

FEAST

Inspired Local Food Culture | Midwest

2015 MEDIA KIT





Feast broadens the conversation
about food and engages a large, hungry
audience of food lovers.



FEAST READER PROFILE



GENDER

WOMEN

49%

MEN

51%

AGE

18 - 34

15%

35 - 54

44%

55+

41%

EDUCATION

COLLEGE & POST GRAD

35%

SOME COLLEGE

51%

HIGHSCHOOL

14%

HOME OWNERSHIP

OWN

85%

RENT/ OTHER

15%

INCOME

\$75,000

52%

\$35,000 - \$74,999

25%

LESS THAN \$35,000

23%

HOME VALUE

\$300,000 +

37%

\$150,000 - \$299,999

28%

UNDER \$150k

35%

Feast Average Issue Readership: St. Louis, MO (Feb 2013- Jan 2014)

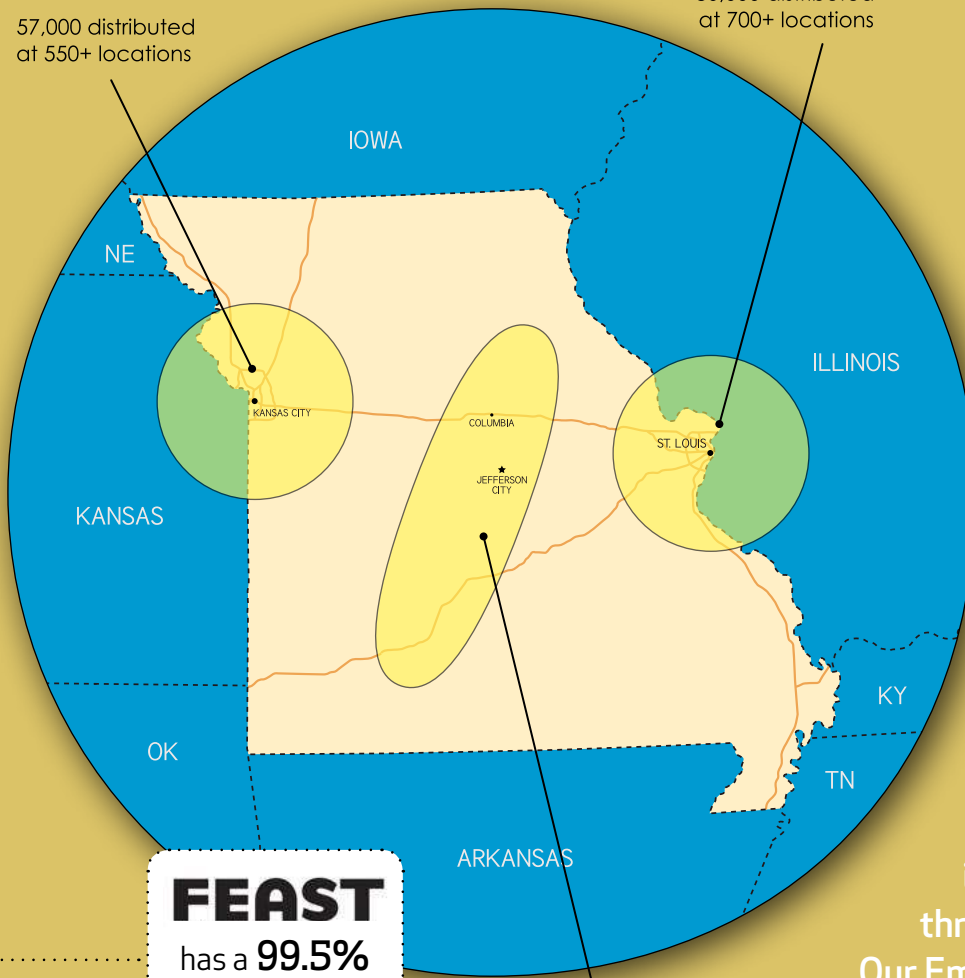


FEAST COVERAGE & DISTRIBUTION

● Coverage Area

57,000 distributed
at 550+ locations

80,000 distributed
at 700+ locations



FEAST
has a **99.5%**
pickup rate

13,000 distributed
at 125+ locations

Via all of our platforms, Feast covers the state of Missouri with a focus on St. Louis and Kansas City, as well as Eastern Kansas and Southern Illinois. 150,000 copies of Feast are distributed across the region, with 80,000 in over 700 St. Louis locations; 57,000 in over 500 spots in the Kansas City area; and 13,000 distributed in Columbia, Jefferson City and throughout Missouri's wine regions. Our Emmy-winning television show, Feast TV, can be seen on PBS stations across the region as well.



Feast also offers **SUBSCRIPTIONS** for those outside of our distribution area.



Savvy marketing is critical to success and a marketing partnership with Feast effectively delivers your message to a broad, interested audience that encompasses two major metropolitan areas. Our readers are the people you want and need to target: hungry food lovers seeking to learn more about food culture at home as well as in the cities and towns they visit throughout the Midwest.

