



edible
DENVER

MEDIA KIT 2026 - 2027

A chef's hand is visible on the left, holding a black frying pan over a gas stove. The pan contains several pieces of food, possibly shrimp or scallops, which are being cooked. A large, bright orange flame is visible on the stove burner. In the background, there are other kitchen items, including a large metal pot and a pan with a yellow object (possibly a lemon) on it. The overall scene is a professional kitchen environment.

EAT. READ. DRINK. THINK. LOCAL.

edible Denver magazine is published quarterly and distributed throughout the major metropolitan areas of Denver, Boulder, Fort Collins and Vail, celebrating the food culture of Colorado, season by season. *edible* magazine is a proud winner of the James Beard Foundation Award in Journalism.



OUR MISSION

TO TELL THE STORY OF OUR COMMUNITY.

We celebrate those who bring this bounty to our tables. We highlight our family farmers, ranchers, and chefs; the butchers, the brewers, urban gardeners and passionate home cooks. We are here to give a voice to those dedicated to the health of our community, through sustainable practice and fresh, seasonal foods throughout the Denver, Boulder, Fort Collins and Vail areas.

With our high-quality, aesthetically pleasing and informative publication, we inspire readers to support and celebrate the culinary industry of our community.



No other magazine devotes editorial content exclusively to Denver's food & drink culture, rooted in sustainability and the exploration of food ways.

ONE-OF-A-KIND

The editorial integrity of the *edible* publications has attracted accolades and attention from the food world—and beyond. Restaurants, wineries, food co-ops, hotels, banks, farmers markets and performing arts centers, to name a few, share the *edible* philosophy that a healthy community is a happy one.

edible is the single-most dedicated media resource in the region for food and drink stories that define Denver and it's surrounding areas. Every season, *edible* delivers award-winning print publications, digital content and live events that encourage readers to discover and engage with Denver's food scene in ways that are most meaningful to them.



OUR IMPACT

GREAT EXPOSURE

We offer a cost-effective strategy for targeted awareness. We choose our distribution points carefully, with dedicated displays at select farmers markets, specialty shops, hotels and other relevant, high traffic locations where *edible Denver* is differentiated from other publications. And with our online presence and digital edition, our reach extends to *edible* enthusiasts and travelers across the nation.

VISABILITY

Our unique, decentralized publishing model makes our advertisers more attractive. It is our firm model to always have more editorial content than advertising, which means you'll be noticed and won't get lost in a sea of ads.

A smiling woman with dark skin, wearing a black headband, large hoop earrings, a white t-shirt, and denim overalls, holds a white bowl filled with green leafy salad. She is standing in a kitchen with green cabinetry and a white sink in the background.

We believe knowing where our food comes from is a powerful thing.

TRUST

Because we don't review restaurants or lean on attacking stories, our readers trust the businesses we write about and the businesses that advertise with us.

INVESTMENT IN LOCAL COMMUNITIES

Ads supporting the local food community allow us to continue to promote its bounty and increase the economic impact the industry has on the area.



OUR READERS

ARE COMMUNITY-MINDED, CONNECTED & SAVVY.



Exactly the sort of customers you want. They influence their friends, sharing with them where to shop, where to eat, what to cook, what to drink and why, not by force, but by excitement. They aspire to live healthy, connected and sustainable lifestyles.

edible Denver readers look to better their lives and don't mind paying more for something of exceptional quality backed by inspiring stories.



They are champions of local, independent businesses. They shop neighborhood markets before big chains. They are regular restaurant diners and terrific home cooks. Their children know that beef comes from cows and not from shrink-wrapped cartons at the supermarket.



edible COMMUNITIES

We are part of something bigger! *edible* Denver is one of 80+ *edible* publications across the US and Canada. *edible* is the largest media organization devoted to telling the stories and sustaining the efforts of the farmers, chefs, food artisans, fishermen and women, vintners, and home cooks who feed us, and we get to be a part of it.



edible Denver readers want an experience and a relationship, not just a product.

