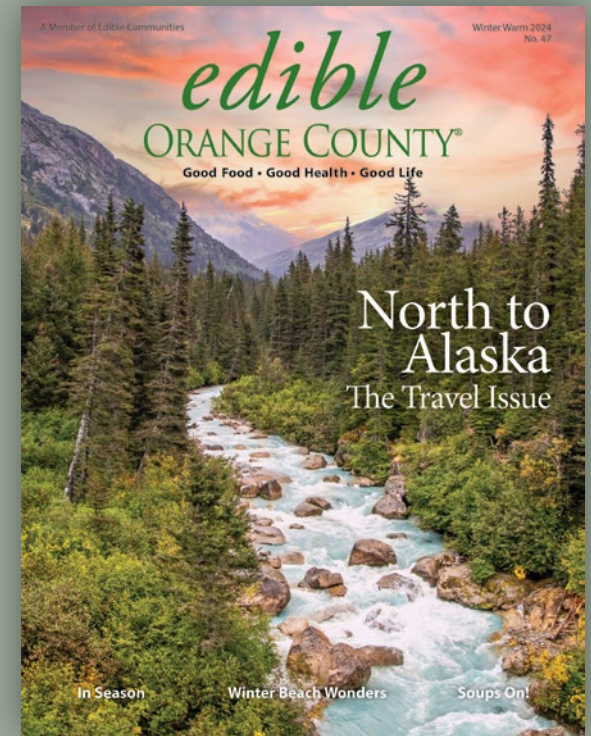
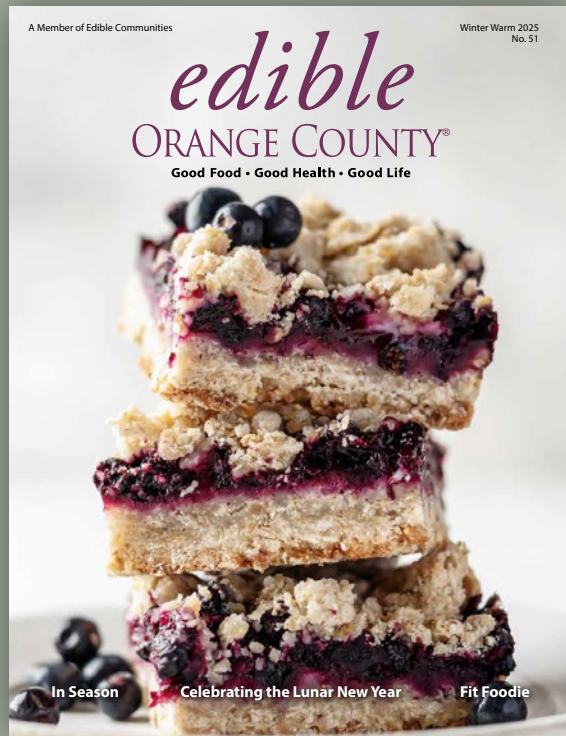


edible

ORANGE COUNTY®



2025 MEDIA PORTFOLIO

WHY ADVERTISE IN *EDIBLE* *ORANGE* *COUNTY*

OUR READERS LOVE US!

Edible Orange County readers passionately support local businesses and regularly purchase products and services featured in the magazine. 93% of our readers actively engage with our content—passing along print copies, gifting subscriptions and sharing digital issues with friends, family and colleagues. Our readers spend an average of 52 minutes perusing an issue. Your brand will reach an enthusiastic, community-driven audience that values quality and authenticity.

WE ARE EVERYWHERE

With a curated print and digital distribution strategy, *Edible Orange County* reaches thousands of readers across all Orange County communities and beyond. Our bonus distribution extends into Long Beach, Chino Hills, Corona and the Temecula Valley Wine Country. Plus, our Digital Edition provides 24/7 global exposure on edibleoc.com, ensuring your ad has unlimited reach and potential for new customers worldwide.

WE ARE AN AWARD-WINNING PUBLICATION

As a James Beard Foundation Award-winning publication (in collaboration with Edible Communities, Inc.), *Edible Orange County* stands apart as a trusted, high-quality media platform. This prestigious honor underscores our commitment to exceptional storytelling, stunning visuals and in-depth coverage of the best in Orange County's food and culture scene.



TARGETED & TRUSTED LOCAL MARKETING

Advertising in *Edible Orange County* aligns your brand with trusted sources of local food, sustainable practices and healthy lifestyle content. Our readers make conscious purchasing decisions, favoring brands that support local farmers, artisans and producers. Your business will be seen by customers who are ready to invest in and fully support local goods and services.

