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.

**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.

**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.

For advertising information contact media strategist Erin Wood at ewood@feastmagazine.com or sales@feastmagazine.com.
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

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

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feastmagazine.com
JANUARY
RISING 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

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

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

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

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

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

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

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

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

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

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

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

For advertising information contact media strategist Erin Wood at ewood@feastmagazine.com or sales@feastmagazine.com.
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.

► VIDEO
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.

SCAN ME to learn more about our branded video opportunities

► 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.

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## PRINT SPECS

### AD SIZES (BUILD TO)

<table>
<thead>
<tr>
<th>PREMIUM COVERS</th>
<th>AD SIZES (BUILD TO)</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Outside Back Cover</td>
<td>w/.25&quot; bleed = 11.375&quot; x 12.5&quot;</td>
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### PREMIUM ADS

<table>
<thead>
<tr>
<th>PREMIUM ADS</th>
<th>AD SIZES (BUILD TO)</th>
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</thead>
<tbody>
<tr>
<td>Page 3- Full Page</td>
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</table>

### STANDARD ADS

<table>
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<th>STANDARD ADS</th>
<th>AD SIZES (BUILD TO)</th>
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</thead>
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</tr>
<tr>
<td>Full Page</td>
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</tr>
<tr>
<td>1/2 v pg</td>
<td>4.76&quot; x 10.8&quot;</td>
</tr>
<tr>
<td>1/2 h pg</td>
<td>9.67&quot; x 5.34&quot;</td>
</tr>
<tr>
<td>1/4 v pg</td>
<td>4.76&quot; x 5.34&quot;</td>
</tr>
<tr>
<td>1/8h pg</td>
<td>4.76&quot; x 2.61&quot;</td>
</tr>
</tbody>
</table>

### 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)

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD SIZES (BUILD TO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard ROS</td>
<td>970x250; 728x90; 320x50; 300x250; 300x600 px</td>
</tr>
<tr>
<td>Adhesion ROS</td>
<td>160x600; 300x600; 720x90; 300x100 px</td>
</tr>
<tr>
<td>High Impact Bundle</td>
<td>1920x350; 800x250; 1200x900; 450x900 px</td>
</tr>
<tr>
<td>Demographic targeting (upcharge per demo)</td>
<td>All sizes</td>
</tr>
</tbody>
</table>

#### 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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD SIZES (BUILD TO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter Sponsor Ad</td>
<td>970x250 or 728x90 or 300 x 250 px</td>
</tr>
<tr>
<td>Feast Exclusive E-blast</td>
<td>600x800 px (Must be built in HTML responsive code)</td>
</tr>
</tbody>
</table>

#### 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

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