

FEAST MAGAZINE 2021



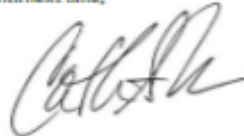
Feast is an award-winning monthly publication that delivers culinary content across the state of Missouri, Southern Illinois and Eastern Kansas. Each publication and its website, feastmagazine.com, features insights on dining trends and the local culinary scene, must-try restaurants & recipes, interviews and ideas to fill your kitchen and dining room with functional, desirable items.

OUR COMMITMENT

For more than a decade, Feast has been dedicated to helping the local culinary industry succeed, and we continue to find new ways to support the industry through this unprecedented time. Through our monthly print magazine and daily digital presence, we work to actively connect our hungry audience with chefs, bartenders, farmers and makers throughout our region. As the industry navigates the current landscape, Feast is poised to stay on top of every development and focused on leveraging our voice to make the biggest impact possible on behalf of clients as well as the industry as a whole.


Media's strength is measured by its reach, and Feast activates its existing audience and cultivates new connections through virtual events, social media campaigns, custom content and video development. When you invest your marketing dollars with Feast, you are aligning your business with a brand that is an active part of food and drink in this region and one that supports and positively promotes the local culinary scene and encourages success in the industry.

Until next time,



Catherine Neville
[PUBLISHER@FEASTMAGAZINE.COM](mailto:publisher@feastmagazine.com)





2021 EDITORIAL CALENDAR

January 2021

February 2021

March 2021

April 2021

May 2021

June 2021

July 2021

August 2021

September 2021

October 2021

November 2021

December 2021

January 2022

Rising Stars

Takeout

The State of the Industry

The Korean Food Issue

Baked Goods

The Farm Issue

Summer Spectacular

The Beer, Wine & Spirits Issue

Fermentation

The Ozarks Issue

The Thanksgiving Issue

Best New Restaurants

Rising Stars + Industry Innovators

IN EVERY ISSUE

Feast offers readers fresh content each month in our print magazine, enticing food-lovers to explore our region's diverse culinary landscape and encouraging them to dine, drink and shop locally.

Restaurants & Recipes

- In-depth Q&As with local chefs, bartenders and producers
- Top destinations for dining and drinking
- Takeout recommendations from local restaurants
- Profiles of shops and artisan food-and-drink products
- Original, seasonal recipes
- Tips and tricks for home cooks

Monthly Features

- Longform profiles of movers and shakers in the regional culinary scene
- Recipe packages highlighting seasonal ingredients and holiday meals
- Trend pieces informing readers what's new and what's next

ONE ON ONE

with Alice Oh / OWNER, THE PRESS COFFEE & JUICE BAR AND SNO BUBBLE TEA

WRITTEN BY CLARE PETER
PHOTOGRAPHY BY DANIELA HYS

The Press Coffee & Juice Bar specializes in the unexpected. The fast-casual Springfield, Missouri, eatery boasts menus of Korean-Mexican fusion dishes alongside coffee, tea, juices, smoothies and smoothie bowls for breakfast and lunch. In 2017, after running South Korean franchise Caffe Bene in Farmers Park for three years, Alice Oh opened The Press in its place. The opportunity to create her own identity in the restaurant industry drew Oh to focus on healthful foods, and since moving to the Brentwood Shopping Center in October 2019, she has been able to expand her selection while maintaining her passion for natural ingredients.

What makes The Press stand out? We're known for coffee, tea, juices and smoothies, and when [people] come in, they're surprised that we [also] have full breakfast and lunch menus. We crafted our menus to inspire better daily lifestyle choices, which makes us unique from other coffee shops and cafes, and we accommodate those who have food sensitivities [with] gluten-free, dairy-free, nut-free, keto, vegetarian and vegan [items]. I don't follow the rules of what a coffee shop should be. I like to make my own identity in the restaurant industry. I feel like when you actually know what your identity is and what you have passion for, you just go with it.

What inspired the Korean-Mexican fusion dishes on the menu? An improved lunch became the menu. One day my husband wanted Korean food, and I wanted Mexican food. We were busy, so I took rice, [and] bulgogi [with] kimchi and I wrapped it up in a tortilla. When we took that first bite, I realized I could make these [full meals]. [The whole menu had a healthy inspiration. The husband often says, "I'm eating like a healthy person, but I made it a little healthier." I made it how I would eat it.

