

FEAST

Inspired Local Food Culture / **MIDWEST**

2022 MEDIA KIT

ST. LOUIS / KANSAS CITY / SPRINGFIELD / COLUMBIA

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feastmagazine.com





FEAST

INSPIRED LOCAL FOOD CULTURE

Feast leads the conversation on all things food and drink in our region. We actively connect our hungry audience with chefs, bartenders, farmers and makers throughout the state of Missouri, southern Illinois and eastern Kansas and also provide the recipes, tips and tricks readers need to be confident in their own kitchens.

PRINT

Our award-winning monthly magazine features profiles, Q&As, original recipes, tips for home cooks and more.

DIGITAL

Feastmagazine.com is updated constantly, featuring timely restaurant news including sneak peeks of new spots, breaking news, lists of must-try spots and more.

BRANDED CONTENT

Let us tell your story! Become a part of the conversation with a promotional content piece that can be distributed across any of our engaging platforms.

SOCIAL MEDIA

Feast's strategic use of Facebook, Twitter, Instagram and Pinterest keeps our 170,000+ social media followers fully invested in what's new and notable across the regional culinary scene.

EVENTS

From tasting events to cooking classes and demonstrations, Feast events connect your brand with our readers in an engaging, memorable way.



FEAST

AUDIENCE

► READER PROFILE

| | | |
|--------------------|---------------------|-----|
| GENDER: | Women | 57% |
| | Men | 43% |
| AGE: | 18 - 34 | 13% |
| | 35 - 49 | 26% |
| | 50+ | 62% |
| EDUCATION: | Some college | 40% |
| | College/Postgrad | 42% |
| INCOME: | \$50 - \$149,000 | 55% |
| | \$150,000+ | 17% |
| HOME VALUE: | Owns home | 79% |
| | Less Than \$200,000 | 36% |
| | \$200,000 or more | 43% |

Feast readers are...

44%

more likely to belong
to a health club or gym

60%

more likely to attend adult
continuing education classes

82%

more likely to buy
locally grown food

50%

more likely to use a
financial planner

31%

more likely to use
marijuana/cannabis

63%

more likely to use
a travel agent

80,000
MONTHLY
CIRCULATION

1.5M
MONTHLY DIGITAL
PAGEVIEWS

87%
AVERAGE NEW
DIGITAL VISITORS

170,400
SOCIAL MEDIA
FOLLOWERS

20,000
NEWSLETTER
SUBSCRIBERS

23%
NEWSLETTER
OPEN RATE

Source: 2020/2021 Scarborough Research, St. Louis; Google Analytics Monthly Averages Oct. 2020-Sept. 2021; Facebook Analytics; Twitter Analytics; Instagram Analytics



JANUARY

RISEING STARS + INDUSTRY INNOVATORS

We'll introduce readers to up-and-coming restaurant talent across the region, from line cooks and pastry chefs to bartenders and sommeliers, while also honoring the seasoned professionals who continue to push the envelope in the regional food-and-drink scene.

- SPACE DEADLINE: 12/08/21
- MATERIALS DUE: 12/09/21
- PUBLICATION DATE: 12/22/21

MAY

THE GREAT OUTDOORS

As we gear up for summer, this issue encourages readers to get outside. We'll share stories and guides for camping, fishing and hunting throughout the state, and also incorporate recipes to enjoy along the way.

- SPACE DEADLINE: 04/15/22
- MATERIALS DUE: 04/18/22
- PUBLICATION DATE: 04/29/22

SEPTEMBER

PIZZA

We'll explore different styles of pizza across the globe, from traditional Neapolitan-style pizza to the varying regional styles found across the U.S. We'll also share recipes for making restaurant-quality pizza at home.

- SPACE DEADLINE: 08/12/22
- MATERIALS DUE: 08/15/22
- PUBLICATION DATE: 08/26/22

FEBRUARY

COFFEE

We're highlighting all things coffee and introducing readers to cafés, roasters and baristas across the region. We'll spotlight different styles of coffee across the globe and also provide recipes and tips for cooking with coffee and brewing your very best cup.

