

FEAST

Inspired Local Food Culture

2022 MEDIA KIT

901 N. 10th St., St. Louis, MO 63101

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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 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



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

1.5M
MONTHLY DIGITAL
PAGEVIEWS

87%
AVERAGE NEW
DIGITAL VISITORS

170,400
SOCIAL MEDIA
FOLLOWERS

20,000
NEWSLETTER
SUBSCRIBERS

23%
NEWSLETTER
OPEN RATE

50,000
MONTHLY
CIRCULATION

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



FEAST EDITORIAL CALENDAR

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

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

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

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

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

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

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

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

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

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

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

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



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

PREMIUM ADS

Page 3- Full Page

STANDARD ADS

2 Page Spread

Full Page

1/2 v pg

1/2 h pg

1/4 v pg

1/8h pg

AD SIZES (BUILD TO)

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

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

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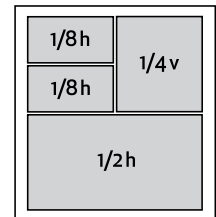
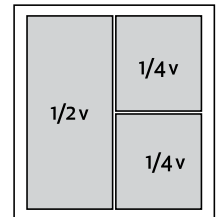
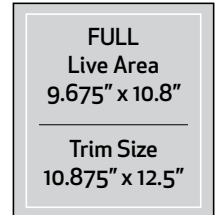
w/ .25" bleed = 11.375" x 12.5"

4.76" x 10.8"

9.67" x 5.34"

4.76" x 5.34"

4.76" x 2.61"



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
Reveal ROS	1920x350; 800x250
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	Responsive HTML built to a max depth of 1200 px

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