In what ways are you focusing on whole foods? Understanding what Mother Nature brings to the table is key. We use sustainable ingredients and avoid preservatives. Oh, and, by the way, we use real sugar. We believe in real food experiences that inspire healthy lifestyles. It's the small, fundamental changes in everyday choices that have the biggest impact on our future health. The other thing we want to promote is community, so we try to buy local as much as possible. Our coffee is local, our milk is local, and instead of sugar, we use local raw honey.

What are your plans for the coming month? We're getting ready to update our menu, and we are probably going to do a happy hour. It's going to be really unique, and the menu will [showcase] dishes that you can't find [elsewhere]. That's what I want to make food that you can't find anywhere but The Press.

2710 S. Glenstone Ave., Springfield, Missouri, facebook.com/477869990

3 MUST-TRY DISHES FROM THE PRESS

According to Oh, the **Buddha Bowl** is one of the prettiest dishes, plus "it's got every single thing on the food pyramid that you need," she says.

The **facets** can be made gluten-free and vegetarian or vegan with choice your own shells, proteins and sauces. The most popular combination is the fried shrimp with pineapple sauce in a crunchy shell.

Served in a hot stone bowl, the **Mezcal Bowl** features a healthy blend of rice, quinoa, kale, spring mix, kimchi, sautéed onions, carrots, cucumber, avocado, a fried egg and your choice of additional protein topped with spicy sauce.

FEAST / NOVEMBER 2020 23

HEALTHY APPETITE / 3 WAYS / ON TREND / THE MIX / SHOP HERE / MYSTERY SHOPPER / THE DISH / SUGAR RUSH / QUICK FIX / CRASH COURSE

EL MEZCALERO



NAMED AFTER THE PEOPLE OF OAXACA, MEXICO, WHO DISTILL THE AGAVE SPIRIT MEZCAL, the easy-to-batch cocktail is an ideal combination of smoke, spice, citrus, bitterness and herbs. In this version, I've amped up store-bought falernum - a Caribbean syrup liqueur - with an extra helping of ginger and clove to strengthen its flavor and add more of a seasonal sensation to the drink. The sweetness of the homemade cinnamon syrup balances the citrus of the Aperol and pairs perfectly with the allspice bitters as a finishing component.

STORY AND RECIPE BY ROSAN HENNETT, BEVERAGE DIRECTOR, GOOD SPIRITS & CO. IN SPRINGFIELD, MISSOURI
PHOTOGRAPHY BY CRYSTAL KELLEY

EL MEZCALERO
SERVES 1

INFUSED FALERNUM
1 bottle falernum
1 6-inch piece ginger, peeled and thinly sliced
10 whole cloves

CINNAMON SIMPLE SYRUP
8 oz water
1 cup granulated sugar
2 Ceylon cinnamon sticks, broken into smaller pieces

EL MEZCALERO
1 oz mezcal
¾ oz infused falernum (recipe follows)
½ oz Aperol
¼ oz cinnamon simple syrup (recipe follows)
2 dashes allspice bitters
lime twist or dehydrated lime wheel, for garnish

/ PREPARATION - INFUSED FALERNUM / Add all ingredients to an 8-ounce container, allow to infuse overnight.

/ PREPARATION - CINNAMON SIMPLE SYRUP / In a small saucepan, bring water to a boil. Meanwhile, add sugar and cinnamon sticks to a heavy pot of water. Add boiling water to bowl. Stir mixture until sugar has completely dissolved and then transfer bowl to refrigerator. Allow cinnamon to steep overnight. Strain mixture, return to a clean pot and simmer in refrigerator for up to two weeks.

/ PREPARATION - EL MEZCALERO / In a shaker tin, add all ingredients, except garnish, and shake vigorously. Strain mixture into a chilled coupe glass. Garnish with lime twist or dehydrated lime wheel.

PRINT READERSHIP & REACH

With a 99.5% pick-up rate, Feast Magazine is available at most local grocery stores and select restaurants.

