an extension of their home and serving wood fired pizza made with love and lots of unique flavors. Your meal at Hall's is complete with an evening on their rooftop, sipping on delicious cocktails, munching on delicious pizza and bites, and finishing it off with a treat from their bakery. Want a chance to win? See all the deets below!

TO ENTER:

1. Like this post
2. Follow @edibleokc, @miocoalition, and @thehallspizza
3. Tag who you're eating with in the comments below! Earn more entries by tagging more friends
4. Share this post to your story for a BONUS entry

The winner will be announced on Tuesday, September 19th at 6pm. Good luck! 🍀

Liked by everything_pj_and_alex_eat and 577 others
8 DAYS AGO

Add a comment...

BROUGHT TO YOU BY HAL SMITH RESTAURANT GROUP

EMILY OVERHOLT

Emily Overholt, a server at Louie's, a Hal Smith Restaurant Group concept, may be most at home on calm water, at a boat's stern, listening to eight oars rhythmically advancing towards the next thousandth meter.

Overholt was raised in Grand Rapids, Michigan, where its residents can count annual snowfall in meters instead of inches. She began rowing in the warmer months during middle school. Overholt, now a college junior, attends University of Central Oklahoma. She chose UCO because of its crew team and OKC because of the Oklahoma River and the Boathouse District, a U.S. Olympic and Paralympic training site downtown. "There's water in Oklahoma?" was a common query from Michigan friends when she informed them of her college selection. The Oklahoma River, reconstructed using MAPS sales tax funds, is a 2000 meter stretch of straight, calm water that has helped the UCO women's rowing team become national champions three times since 2018.

Nearly a decade into rowing, Overholt takes the position of coxswain, pronounced "coxsin," at stern in an eight person boat. A coxswain faces the direction the craft is traveling (the bow), opposite of the rowers, and ensures their teammate's harmony in timing and technique. She calls out firm but supportive directions when an oar fails to touch the water or touches it too late or early, an acting coach on the water.

Overholt has found her second team at Louie's. This team has helped her overcome life's uncertainties on land. She felt personal pressures of the job and, as a little person, representing little people in a public, professional setting. It has been a rewarding experience on both accounts. Overholt enjoys the rush of the restaurant and interactions with regulars and feels pride in helping the public acclimate to professionals of different sizes.

Overholt awakens at 4:30 a.m. each day and is out of the boat in time for morning classes. Between the water, school, church, a boyfriend, and work, she has little time for much else. Oklahoma has been an opportunity for Overholt to define herself on her terms. She likes it that way.

Hal Smith
Restaurant Group



edibleokc Following Message ...

2,951 posts 46.3K followers 4,233 following

edibleOKC
Magazine
Eat like a local with Oklahoma's only print + digital magazine dedicated to food & the people who make it. Tag us in your photos! #LookAtMeEdibleOKC
[linktr.ee/edibleokc](#)

Followed by _natalie_231, dontstressmeowt_catcafe, aschooli + 15 more

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