- SPACE DEADLINE: 01/14/22
- MATERIALS DUE: 01/17/22
- PUBLICATION DATE: 01/28/22

JUNE

FARMING

Our annual farm issue celebrates the growing season with a showcase of the people who bring fresh produce, meat, eggs and dairy products to our plates. We'll spotlight the farmers sowing seeds of innovation in our communities.

- SPACE DEADLINE: 05/13/22
- MATERIALS DUE: 05/16/22
- PUBLICATION DATE: 05/27/22

OCTOBER

INDIAN CUISINE

This issue spotlights traditional Indian food found across our region. We'll explore the different regional styles of Indian cuisine and their iconic dishes and showcase the restaurants who are bringing those flavors to the Midwest.

- SPACE DEADLINE: 09/09/22
- MATERIALS DUE: 09/12/22
- PUBLICATION DATE: 09/23/22

MARCH

SANDWICHES

We're celebrating sandwiches in their many forms, from Japanese sandos to Philly cheesesteaks to Vietnamese bánh mì. We'll also explore the history behind some regional favorites such as St. Louis' St. Paul sandwich and Springfield, Illinois' famous horseshoe.

- SPACE DEADLINE: 02/11/22
- MATERIALS DUE: 02/14/22
- PUBLICATION DATE: 02/25/22

JULY

SUMMER SPECTACULAR

This over-the-top celebration of all the best summer eats and drinks will showcase juicy burgers, brats and hot dogs fresh off the grill and all the ice cream, snow cones and ice pops you need to beat the heat.

- SPACE DEADLINE: 06/10/22
- MATERIALS DUE: 06/13/22
- PUBLICATION DATE: 06/24/22

NOVEMBER

THANKSGIVING

Our annual guide to preparing (and enjoying) the most important food holiday of the year: Thanksgiving. In the spirit of the season, we'll also cover organizations who are giving back throughout the holidays.

- SPACE DEADLINE: 10/14/22
- MATERIALS DUE: 10/17/22
- PUBLICATION DATE: 10/28/22

APRIL

CANNABIS

This issue explores one of the leading trends in the food-and-beverage industry: cannabis. As medical marijuana sales soar throughout Missouri, we'll look at how local dispensaries are incorporating THC and CBD into a range of products, from chocolate bars to beers.

- SPACE DEADLINE: 03/11/22
- MATERIALS DUE: 03/14/22
- PUBLICATION DATE: 03/25/22

AUGUST

BEER, WINE & SPIRITS + FEAST 50 AWARDS

In our annual celebration of the regional beer, wine and spirits industries, we raise a glass to Midwest breweries, wineries and distilleries and emerging trends across these industries. We'll also share the winners of our Feast 50 readers' choice awards.

- SPACE DEADLINE: 07/15/22
- MATERIALS DUE: 07/18/22
- PUBLICATION DATE: 07/29/22

DECEMBER

BEST NEW RESTAURANTS

This annual issue explores the people and places defining our local flavor. We feature our honorees for the most exciting new concepts in St. Louis, Kansas City, Springfield and Columbia.

- SPACE DEADLINE: 11/11/22
- MATERIALS DUE: 11/14/22
- PUBLICATION DATE: 11/25/22



BRANDED CONTENT

From heightening brand awareness to improving online presence to building trust with consumers, **branded content drives results**. Our team of writers, designers and producers are ready to help you deliver powerful stories to create authentic connections with your consumers.

► PRINT & DIGITAL STORYTELLING

In the congested streets of traditional advertising, branded content is a viable way to connect with an audience, engage them in creative ways and effectively convey your brand values. Whether in our monthly print publication or online at feastmagazine.com, our custom content opportunities deliver high-quality, engaging stories backed by a strong distribution plan to address the pillars of SEO success.

► INTERACTIVE CONTENT

Interactive content, such as quizzes and sweepstakes, combine the power of storytelling with the engagement of a quiz to educate and collect data for your business.