FEAST
has a
99.5%
pickup rate



READERSHIP

262,500 Readers

CIRCULATION

80,000 Monthly

Circulation By Market

St. Louis	Kansas City	Columbia/Jefferson City	Springfield/Southwest
45,000	24,500	3,500	7,000

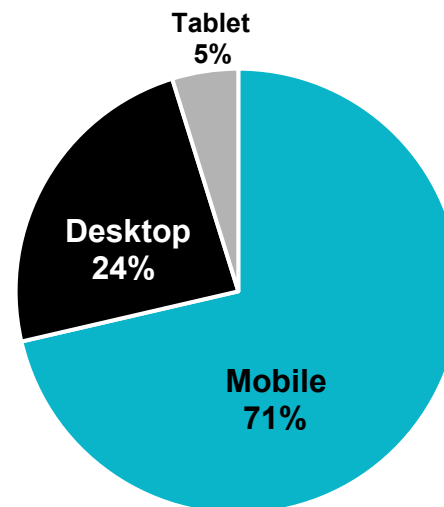
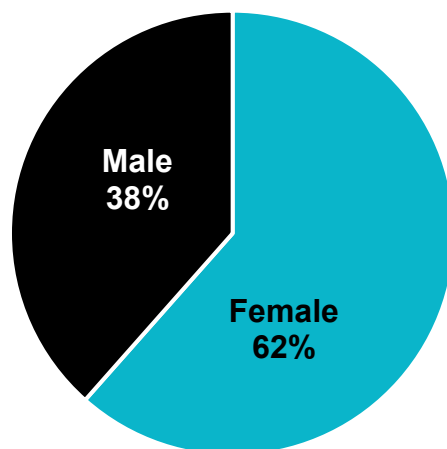
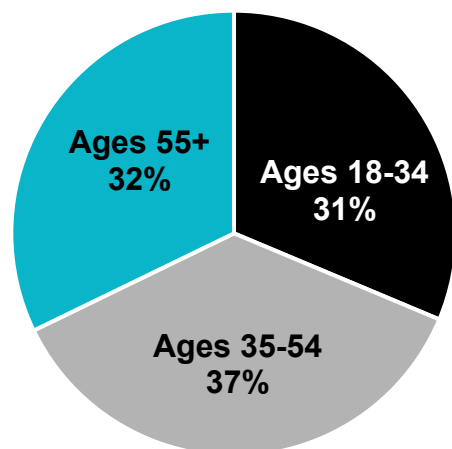
FEAST READER PROFILE

Gender	
Women	61%
Men	39%
Age	
21 - 34	15%
35 - 49	32%
50+	54%
Education	
Some College	38%
College/Postgrad	49%
Income	
\$50 - \$150,000	47%
\$150,000+	23%
Home Value	
Owns Home	78%
Less Than \$199,999	30%
\$200,000 - \$349,999	31%
\$350,000+	18%

DIGITAL

FEASTMAGAZINE.COM builds on the conversation that's launched when each new print issue hits the streets.

Our website features daily, digital-first stories highlighting the newest restaurants, bars, wineries, breweries and shops across the region, as well as expanded content, including access to video, exclusive photo slideshows and a fully-searchable database of recipes. Feast's strategic use of Facebook, Twitter, Instagram and Pinterest, coupled with the daily e-newsletter delivered to thousands of inboxes, keep our readers fully invested in what's new and notable across the regional culinary scene.



1,844,000
Monthly Pageviews

194,000
Monthly Unique
Visitors

83%
Average New
Visitors

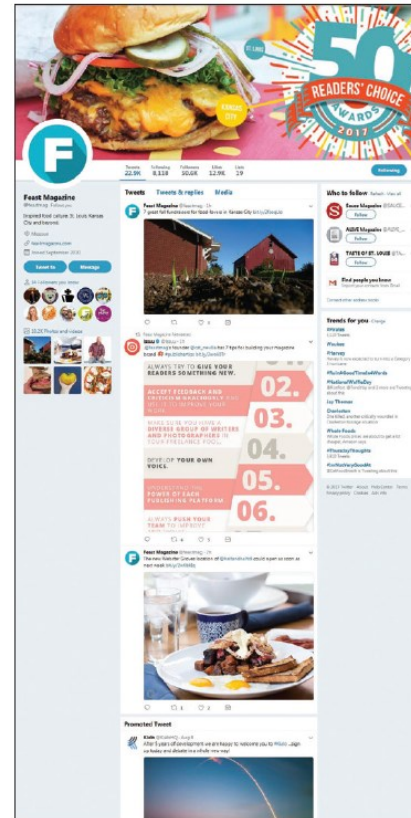
SOCIAL

Feast's strategic use of Facebook, Twitter and Instagram keeps our 50,000+ social media followers fully invested in what's new and notable across the regional culinary scene.

