

FEAST

Inspired Local Food Culture | Midwest

2016 MEDIA KIT



The image is a vertical collage of two photographs. The top photograph shows a close-up of a dining table with several wine glasses filled with white wine, a small lit candle in a glass holder, and a dark, ornate metal centerpiece. The bottom photograph shows a person's arm reaching for a plate of food, which includes bread, meat, and vegetables, next to a bowl of soup and more wine glasses.

FEAST MAGAZINE

INSPIRED LOCAL FOOD CULTURE

THE FEAST MISSION

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.



WHO'S READING FEAST?



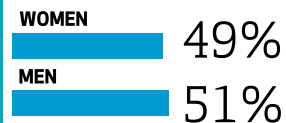
FEAST MAGAZINE

REACHING READERS ACROSS THE REGION

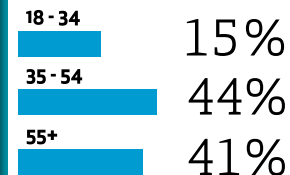
- ▶ Feast covers the state of Missouri, with a focus on:
 - St. Louis
 - Kansas City
 - Columbia and Jefferson City
 - Springfield
 - Eastern Kansas
 - Southern Illinois
- ▶ 140,000 copies are distributed across the region
 - **St. Louis:** 80,000 in more than 700 locations
 - **Kansas City:** 50,000 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

FEAST READER PROFILE

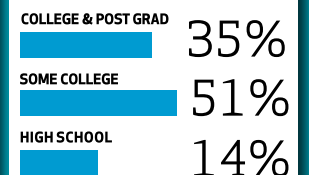
GENDER



AGE



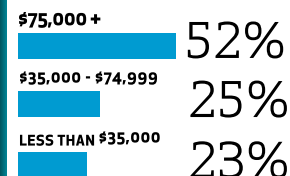
EDUCATION



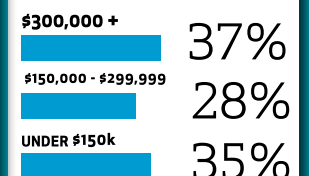
HOME OWNERSHIP



INCOME



HOME VALUE





FEAST IN PRINT

FEAST MAGAZINE

DELIVERING WELL-CRAFTED CONTENT THAT READERS
LINGER OVER THROUGHOUT THE MONTH

- ▶ 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 MAGAZINE

CONNECTING READERS DIGITALLY WITH
WHAT'S NEW AND WHAT'S NEXT

► 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

Average Monthly
Pageviews
324,755

Average Monthly
Unique Visitors
142,778

Percentage of New
Visitors Each Month
67%

FEASTMAGAZINE.COM



PREMIUM POSITIONS: Premium positions are threaded throughout the site



POSITION	SPECS	MOBILE SPECS	RATES
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	\$750/wk
	opens to 1170x300px	opens to 480x250px	
Background Color <i>must accompany pushdown ad</i>	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	
Bottom Leaderboard	728 x 90 px	320 x 50 px

# OF IMPRESSIONS	RATES
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 media 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

FEAST TV

DEFINING THE FLAVOR OF OUR REGION

- ▶ *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

AD SIZES (Build To) 1 to 4 Issues 5 to 8 Issues 9 to 12 Issues

PREMIUM COVERS

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
1/2 v page - 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

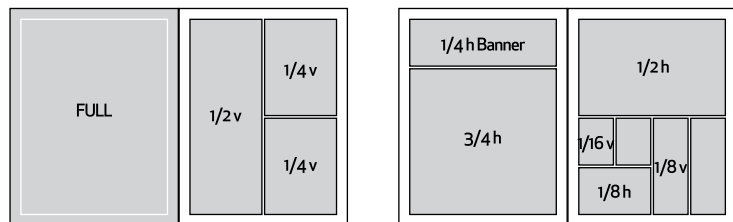
STANDARD ADS

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



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)

ISSUE DATE

SPACE RESERVATION DEADLINE

FINAL ARTWORK DEADLINE

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
Jun. 2016	Fri., May 13	Tue., May 17
Jul. 2016	Fri., Jun. 10	Tue., Jun. 14
Aug. 2016	Fri., Jul. 15	Tue., Jul. 19
Sep. 2016	Fri., Aug. 12	Tue., Aug. 16
Oct. 2016	Fri., Sep. 09	Tue., Sep. 13
Nov. 2016	Fri., Oct. 14	Tue., Oct. 18
Dec. 2016	Fri., Nov. 11	Tue., Nov. 15



FEAST

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