CUSTOM ADVERTISING OPPORTUNITIES FOR MAXIMUM IMPACT

Whether you choose print ads, social media promotions, customized-sponsored content or event sponsorships, we provide tailored advertising options to suit your marketing goals. With our premium storytelling-driven approach, your brand will receive meaningful exposure in an authentic and compelling way.



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2025 ADVERTISING RATES

Contact the publisher for a personalized quote regarding our sponsored content campaigns.

Gina Mullins Cohen,
Publisher

✉ Gina@EdibleOC.com

☎ 1-949-315-6445

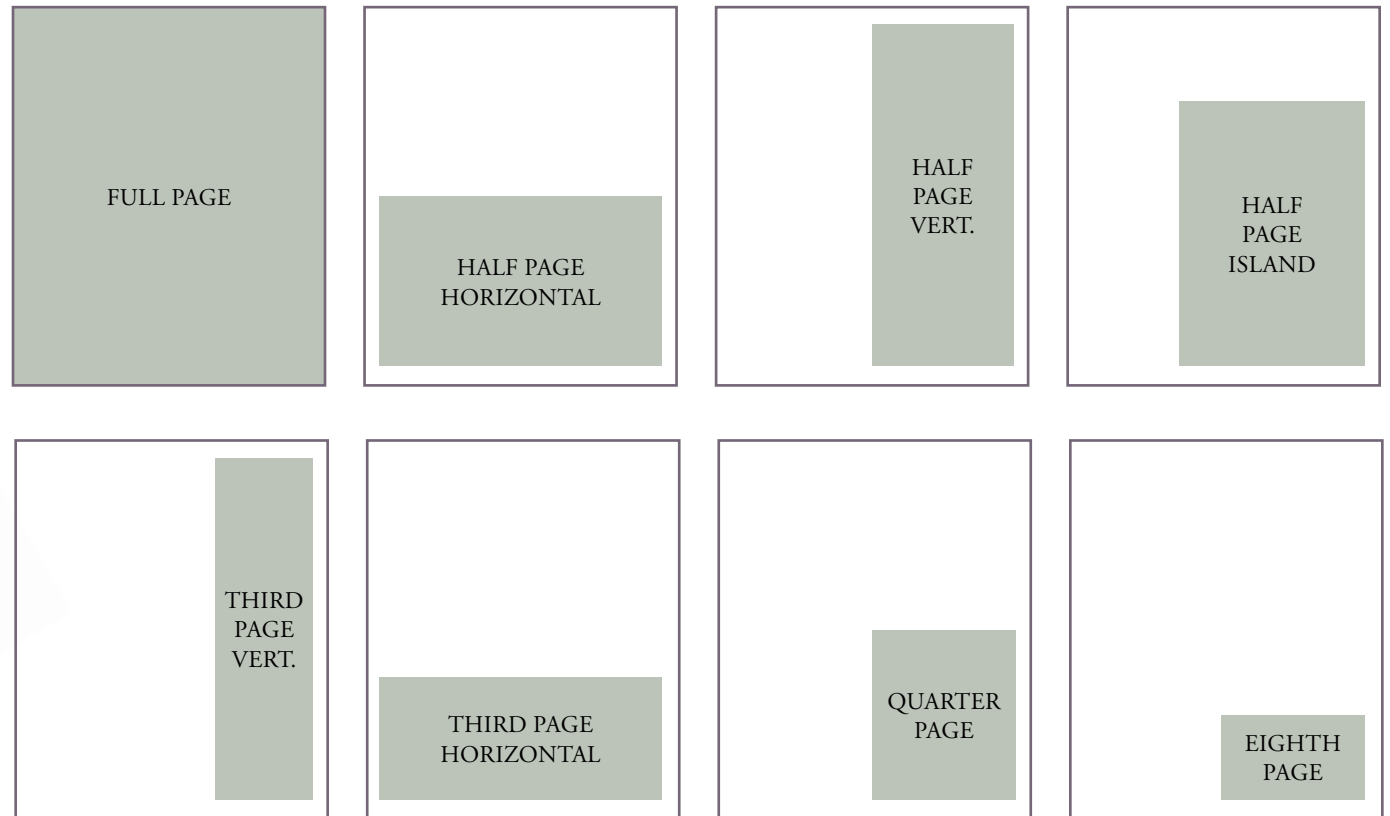
📱 1-310-721-3093



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Ad Size	1X	2X	4X
One full page,* full-color ad, run-of-book (interior) position	\$1800	\$1500	\$1200
One-half page, full-color ad (half-page horizontal, half-page island, half-page vertical)	\$1100	\$900	\$700
One-third page, full-color ad (column or horizontal)	\$900	\$700	\$500
One-quarter page, full-color ad – 4 issue minimum	na	na	\$400
One-eighth page, full-color ad (business card style) – 4 issue minimum	na	na	\$300

*Inside, Front-cover/Page 1 & Back-cover positions incur a 15% premium on the FP rate.