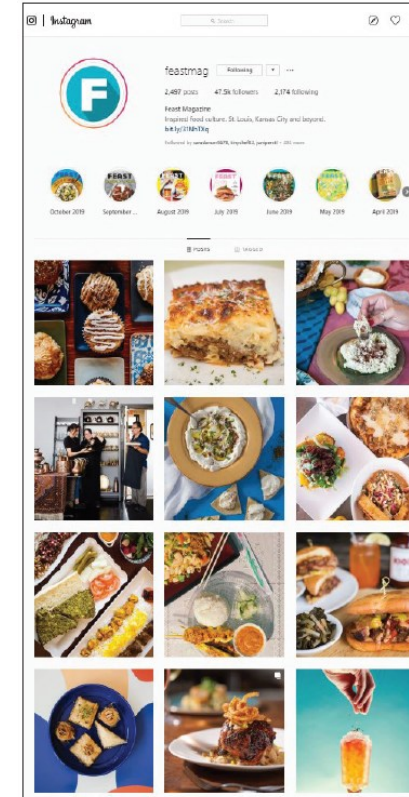
 **FACEBOOK**
+61,000 followers



 **TWITTER**
+52,000 followers



 **INSTAGRAM**
+52,000 followers



BRANDED CONTENT

Become part of the conversation with branded content. Our team of writers, designers and producers are ready to create custom, engaging content. Your media specialist can build a custom program for your business.


Print & Digital Storytelling

Content highlighting your brand from an editorial point of view is published in the monthly print edition and online. Branded content programs include distribution plans designed to drive audience to your content.

Backlinks and keywords are included to positively influence your website's SEO.

PROMOTION

Nick Blue / EXECUTIVE CHEF, BOUNDARY *line leader*



Let's Dish!

PORK CHOP
The thick, bone-in pork chop is served with a medley of potatoes, green beans, and a generous portion of sauce.

LIFT
The pork chop is topped with a medley of potatoes, green beans, and a generous portion of sauce.


BY BETHANY CHRISTO

The pork chop at **BOUNDARY** (1818 Clayton Ave., St. Louis) revamped the entire Boundary menu (inspired by the oysters)

\$4.95 EQUITY TRADES | 50¢ OPTIONS CONTRACTS | ESTATE

Spotlight: The Order in Springfield, Missouri, Elevates the Concept of Hotel Restaurant

Debra Hays / FEB 10, 2019



Springfield Farm Chef's Cut, grilled pork, truffle and black garlic compound butter, triple cream, Willow Mountain Provisions (Springfield, Mo.) and ground black pepper. Signature.

Housed in a century-old building that was originally home to a Masonic Temple, the beautifully reclaimed Hotel Vandeventer, a boutique hotel in downtown Springfield, Missouri, is home to The Order, an upscale dining destination that elevates the concept of hotel restaurant with delectable splendor. "We created an upscale, yet approachable atmosphere catering to those who want an experience rather than just a room or a meal," describes Tessa Dethlefs, the hotel's director of sales and marketing.

Executive chef Zach White crafted The Order's menu selections with a focus on local and regional purveyors, with what the hotel refers to as a "Missouri modern farm." Signature dishes include The Big Cow, a 16-ounce grilled prime strip loin; The Duck, a seared breast served with a duck confit rouille; and The Chicken, a crispy-skinned chicken breast. All signature entrees, despite their no-frills names, come dressed to impress with locally sourced produce and proteins and handcrafted seasonal sauces.

Event Marketing Spotlight


Feast is a strong partner for promoting your event. With a combination of digital and print, you'll reach an influential audience.

Backlinks and keywords are included to positively influence your website's SEO.

FEAST | St. Louis | Kansas City | Springfield | Columbia | Recipes

St. Louis Microfest - May 3-4

Feb 20, 2019



St. Louis Microfest

- Where: Fri., May 3 and Sat., May 4, session times vary
- Where: Upper Many Parking Lot, 1 Theatre Drive, Forest Park, St. Louis
- Cost: \$45 general admission, \$60 VIP
- Tickets: [purchase online here](#)
- More info: 314.588.1184; [stlmicrofest.org](#)

Benefiting Lift for Life Gym, the 2019 St. Louis Microfest is a two-day beer-tasting festival of international and craft offerings, with more than 120 breweries pouring more than 600 beers. With three different sessions available over Friday and Saturday, each Microfest ticket includes a commemorative tasting glass, access to chef demos and brewery discussions, and live music. Food will be available for purchase from Bogart's Smokehouse, The Dam, Mission Taco Joint, Strange Donuts and more TBA.

