

our mission



We celebrate love of food and passion for community

Edible San Francisco 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 help them explore where their local food comes from, how it's produced, and who makes it. Food is a natural connection that transcends our differences and lets us feel part of a shared local experience otherwise known as communities (our last name!).

our value



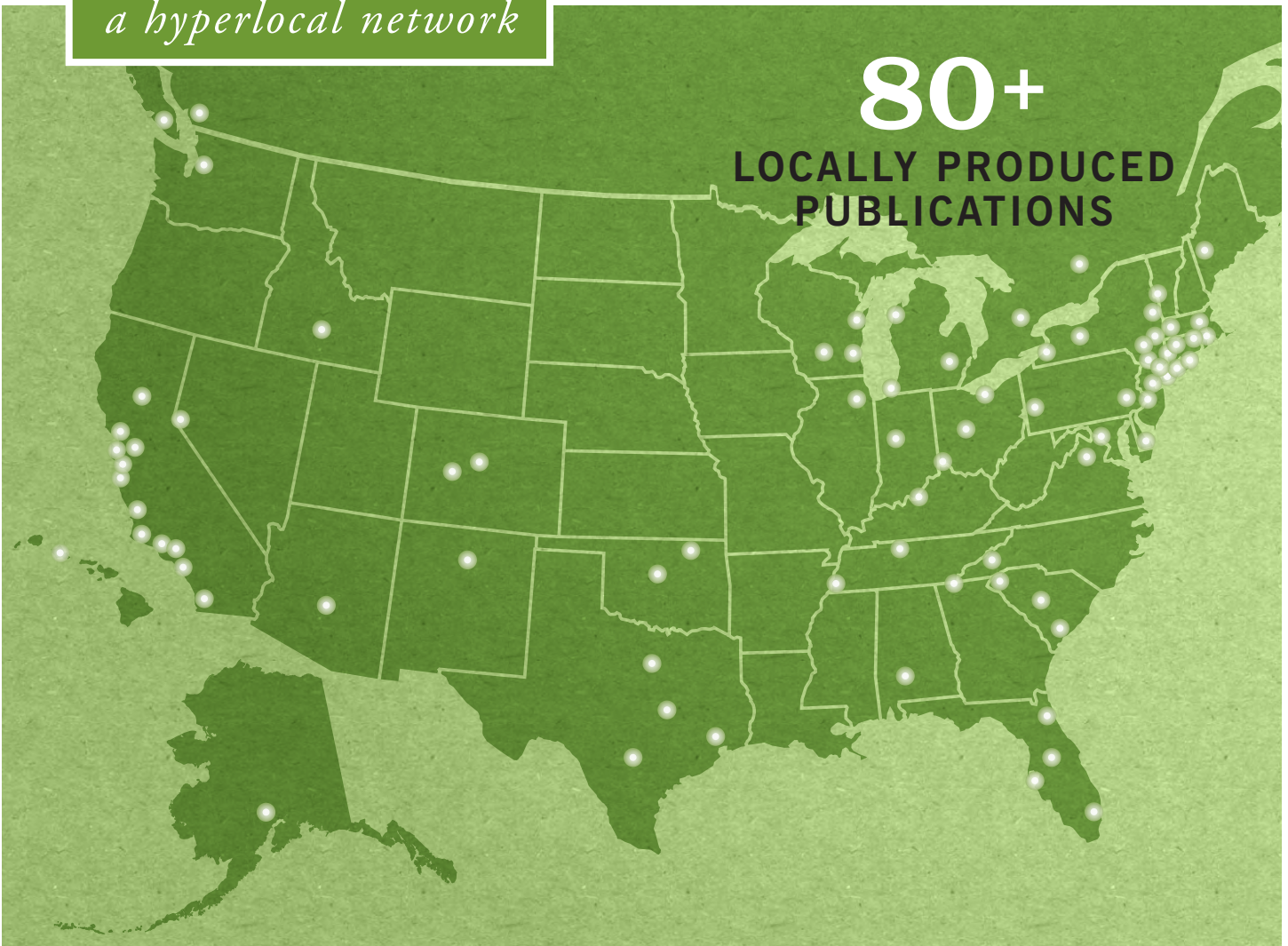
What makes Edible unique

Like each of the 80+ publications in Edible Communities, Edible San Francisco is dedicated to supporting the local farmers, chefs, food artisans, fishers, vintners, brewers, home cooks, and small businesses that help feed people. For every Edible editor, 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. Readers want—even need—to feel connected to those around them, and the opportunity to connect through your local Edible is unique and invaluable.