You need to keep your business top of mind with your current client base and you also need to reach out to new customers. We know that marketing dollars must be spent wisely. By positioning your business with Feast, you ensure that your message will hit a consumer who is actively seeking what we offer: **great content on anything and everything culinary in this region.**

Media's strength is measured by its voice and Feast is constantly expanding its reach through cooking classes, wine tastings, cross promotions, appearances on radio and television and event sponsorships. **When you invest your marketing dollars with Feast, you are reaching an interested audience and aligning your business with a brand that is an active part of food and drink in this region,** one that positively promotes the local culinary scene and encourages growth in the industry.



Our magazine is designed to do what print does best:
offer flip-able, browse-able content that readers
linger over throughout the month.



AD SPECS & RATES

PRINT *

PREMIUM COVERS

AD SIZES (Build To)	1 to 4	5 to 8	9 to 12
Live area = 9.475" x 12.6" Trim size = 10.875" x 14" w/ .25" bleed = 11.375" x 14.5"			
Outside back	\$7,800	\$6,900	\$6,000
Inside front/back	\$3,900	\$3,450	\$3,000

PREMIUM ADS

Page 3 - Full page w/bleed	same as cover sizes	\$3,900	\$3,450	\$3,000
2/5 v pg - TOC bookends	3.975" x 12.6"	\$3,740	\$3,306	\$2,875
Section Intro - Full page	same as cover sizes (Dine, Drink, Shop, Cook)	\$3,575	\$3,165	\$2,750

STANDARD ADS

Spreads	w/ .25" bleed = 22.75" x 14.5"	\$5,200	\$4,925	\$4,500
Full page w/bleed	same as cover sizes	\$3,250	\$2,875	\$2,500
3/4 h pg	9.475" x 9.4188"	\$3,010	\$2,662	\$2,315
1/2 v pg	4.675" x 12.6"	\$2,007	\$1,776	\$1,544
1/2 h pg	9.475" x 6.2375"	\$2,007	\$1,776	\$1,544
1/4 v pg	4.675" x 6.2375"	\$1,027	\$909	\$790
1/4 h pg (banner)	9.475" x 3.0563"	\$1,027	\$909	\$790
1/8 v pg	2.275" x 6.2375"	\$517	\$458	\$398
1/8 h pg	4.675" x 3.0563"	\$517	\$458	\$398
1/16 v pg	2.275" x 3.0563"	\$257	\$228	\$198

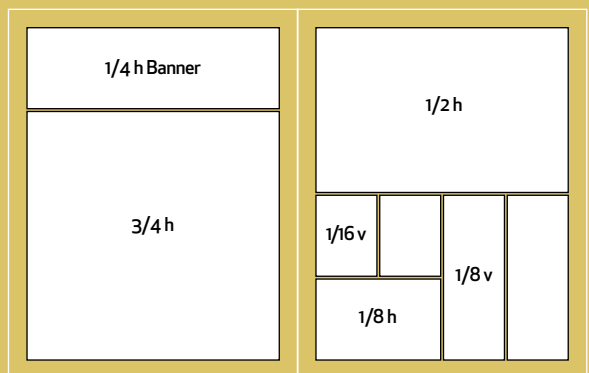
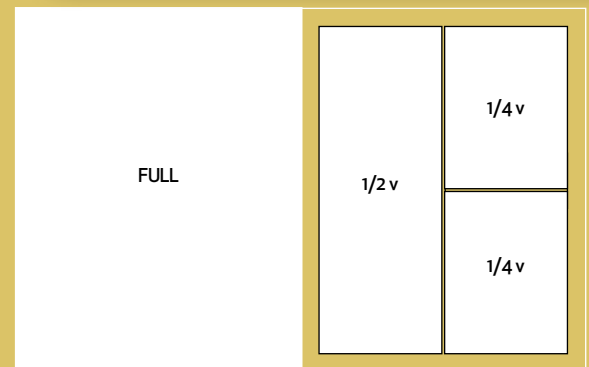
INSERTS \$45 per thousand (CPM)

PRINT & DELIVER \$54 per thousand (CPM) - 8.5 x 11 in - 70 lb. gloss - 4/4 - no bleed - full distribution only

CIRCULATION	Feast Edition	Space Deadline 5pm	Camera Ready Due 5pm
	Jan 2016	Wed., Dec. 09	Fri., Dec. 11
	Feb 2016	Fri., Jan. 15	Tue., Jan. 19
	Mar 2016	Fri., Feb. 12	Tue., Feb. 16
	Apr 2016	Fri., Mar. 11	Tue., Mar. 15
	May 2016	Fri., Apr. 15	Tue., Apr. 19
	June 2016	Fri., May 13	Tue., May 17

* All rates are net.

Join us at the table each month!





Its large-format, glossy cover ensures that Feast catches the eye, but it's the award-winning magazine's **engaging, well-written, approachable content and gorgeous design that our readers crave each month**. Feast is a true niche publication in that it is entirely focused on the culinary world, but our approach to content development and design makes the magazine appeal to a wide range of consumers. Well-fed foodies as well as kitchen novices turn to our pages for inspired ideas and insightful regional coverage.