Bring Out Your Inner Chef!

Cook's

Bring Out Your Inner Chef! Sign up for a class today!

Right relief. Right here.

We have what you need for fast relief.

[More info](#)

THIS MONTH'S FEAST

[SUBSCRIBE NOW](#)

[PICK UP A COPY TODAY](#)

[READ THE ISSUE ONLINE](#)


[DIGITAL ISSUE](#)

TRENDING NOW

- 1 St. Louis Restaurant Openings and Closings: March 2019
- 2 Kansas City Restaurant Openings and Closings: March 2019
- 3 Ozark Mountain Resort Co.'s Bryan Monahan Chats Southern Exposure, Local...

Social

Get acquainted with Feast readers across multiple social platforms and inspire them to discover your brand through Facebook, Instagram or Twitter.



feastmag • Following

feastmag Enjoy bottomless bubbles and a BBQ-infused brunch just steps away from baseball heaven at The Midwestern. 10am to 2pm every Saturday and Sunday. Reserve your table now!

7w

mbarbara2 @pkewstl @taraliese0206

7w Reply

neca_boo @mesherree83

4w 1 like Reply

benwelch35 ...pro tip: get the pastrami hash, vegetable tostada

147 likes

SEPTEMBER 4

Add a comment...

Post

BRANDED VIDEO CONTENT

Video production, scripting and editing is not one-size fits all; together we can help you achieve your specific goals.

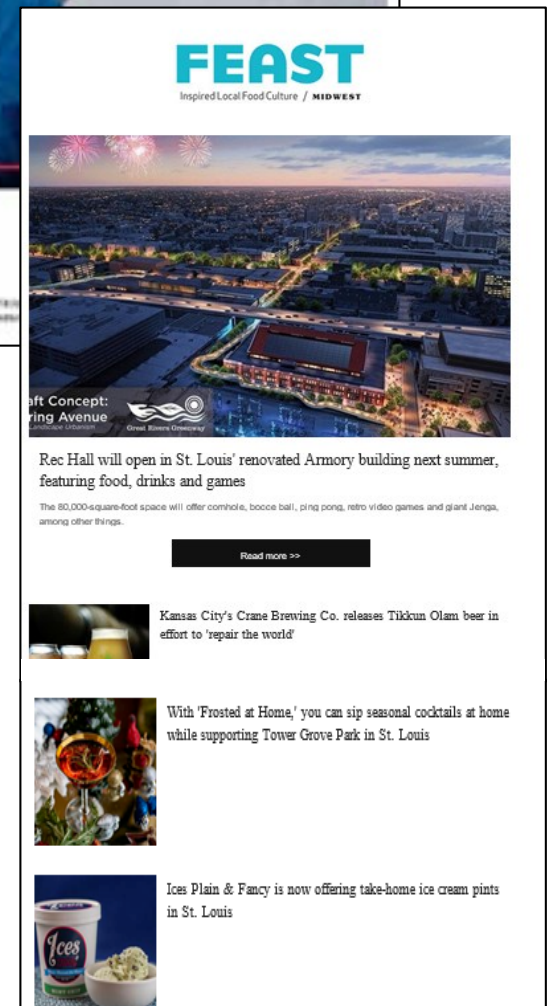
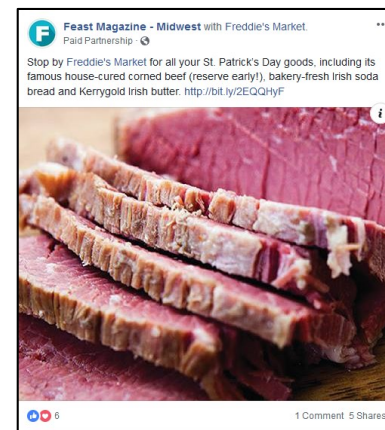
Feast will create, shoot, produce and publish a custom video (up to three minutes) for your business. Your promotional video will publish on Feastmagazine.com within our spotlight channel. A short article will accompany the video with keywords and backlinks to your website to positively influence your SEO.

The final video will be delivered to you for publication on your website, social channels and other marketing. Online content will be labeled as promotion.

We will work with you to select the ideal target audience for your campaign and build distribution/marketing plans accordingly.

