

2015 Editorial Calendar

SPRING – APRIL, MAY, JUNE

The Breakfast Issue: Coffee; Orange Juice; Honey; Best Bets for Mother's and Father's Day Brunch; Florida B&B's worth the Trip

SUMMER – JULY, AUGUST, SEPTEMBER

Focus on Philanthropy: Our Culinary Community Gives Back; Summer Staycations; Catering Pro Tips

FALL – OCTOBER, NOVEMBER, DECEMBER

Holiday Entertaining; Edible Gift Guide; Thanksgiving Recipes; Hotels & Resorts

WINTER – JANUARY, FEBRUARY, MARCH

(COMING 2016)

Clean Living: Healthy Recipes; Pantry Makeovers; Gardening for Good Health

IN EVERY ISSUE

- **SEASONAL KITCHEN** - Simple, Seasonal Recipes from Local Chefs
- **AUTHENTIC FLORIDA** - Edible Escapes to Classic Florida Locales
- **NEW & NOTABLE** - Openings, Accolades, and News from Area Restaurants and More
- **LOCAL HERO** - People Making a Difference in our Community
- **ARTISAN PROFILES** - Spotlight on our Fab Food Makers



Distribution & Demographics

Our readers are health-conscious; working professionals; community-minded. They dine out frequently and are looking for culinary adventures. Target your ad dollars to Central Florida's conscious consumers!

DEMOGRAPHICS

68% Dine out in Central Florida at least once per week
74% are extremely interested in discovering new restaurants
77% Travel within Florida at least 6x per year
75% Shop for clothing at least 6x per year
77% Work out at least once per week
70% Seek professional health advice at least twice per year
66% Visit a salon or spa at least 6x per year
48% Men/52% Women between 25-55 years old
Average HHI of \$92,000



DISTRIBUTION

Thousands of fans seek out and READ every issue of edible ORLANDO. Whether they pay for home delivery, meet us at an event, or find a free copy at one of our targeted distribution points, *our readers READ our magazine from cover to cover.*

Circulation: 20,000 issues per quarter

ORANGE ★ Whole Foods Markets, Winter Park Farmers Market. Homegrown Co-op, Leu Gardens, Lakemont YMCA, Orlando Shakespeare Theater, Shipyard Emporium, Virgin Olive Market, Greens & Grille, Tim's Wine Market, JCC, Enzian, Infusion Tea, Orlando Brewing, Mercedes-Benz Orlando, Valencia College, Williams-Sonoma

SEMINOLE ★ Longwood Village, Hoover's Essential Health Market, World of Beer, Cork & Olive, Fresh on the Fly, Gold's Gym, J Douglas Williams YMCA, Washburn Imports, Travel Country, Jeanine Taylor Folk Art Gallery

VOLUSIA ★ New Smyrna Farmers Market, Wine Warehouse, Spa at Riverview, Heath's Natural Foods, Daytona Flea Market, Oceans Seafood, DeLand Bakery

BREVARD ★ Wild Ocean Seafood Market, Brevard County Farm Market

Complete list available at edibleorlando.com