By positioning your business with Feast, you ensure that your message will reach a consumer who is actively seeking 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, broadcast appearances 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 covers the state of Missouri, with a focus on:
• St. Louis
• Kansas City
• Columbia and Jefferson City
• Springfield
• Eastern Kansas
• Southern Illinois

140,000 copies are distributed across the region
• **St. Louis:** 80,000 in more than 700 locations
• **Kansas City:** 50,000 in more than 500 locations
• **Columbia/Jeff City:** 10,000 in more than 125 locations
• **Springfield:** To be added in late 2015

Feast has a 99.5% pickup rate

**WHO'S READING FEAST?**

**FEAST READER PROFILE**

**GENDER**

<table>
<thead>
<tr>
<th>WOMEN</th>
<th>MEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

**AGE**

<table>
<thead>
<tr>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>44%</td>
<td>41%</td>
</tr>
</tbody>
</table>

**EDUCATION**

<table>
<thead>
<tr>
<th>COLLEGE &amp; POST GRAD</th>
<th>SOME COLLEGE</th>
<th>HIGH SCHOOL</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>51%</td>
<td>14%</td>
</tr>
</tbody>
</table>

**HOME OWNERSHIP**

<table>
<thead>
<tr>
<th>OWN</th>
<th>RENT/OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**INCOME**

<table>
<thead>
<tr>
<th>$75,000+</th>
<th>$35,000-$74,999</th>
<th>LESS THAN $35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>25%</td>
<td>23%</td>
</tr>
</tbody>
</table>

**HOME VALUE**

<table>
<thead>
<tr>
<th>$300,000+</th>
<th>$150,000-$299,999</th>
<th>UNDER $150k</th>
</tr>
</thead>
<tbody>
<tr>
<td>37%</td>
<td>28%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Feast is a niche magazine, published monthly.

Feast content is divided into:

**Dine:** Insights on dining trends, must-try restaurants, chef interviews and top regional culinary destinations

**Drink:** Focused on liquid culture with cocktail trends, coffee news, craft breweries, local wineries and distilleries

**Cook:** Inspiring recipes with ideas on pastry, weeknight meals, plant-based cooking and creative ways to use little-known ingredients

**Shop:** Gadgets, tableware, linens, cookbooks and all the things you need to fill your kitchen and dining room with functional, desirable items

Feast is designed in a tabloid format with a glossy cover.

Feast delivers national-level content to a local audience.

Feast is focused on delivering fresh content to an upscale, educated and engaged demographic.
Feast online content is comprised of:
- The Feed
- Dine
- Drink
- Cook
- Shop
- Events
- Feast TV
- Promotions

Feast delivers continuously updated culinary reporting

50% of traffic is generated through mobile devices

Premium positions are threaded throughout the site

**FEAST MAGAZINE**

**CONNECTING READERS DIGITALLY WITH WHAT’S NEW AND WHAT’S NEXT**

- Average Monthly Pageviews: **324,755**
- Average Monthly Unique Visitors: **142,778**
- Percentage of New Visitors Each Month: **67%**

**FEASTMAGAZINE.COM**

**PREMIUM POSITIONS:**
- **Top Leaderboard:** 728 x 90 px | 320 x 50 px | $500/wk
- **VIP Box:** 300 x 90 px | N/A | $375/wk
- **Float Bar:** 1170 x 70 px | 480 x 50 px | $250/wk
- **Pushdown:** 1170 x 50 px | 480 x 50 px | opens to 1170 x 300 px | opens to 480 x 250 px | $750/wk
- **Background Color must accompany pushdown ad** | Provide hex color | $100/wk
- **Pop-Up Interstitial:** 800 x 600 px | 300 x 250 px | $750/wk

**IMPRESSION CAMPAIGNS:**
- **Big Ad:** 300 x 250 px | $100/mo
- **Bottom Leaderboard:** 728 x 90 px | 320 x 50 px | $250/mo

