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 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.

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

**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.

**ADVERTORIAL**
Monthly online exclusive advertorial that will go live on the website on the same day as print publication.

**Includes:** 1 image, business contact info, 50 word copy

**THEMES:**
JUNE – Summer Drinks
JULY – Picnic Essentials
AUGUST – Meat & Grilling
SEPTEMBER – Fall Celebrations
OCTOBER – Wine Country
NOVEMBER – Holiday Catering
DECEMBER – Giving Back

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 - 34</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>35 - 49</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>50+</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some college</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>College/Postgrad</td>
<td>42%</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50 - $149,000</td>
<td>55%</td>
<td></td>
</tr>
<tr>
<td>$150,000+</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Home Value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owns home</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Less Than $200,000</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>43%</td>
<td></td>
</tr>
</tbody>
</table>

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
### JANUARY
**Cover Story:** RISING STARS + INDUSTRY INNOVATORS
An introduction to up-and-coming restaurant talent across the region 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
**Cover Story:** COFFEE
In February, we’ll introduce readers to shops, cafés, roasters and baristas across the region and also share recipes for cooking with coffee, plus tips and tricks for brewing your very best cup.
- **Space Deadline:** 01/14/22
- **Materials Due:** 01/17/22
- **Publication Date:** 01/28/22

### MARCH
**Cover Story:** SANDWICHES
In March, we’re celebrating the sandwich in its many forms, from Japanese sandos to Philly cheesesteaks to Vietnamese bánh mì.
- **Space Deadline:** 02/11/22
- **Materials Due:** 02/14/22
- **Publication Date:** 02/25/22

### APRIL
**Cover Story:** CANNABIS
Our April issue explores how chefs, bakers, brewers and farmers are incorporating cannabis into a variety of products, from gummies and chocolate bars to beers and seltzers.
- **Space Deadline:** 03/11/22
- **Materials Due:** 03/14/22
- **Publication Date:** 03/25/22

### MAY
**Cover Story:** THE GREAT OUTDOORS
As we gear up for summer, our May issue encourages readers to get outside, featuring guides for camping, fishing and hunting throughout the state and recipes to enjoy along the way.
- **Space Deadline:** 04/15/22
- **Materials Due:** 04/18/22
- **Publication Date:** 04/29/22

### JUNE
**Cover Story:** THE REMIX
The food-and-drink pros reimagining the local culinary scene
- **Space Deadline:** 05/13/22
- **Materials Due:** 05/16/22
- **Publication Date:** 05/27/22

### JULY
**Cover Story:** SUMMER SPECTACULAR
The best in summer eats and drinks
- **Space Deadline:** 06/10/22
- **Materials Due:** 06/13/22
- **Publication Date:** 06/24/22

### AUGUST
**Cover Story:** BEER, WINE & SPIRITS
Our annual celebration of the regional beer, wine and spirits industries
**Special Section: Feast 50 insert**
- **Space Deadline:** 07/15/22
- **Materials Due:** 07/18/22
- **Publication Date:** 07/29/22

### SEPTEMBER
**Cover Story:** PIZZA
A deep dive into the ubiquitous takeout staple
- **Space Deadline:** 08/12/22
- **Materials Due:** 08/15/22
- **Publication Date:** 08/26/22

### OCTOBER
**Cover Story:** INDIAN CUISINE
A spotlight on regional styles, modern takes on traditional fare and where to find it all locally
- **Space Deadline:** 09/09/22
- **Materials Due:** 09/12/22
- **Publication Date:** 09/23/22

### NOVEMBER
**Cover Story:** HOW TO HOLIDAY
Tips and tricks for nailing your holiday dining and entertaining
- **Space Deadline:** 10/14/22
- **Materials Due:** 10/17/22
- **Publication Date:** 10/28/22

### DECEMBER
**Cover Story:** BEST NEW RESTAURANTS
Our annual honorees of the most exciting new concepts in St. Louis
- **Space Deadline:** 11/11/22
- **Materials Due:** 11/14/22
- **Publication Date:** 11/25/22

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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.

► 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.

► 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

#### PREMIUM COVERS
- **Inside Front or Back Cover**
  - w/.25" bleed = 11.375" x 12.5"
- **Outside Back Cover**
  - 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**
  - w/.25" bleed = 22.25" x 12.5"
- **Full Page**
  - w/.25" bleed = 11.375" x 12.5"
- **1/2 v pg**
  - 4.76" x 10.8"
- **1/2 h pg**
  - 9.67" x 5.34"
- **1/4 v pg**
  - 4.76" x 5.34"
- **1/8h pg**
  - 4.76" x 2.61"

<table>
<thead>
<tr>
<th>Ad Sizes (Build To)</th>
<th>Full Live Area</th>
<th>Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>w/.25&quot; bleed = 11.375&quot; x 12.5&quot;</td>
<td>9.675&quot; x 10.8&quot;</td>
<td>10.875&quot; x 12.5&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

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

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**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</td>
</tr>
<tr>
<td>Reveal ROS</td>
<td>1920x350, 800x250</td>
</tr>
<tr>
<td>Demographic targeting</td>
<td>All sizes</td>
</tr>
</tbody>
</table>

**SPOONRED 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>Responsive HTML built to a max depth of 1200 px</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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