Readers pick up Feast for **restaurant recommendations, libation suggestions, great recipes, travel** ideas and in-depth **profiles**, as well as info on **gadgets and appliances, kitchen design, specialty items** and the **shops** that carry it all.

Feast delivers **national-level content** to a local audience. All aspects of the brand – print and digital – are developed with the highest production standards. Using the best food writers, photographers and videographers in the business, Feast is focused on delivering **fresh content to a diverse, engaged demographic**.



Connecting with Feast digitally
allows for dependable access to what's new
and what's next in the Midwest.



DIGITAL SPECS & RATES

WEBSITE

PREMIUM POSITIONS:

Premium positions are threaded throughout the site

Position	Specs	Rates
Top Leaderboard	728 x 90 px	\$750/wk
VIP Box	300 x 90 px	\$375/wk
Sliding Billboard	960 x 30 px opens to 960 x 280	\$500/wk
Top Big Ad	300 x 250 px	\$750/wk

OTHER PREMIUM POSITIONS:

Homepage Wallpaper	(2) 500 x 800* px	\$1,500/wk
Pop-Up Intertitial	640 x 480 px	\$750/wk

IMPRESSION CAMPAIGNS:

Big Ad	300 x 250 px
Bottom Leaderboard	728 x 90 px
Mobile	320 x 50 px

# of Impressions	Rates
10,000	\$100/mo
25,000	\$250/mo
35,000	\$350/mo
50,000	\$500/mo

*Two pieces of complimentary artwork

E-NEWSLETTER

Delivered to more than 14,000 subscribers every Tuesday

Position	Specs	Rates
Top or Bottom Leaderboard	728 x 90 px	\$250/wk
Tower Ad	120 x 600 px	\$250/wk
Feast E-Newsletter Advertorial includes: - logo or photo - 60 words	125 x 125 px	\$250/listing

Feast delivers
your message to
our targeted
audience

Top Leaderboard 728 x 90 px

VIP BOX 300 x 90 px

SLIDING BILLBOARD 960 x 30 px
OPENS TO 960 x 280 px

Big Top Ad 300 x 250 pixels

2nd Big Ad 300 x 250 pixels

3rd Big Ad 300 x 250 pixels

Bottom Leaderboard 728 x 90 px

FEAST
Magazine Local Food Culture & Lifestyle

Top Leaderboard 728 x 90 pixels

Tower 120 x 600 pixels

Hot New Spots

logo or photo

logo or photo

Bottom Leaderboard 728 x 90 pixels

AUDIENCE EXTENSION PACKAGES

Targeting impressions to our digital FEAST audience is the perfect complement to any FEAST campaign. **Add an impression campaign to any Feast Magazine buy and save 40%**

# of Impressions	Rates
25,000	\$150/mo
35,000	\$210/mo
50,000	\$300/mo

SOCIAL MEDIA

Reach Feast's social media fans through a sponsored post on Feast Magazine's Facebook page or Twitter feed.

-Photo
-Text
-Link to your website
\$250

FEAST TV AND CUSTOM VIDEO PACKAGES

At Feast, we consider video to be a tool that brings magazine content to life, allowing readers access to people and places they'd never otherwise experience and giving voice to our stories. Please contact us for more information on *Feast TV* sponsorships and custom content videos.

TELEVISION:

Feast TV, the magazine's Emmy-winning half-hour television program, showcases the people and places that define the flavor of our region. Feast TV can be seen on PBS stations across the region, including the Nine Network in St. Louis, KCPT in Kansas City, KMOS in mid-Missouri and WSUI in Illinois.

WEB:

Feast's online presence features continuously updated culinary reporting that covers restaurants, bars, wineries and breweries, shops, design trends and culinary travel. We are constantly seeking stories, places and people that will engage our readers. The Feast website also offers expanded articles, including access to Feast TV, tons of photo slideshows as well as a fully-searchable database of recipes. Readers may also search for locations to pick up the print magazine based on zip code. A digital version of every issue is available online, and users eagerly flip through each issue of Feast page by page and see it as it appeared in print, including all of the ads.

SOCIAL MEDIA AND ENEWSLETTER:

With constant connection to our over 50,000 social media followers, we drive audience for our clients with giveaways, sponsored posts and exclusive promotions. Plus, enewsletter subscribers receive weekly updates from Feast. With direct links to new and exclusive content, the weekly email keeps our readership engaged. The enewsletter's clean design and bright photos effectively and succinctly deliver relevant content to thousands of inboxes. More than simply a promotional tool, the Feast's strategic use of Facebook, Twitter, Instagram and Pinterest, coupled with the enewsletter, maintain the conversation that's launched when each new print issue hits the streets.

VIDEO OPPORTUNITIES:

Feast produces custom content videos for clients using the same high level of production found in Feast TV. The videos are developed from an editorial angle and are available on Feast's website, where they are viewed over and over by our hungry audience. We cross promote the videos through social media as well as our enewsletter and clients are given copies of the videos for promotional use.





FEAST

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