**# OF IMPRESSIONS**
- 10,000 | $100/mo
- 25,000 | $250/mo
- 35,000 | $350/mo
- 50,000 | $500/mo
FEAST DIRECT

FEAST MAGAZINE
CONNECT WITH FEAST FOLLOWERS DIRECTLY THROUGH SOCIAL MEDIA AND E-MARKETING

▶ Feast’s social media reach grew by more than 60% last year
▶ Engage with our audience
  • Enter-to-win contests
  • Sponsored posts
  • Exclusive promotions

FACEBOOK: More than 41,000 likes
TWITTER: More than 44,000 followers
INSTAGRAM: More than 8,000 followers
PINTEREST: More than 2,300 followers

Reach Feast’s social media fans through a sponsored post on our Facebook page or Twitter feed
• Photo
• Text
• Link to your website

AUDIENCE EXTENSION PACKAGE
Add a social extension post to a print schedule and save 40%*

$150*
*reflects the 40% discount

$250

E-NEWSLETTERS
Delivered to more than 14,000
▶ MIDWEST FOOD AND DRINK NEWS
  • Catch up on the week’s biggest food and dining news, including the hottest new restaurants, chef news and lists of our favorite spots
  • Delivery date: Every Wednesday
▶ FEAST’S FAVORITE RECIPES
  • Kick off your week with recipes for easy weeknight meals, cool cocktails, crowd-pleasing party plates, delicious desserts and more
  • Delivery date: Every Monday

POSITIONS
• Big Ad 300 x 250
• Advertorial 125 x 125 logo or photo
  60 words of text
• Featured recipe (recipe newsletter only)

$250
Feast TV is an Emmy-winning, half-hour television show

Feast TV is broadcast on public television in four markets
- St. Louis: Nine Network
- Kansas City: KCPT
- Mid-Missouri: KMOS
- Southern Illinois: WSIU

Feast TV episodes take viewers into restaurant kitchens, behind the bar and into local shops and production facilities throughout the region

Feast TV airs 13 episodes annually with multiple broadcasts each month

SPONSORSHIP OPPORTUNITIES:

Presenting Sponsorship
- One sponsorship partner receives the naming rights to Feast TV with category exclusivity

Venue Sponsorship
- The official demonstration kitchen of Feast TV is featured in every episode

Automotive Sponsorship
- One automotive dealer is featured in multiple segments during the season

Content Sponsorship
- May include wine, beer, grocery, utensils and other opportunities

Participating Sponsorship
- May include hair, wardrobe and other opportunities
**AD RATES**

<table>
<thead>
<tr>
<th>AD SIZES (Build To)</th>
<th>1 to 4 Issues</th>
<th>5 to 8 Issues</th>
<th>9 to 12 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMIUM COVERS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live area = 9.475” x 12.6”</td>
<td>$7,800</td>
<td>$6,900</td>
<td>$6,000</td>
</tr>
<tr>
<td>Trim size = 10.875” x 14”</td>
<td>$3,900</td>
<td>$3,450</td>
<td>$3,000</td>
</tr>
<tr>
<td>w/ .25” bleed = 11.375” x 14.5”</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
- 1/2 v page - TOC bookends: 3.975” x 12.6” $3,740 $3,306 $2,875
- Section Intro - Full page (Dine, Drink, Shop, Cook) same as cover sizes $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” $3,100 $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

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**FEAST MAGAZINE**

**SPECS**

- Digital photos must be 300 dpi minimum to be printed
- For production and quality-control purposes we cannot accept web or internet images
- All reverse type is acceptable but not recommended for clarity and quality assurance
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .pdf files (high-resolution with all fonts embedded; CMYK color)
  - Adobe Photoshop files (.PSD, .JPG, .EPS or .TIF)

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**ISSUE DATE** | **SPACE RESERVATION DEADLINE** | **FINAL ARTWORK DEADLINE**
--- | --- | ---
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
Aug. 2016 | Fri., Jul. 15 | Tue., Jul. 19
Sep. 2016 | Fri., Aug. 12 | Tue., Aug. 16
Nov. 2016 | Fri., Oct. 14 | Tue., Oct. 18
Dec. 2016 | Fri., Nov. 11 | Tue., Nov. 15