See specifications and measurements on the following page.

ADVERTISING SPECIFICATIONS

Contact Us To Place Your Ad Today!

Gina Mullins Cohen, *Publisher*

✉ Gina@EdibleOC.com

☎ 1-949-315-6445

📱 1-310-721-3093

AD SIZES (IN INCHES)	WIDTH	HEIGHT
Publication trim size	8.375	10.875
Back Cover (includes 1/8" all around for full bleed)	8.625	11.125
Inside Covers (add one-eighth" all around for full bleed)	8.625	11.125
Full Page	7.375	10.875
Half Page (vertical)	3.675	9.75
Half Page (horizontal)	7.375	5.437
One-Third Page (vertical – column only)	2.796	10.875
Quarter Page (box style / run of book)	3.687	5.437
Eight Page (horizontal only / run of book)	3.687	2.718

Submit your ad as a PDF at 300 dpi with fonts embedded or converted to outlines.

Please make sure your ad is in the correct dimensions and is CMYK with NO spot colors. Also, make sure your ad content, in its entirety, is accurate.

Call or email prior to the ad deadline and we will be happy to answer any questions you may have.

- Depending on the size of your ad, we will design it for you at a nominal charge and if time allows, you will be allowed up to 2 minor revisions.
- Ad development, material and content are due 7 days prior to ad deadline.
- If ad is published from artwork submitted by client or on behalf of client, and if it is incorrect, no credit will be given.
- Payment is due with the submission of your artwork at the noted Art Deadline.

ISSUE DEADLINES & PUBLISHING DATES 2025/2026

ISSUE	ART DEADLINE	DISTRIBUTION/MAIL DATE
Spring 2025	April 09, 2025	April 16, 2025
Endless Summer 2025	June 20, 2025	June 27, 2025
Autumn 2025	September 19, 2025	September 26, 2025
Winter Warm 2026	December 12, 2025	January 09, 2026

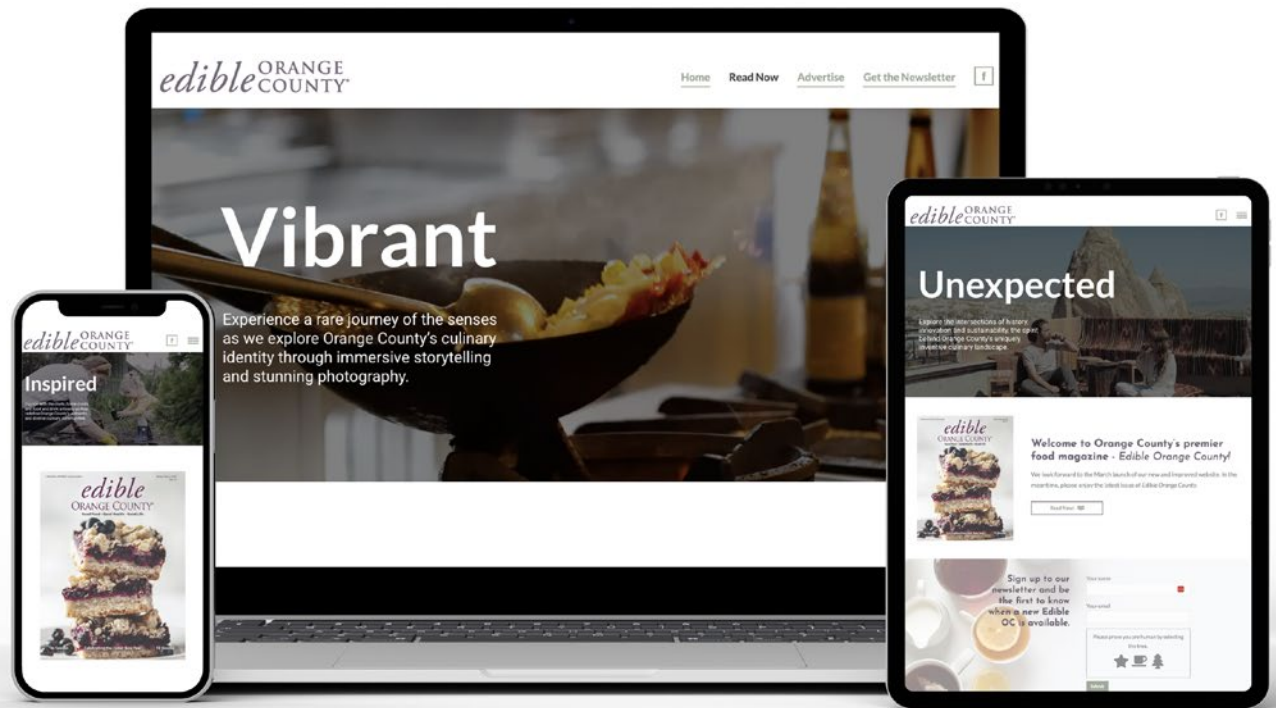


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Online Ads and Social Media promotions are available!