a hyperlocal network

80+

LOCALLY PRODUCED
PUBLICATIONS



Targeted to affluent, sustainability-driven consumers

Edible Alaska	Edible Dallas & Fort Worth	Edible LA	Edible Ohio Valley	Edible Santa Barbara
Edible Allegheny	Edible DC	Edible Long Island	Edible Ojai & Ventura County	Edible Santa Fe
Edible Asheville	Edible Delmarva	Edible Louisville and the Bluegrass	Edible Oklahoma City	Edible Sarasota
Edible Aspen	Edible Door	Edible Lower Alabama	Edible Orange County	Edible Seattle
Edible Austin	Edible East Bay	Edible Madison	Edible Orlando	Edible Shasta-Butte
Edible Berkshires	Edible East End	Edible Maine	Edible Ottawa	Edible Silicon Valley
Edible Blue Ridge	Edible Finger Lakes	Edible Milwaukee	Edible Philly	Edible South Florida
Edible Boston	Edible Grande Traverse	Edible Manhattan	Edible Phoenix	Edible South Shore
Edible Bronx	Edible Green Mountains	Edible Marin & Wine Country	Edible Pikes Peak	Edible Toronto
Edible Brooklyn	Edible Hawaiian Islands	Edible Memphis	Edible Pioneer Valley	Edible Tulsa
Edible Cape Cod	Edible Houston	Edible Michiana	Edible Queens	Edible Upcountry
Edible Capital District	Edible Hudson Valley	Edible Monterey Bay	Edible Reno-Tahoe	Edible Vancouver & Wine Country
Edible Charleston	Edible Idaho	Edible Nashville	Edible Rhody	Edible Vancouver Island
Edible Chicago	Edible Indy	Edible Northeast Florida	Edible San Antonio	Edible Westchester
Edible Cleveland	Edible Jersey	Edible Nutmeg	Edible San Diego	Edible Western NY
Edible Columbia			Edible San Francisco	Edible WOW
Edible Columbus			Edible San Luis Obispo	
Edible Connecticut East				



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. Edible readers spend a remarkable 59.4 minutes with each issue, and what they like best about the magazine is "that it's local." Who spends almost an hour of their leisure time with something they don't enjoy and find useful/inspiring?

Among the top actions taken as a result of their bond with Edible:

72% of readers pick up their copies of Edible at local businesses.

82% of readers who read the magazine in print also engage with their local Edible website.

96% of readers stated that they would be likely to patronize a restaurant featured in Edible.

93% report taking some sort of action as a result of reading Edible or visiting an Edible website.



Our partners. Our friends.

EDIBLE READERS ARE CONCERNED, CONNECTED, SAVVY AND COMMUNITY MINDED. Exactly the sorts of customers you want. They influence their friends, telling them where to shop, where to eat, what to cook, what to drink and why.

"Edible Publications are an ideal form of advertising for us. Their passion-filled pages echo the message that we are trying to relay to our community, that you can make a difference with the way you eat. Their commitment to promoting and supporting small artisan producers sets them apart from other food publications out there."

—Sam Mogannam, Bi-Rite Market

"I can't keep copies of Edible San Francisco on my shelves for more than five minutes before my customers wipe me out. It is Bay Area's premier food publication, and has its finger on the pulse of all the local food news and issues. As a bookseller, I see first hand how many people are seeing my ad as the magazine flies out of the store quicker than I can restock it!

—Celia Sack, Omnivore Books



Digital, social & more



Beyond our quarterly magazine, Edible San Francisco can connect you to our highly engaged audience through multiple channels.

- 75% of all respondents report engagement with Edible online
- 87% have read at least 3 of the last 4 issues of an Edible e-newsletter
- 58% interact with Edible on social media

Reach our audience online.

- Monthly Newsletter sponsor opportunities
- Branded Content: Online advertorial story that you author
- Custom Content: Online advertorial story about your company brand, authored exclusively by Edible San Francisco
- Sponsored Video: Original video produced exclusively by the Edible San Francisco team
- Display ads: advertise on ediblesanfrancisco.com and social media ads @ediblesf



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

edible

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