BY THE NUMBERS

**Based on Edible Communities survey*

- **51%** women, **49%** men, **24-86** years-old
- Our audience's sweetspot are millennial females who have families, are secure in their careers, and have a disposable income to spend
- **\$155,000** average household income
- **84%** are college graduates
- **81%** are professionals, educators & entrepreneurs
- Each magazine copy is shared with an average of **3.5 people** (reaching over 165K readers annually).



ADVERTISING RATES

PREMIUM PAGES

	SIZE (width x height)	1x (price/issue)	4x (price/issue)	6x (price/issue)
Back Cover (add 1/8" for full bleeds)	8.375" X 10.875"	\$3500	\$3100	\$2800
Inside Front or Back Cover (add 1/8" for full bleeds)	8.375 X 10.875"	\$3000	\$2700	\$2400

DISPLAY ADS

Eighth page (horizontal)	3.65" x 2.275"	\$615	\$555	\$515
Sixth page (horizontal)	3.65" x 3.15"	\$805	\$725	\$775
Quarter page (vertical)	2.36" x 4.75"	\$990	\$885	\$795
Half page (horizontal)	3.65" x 4.75"	\$1450	\$1,270	\$1150
Half page (vertical)	3.65" x 9.75	\$1450	\$1,270	\$1150
Full page	7.5" x 10"	\$2600	\$2350	\$2080

DIGITAL ADS

Web Banner	1180 x 146px	\$400/month
Social Media Post (Static)		\$400/post
Social Media Post (Reel)		\$600/post



ISSUES AND PUBLICATION DATES

SPRING

Mar 1

SUMMER

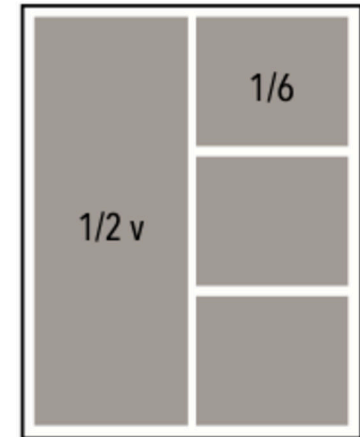
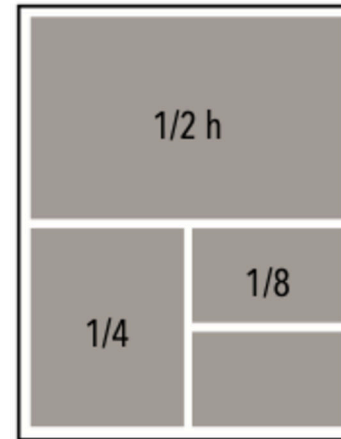
June 1

FALL

Sep 1

WINTER

Dec 1



AD SPECS Please submit your ad in the following format:
300 dpi PDF with fonts embedded or converted to outlines,
with layers turned off. CMYK or grayscale files only.

ADDED VALUE

We go above and beyond only showcasing your brand in traditional advertising placements. Through partnership tie-ins via nontraditional avenues, often at no additional cost (and, for some of the opportunities, we buy products from you!), we are constantly developing exciting, organic ways for our audience to fall in love with your brand.



EVENTS

We bring brands to life through our highly curated events, including our *edible* Magazine Summer House, Pitch the Journalist sessions, custom dinner series, issue release parties and pop ups.



PRODUCT INTEGRATION

We showcase our advertisers' products in our limited edition holiday pantry boxes, cooking kits and surprise food and beverage drops.



ADDITIONAL PUBLICATIONS

We delight readers with additional publications that showcase the bounty of the Denver area, from specialty inserts to maps; from cookbooks, to our popular *edible* Kids Book which takes the young readers through the farms, ranches and markets across Colorado - with, you guessed it, our advertisers showcased in all.

LET'S CONNECT

FOR EDITORIAL INQUIRIES

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FOR PARTNERSHIP INQUIRIES

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VISIT US

edibledenver.com

OR FIND US

at over 150 locations across the
Denver major metropolitan
area!

