

edible SOUTH SHORE SOUTH COAST

Edible Reader Profile: Psychographics*

Edible readers value its local focus, look, and content and take action as a result of reading the magazine.

Edible readers enjoy the advertising information they see in the magazine and website and take action as a result of it.

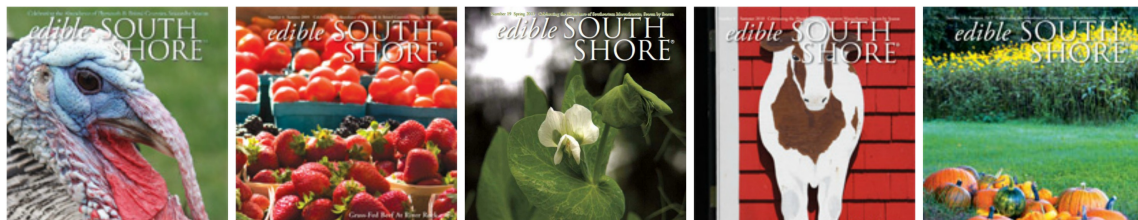
Edible readers live the “food life”. Whether cooking at home or eating out at a restaurant, they are knowledgeable and experiential consumers with a focus on local food.

Edible readers spend money on quality food whether cooking at home or dining out.

Edible readers are active travelers. From their accommodations to their food options, they seek a “local” experience and rely on Edible to be their travel guide.

Edible readers enjoy their spirits. They are 2-3x more likely than the readers of other food and culinary magazines to drink bourbon, scotch, whiskey, and white goods.

Edible readers are outstanding customers for wine and locally crafted beer and ales. They are more than 3x as likely to “typically drink wine with dinner”.



*The study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

All information and comments are certified by Gfk MRI and gathered through a 2015 readership study of 20 edible communities.