- All payments are due to the publisher 7 days before the distribution deadline.
- The publisher reserves the right to change due dates and distribution dates at any time.
- The publisher will notify the client if any deadline changes occur.

2025 WEBSITE ADVERTISING RATES AND SPECIFICATIONS



*Contact Us
To Place Your
Ad Today!*

Gina Mullins Cohen, Publisher

✉ Gina@EdibleOC.com

☎ 1-949-315-6445

📱 1-310-721-3093

HORIZONTAL BANNER AD – 728 X 90 PIXELS

Header/Top Position – Be the only banner ad on the Edible OC homepage.

3 months – Total for one, full-quarter:	\$1500
6 months – Total for one, half-year:	\$2400
12 months – Total for one, full-year:	\$3600

BLOCK AD – 350 X 250 PIXELS

Placement within the body of the website.

3 months – Total for one, full-quarter:	\$1500
6 months – Total for one, half-year:	\$2400
12 months – Total for one, full-year:	\$3600

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2025 ADVERTISING POLICY OF RECORD



A. Based on frequency, the rate earned is determined by the number of different advertisements (regardless of size) placed in any one or more issues within the annual contract period from the date of first insertion. The rate is based on the number of units used within one contract year.

B. Cover ads, premium placement ads, sponsored content and guaranteed positions are cancelable up to or on the AD/ART CLOSE DATE in the said contracted issue. Premium and guaranteed positions must be specified on insertion orders. Regular ads are cancelable 7 days before the AD/ART CLOSE DATE in any given issue.

C. Advertisers will incur the standard SHORT-RATE policy if, within 12 months from the date of the first insertion, they do not use the number of contracted insertions for and upon which their billings have been based. If the ad sizes differ per scheduled issue, the one-time short rate fee will be based on an average of the remaining ad size-rates.

D. Publisher reserves the right to hold the advertiser and its agency jointly and severally liable for the money due and payable to the publisher.

E. Advertiser and its agency agree to indemnify and hold the publishers harmless from any suits or claims resulting from all content (including text, copy, representation, illustrations or any sketch, map, labels, trademark or copyrighted matter) of its ad, advertorial or sponsorship material.

F. Publisher reserves the right to reject or cancel any advertising that, in its opinion, does not conform to the publication

standards. The publisher may add the word "advertisement" to any submitted content if the said content suggests promotion and/or is written in an advertorial format or style. At that time, the content may be rejected if the supplier does not acknowledge that it is an ad, promotional piece or advertorial and negotiate an ad rate for the supplied promotional content.

G. Instructions For advertising insertion orders shall be supplied for every advertising contract. They shall clearly state the following information: name of publication, name of the advertiser, date to be inserted, size and orientation of advertisement, identification of advertisement and rate, plus any special instructions, such as bleed, color, etc.

H. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

I. All advertising orders are accepted subject to the terms and provisions of the current rate card.

J. Orders are acceptable no more than two years in advance.

K. A contract year, or 12-month period, starts from the date of first insertion.

L. The publisher's liability for any error will not exceed the charge for the advertisement in question.

M. The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement. Advertiser will not be charged for the ad if such an incident occurs.

N. The publisher assumes no liability for event information errors such as incorrect booth numbers, mapping or other information provided by the advertiser.

O. When a change of copy, covered by a non-cancelable insertion order, is not received by the closing date, an ad copy run in the previous issue will be inserted. Production charges will be applied to the insertion rate for any ad revisions needed and done by the *Edible Orange County* production or design team.

P. Rates are in effect upon the date of the first insertion and will apply to all insertions placed through the completion of that contract.

Q. *Edible Orange County* reserves the right to require prepayment of ads to establish credit. Payment for advertising is due no later than 15 days from the invoice date. Payments after 30 days will be charged 1.5 percent interest on the outstanding balance. All ads 30 days past due will be put on a prepayment basis until their account is up to date. Any accounts with *Edible Orange County* past due at 90 days will be referred to its collection agency. *Edible Orange County* reserves the right to hold and refuse future advertising until all accounts with *Edible Orange County* are paid in full (including but not limited to exhibits, advertorials, sponsorships, publications, royalties and partnership obligations).

R. Advertiser is liable for payment for advertising if an advertisement copy is not received by the closing date and the insertion order is not canceled within 7 days of any issue's closing date.