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 Vacations; Catering Pro Tips

FALL – OCTOBER, NOVEMBER, DECEMBER
Holiday Entertaining; Edible Gifts; Thanksgiving

WINTER – JANUARY, FEBRUARY, MARCH
Clean Eating: Healthy Recipes; Pantry Makeovers; Recipes; Hotels & Resorts; Holiday Entertaining; Edible Gifts; Thanksgiving

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


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