

ABOUT US

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

Our large-format print magazine is the backbone of the FEAST brand and beginning with the October 2014 issue, **FEAST will cover the entire state of Missouri with a focus on St. Louis and Kansas City, as well as Eastern Kansas and Southern Illinois.** The magazine, which launched in August 2010, will increase its page count and **more than double its monthly distribution from 70,000 copies to 150,000.** Distribution will include 80,000 in the St. Louis area; 50,000 in the Kansas City area; and 20,000 in Columbia, Jefferson City and throughout Missouri's wine regions.

FEAST's digital content will see similar growth, with an expanded online and social media presence. Those looking for a taste of their hometowns or seeking new places to dig into will get instant access to all of the region's best food and drink through FEAST's digital outlets.

Savvy marketing is critical to success and an advertising 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 region.

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 FEAST offers: 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.

FEAST delivers your message to our targeted audience



TWEETS

Scientist McGee @ScientistMcGee
@cat_neville @feastmag Congratulations! Excited to see a little "MO bigger picture" perspective! STL and KC, unite!

Gus Gus the Fun Bus @GusGusFunBus
Ready @VisitKC? This Fall @feastmag will be doing as much to highlight KC's restaurants, wineries and craft brewers as they now do for StL.

Sara Holmes @FrauSaraHolmes
Exciting news for @feastmag! Can't wait to read about wonderful restaurants/food sources throughout Missouri!

MissouriWines @MissouriWines
Very exciting news, @FeastMag! Congrats!

caryn @STLVegGirl
@feastmag Westward my friends!!! Many congrats to your expansion to the West. KC has no idea how lucky they are about to be!

Court Mueller @courtsloger
Excited to hear @feastmag is expanding to #KC and beyond! Excited to go food exploring across the region. Congrats! #midwesternfood

Chef M Fortner @chefmfortner
Things just keep getting better for @cat_neville & @feastmag! Couldn't be happier for all of you! #StLouis #culinary #queenofculinarymedia

La Cosecha Coffee @LaCosechaCoffee
@feastmag Really great, b/c #KC #STL #STJ & others are very unique. You will do a great job showcasing them.

SPACEarchitects @SPACEarchitects
Your empire is growing! Way to go, @feastmag and @cat_neville!

John Dedeke @JDeadly
This is a great thing. #midwest | @cat_neville Thrilled to announce @feastmag is expanding to a regional presence!

For more information, please contact your media specialist or FEAST's Director of Sales, Kelly Klein, at 314.340.8562.



LIFE IS A FEAST

Food | Drink | People | Lifestyle





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Join us at the table each month!

PRINT

FEAST Magazine is designed to do what print does best:

offer flip-able, browse-able content that readers linger over throughout the month. Its large-format, glossy cover ensures that FEAST catches the eye, but it's the award-winning magazine's engaging, well-written and 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.

MULTI MEDIA

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 currently be seen on the Nine Network in St. Louis, drawing an average of 50,000 households to tune in each month, and will be available on other stations region-wide as the magazine expands.



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, so users can 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 35,000 social media followers, we drive audience for our clients with giveaways, sponsored posts and exclusive promotions. Plus, newsletter subscribers receive weekly updates from FEAST. With direct links to new and exclusive content, the weekly email keeps our readership engaged. The newsletter's clean design and bright photos effectively and succinctly deliver relevant content to thousands of inboxes. More than simply a promotional tool, the FEAST newsletter, along with the brand's strategic use of Facebook, Twitter, Instagram and Pinterest, maintain the conversation that's launched when each new 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 readers. We cross promote the videos through social media as well as our newsletter and clients are given copies of the videos for promotional use.



FEAST COVERAGE & DISTRIBUTION