► VIDEO



SCAN ME
*to learn more
about our branded
video opportunities*

Video production, scripting and editing is not one-size-fits-all, so we offer a diverse range of options to help clients achieve specific goals. Strengthen your connection with consumers with an engaging company profile video that tells your story in a meaningful way – our team will shoot, produce, edit and publish the entire thing. Your promotional video will publish on feastmagazine.com along with a short article featuring data-driven keywords and backlinks to your website to positively influence your SEO. The final video will also be delivered to you to use on your website, social channels and other marketing.

► SOCIAL MEDIA & DIGITAL MARKETING

No matter which branded content package you choose, we will work with you to select the ideal target audience for your campaign and build distribution/marketing plans accordingly. Thanks to our partners at Amplified Digital, you'll have access to top-of-the-line tools and ad technologies that empower you to grow your business. We'll help you create a unique digital marketing plan aimed at increasing your conversion rates and ROI by utilizing proper targeting techniques across various ad tactics, all with compelling and effective ad messaging.

► EVENTS

From tasting events to cooking demonstrations, Feast events connect our readers with food and drink experts and industry leaders from across the region. With a combination of print, digital, branded content and social media, our partners will reach a sophisticated and influential audience. These unique opportunities create personal connections and build loyalty with partners. Feast creates memorable and measurable experiences through sponsorships, brand integration, custom events and more.



FEAST

PRINT SPECS

PREMIUM COVERS

Inside Front
or Back Cover

Outside Back Cover

AD SIZES (BUILD TO)

w/ .25" bleed = 11.375" x 12.5"

w/ .25" bleed = 11.375" x 12.5"

PREMIUM ADS

Page 3- Full Page

w/ .25" bleed = 22.25" x 12.5"

STANDARD ADS

2 Page Spread

Full Page

1/2 v pg

1/2 h pg

1/4 v pg

1/8h pg

w/ .25" bleed = 22.25" x 12.5"

w/ .25" bleed = 11.375" x 12.5"

4.76" x 10.8"

9.67" x 5.34"

4.76" x 5.34"

4.76" x 2.61"

FULL
Live Area
9.675" x 10.8"

Trim Size
10.875" x 12.5"

1/2 v

1/4 v

1/4 v

1/8h

1/8h

1/4 v

1/2 h

AD SPECS:

► Preferred file format: press-ready PDF

-300 dpi minimum to ensure best print quality

-If submitting Adobe Illustrator or InDesign
working files, please include all fonts, logos
and images

► No web images accepted

► Convert all RGB and Pantone
spot colors to CMYK

► Recommended size for
reverse (white) type is 10 pt

2022 rates are net and subject to change. Creative service charge will be added to all non-camera-ready ads.



FEAST

DIGITAL SPECS

FEASTMAGAZINE.COM BANNER ADVERTISING | Run of Site (ROS)

| POSITION | AD SIZES (BUILD TO) |
|----------------------------------------------|----------------------------------------------|
| Standard ROS | 970x250; 728x90; 320x50; 300x250; 300x600 px |
| Adhesion ROS | 160x600; 300x600; 720x90; 300 x100 px |
| High Impact Bundle | 1920x350; 800x250; 1200x900; 450x900 px |
| Demographic targeting (upcharge per demo) | All sizes |

SPONSORED SOCIAL POST

Reach Feast's social media fans through a sponsored post on our Facebook, Twitter or Instagram feed. Post may be boosted for extended reach. Advertiser must provide photo, text and web link.

EMAIL & NEWSLETTER ADVERTISING | 20,000+ subscribers sent daily Mon-Fri

| POSITION | AD SIZES (BUILD TO) |
|-------------------------|------------------------------------------------------|
| E-Newsletter Sponsor Ad | 970x250 or 728x90 or 300 x 250 px |
| Feast Exclusive E-blast | 600x800 px (Must be built in HTML responsive code) |

GENERAL INFO:

- Unless noted, all advertising runs on all screen sizes including mobile
- All rates are net and are subject to change. A contract is required for all rate options except the open rate
- Creative service charge will be added to all non-camera-ready ads
- Please consult your account representative for more info about contract terms and provisions