

LOCALLY DRIVEN Edible Finger Lakes readers care about the quality of their food and supporting local farmers and businesses. Our readers are affluent, educated, active and they appreciate the finer things in life that the local producers of our region have to offer. They are home cooks, gardeners, travelers and wine, beer and spirit enthusiasts. They consider Edible Finger Lakes a vital resource in keeping them connected to everything happening in the Finger Lakes food scene.


10,000 PRESS RUN X2.5 = 25,000 READERS

PRESS RUN/RATE BASE 10,000


VIP mail and Subscribers	2,000
Newsstand (Wegmans, etc)	5,000
Select hotel rooms	2,000
Event/Promotion copies	1,000

Each copy is shared with at least 2.5 people

95% say they share their copies with friends and family

 95% of our readers have a college degree or higher

 60% of our readers have a HHI of \$50k to \$150k

 90% of our readers say they value local products when making food purchases and 95% said they would be willing to pay more for these products