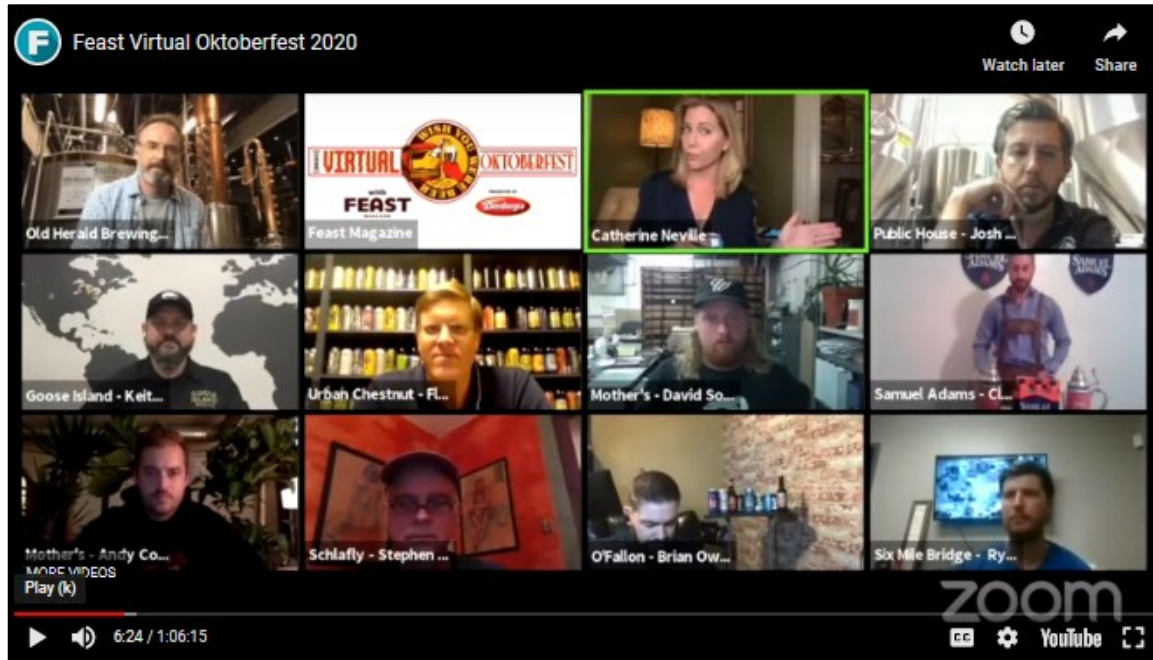
A typical video package includes:

- Video production and editing
- Completed video and content piece will be uploaded and promoted with a custom distribution plan:
 - On the Feast website
 - With paid social posts on Feast's Facebook page
 - Within Feast's weekly e-newsletter
 - With native impressions on Feast's website and Amplified's network of brand-safe websites



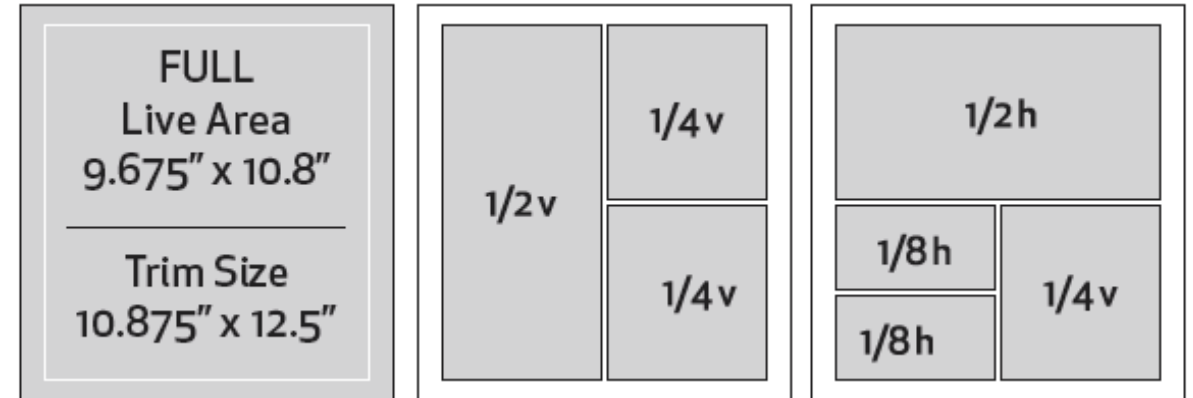
EVENTS

From tasting events to cooking classes and demonstrations, Feast events connect our readers with food and drink experts and industry leaders across the region. With a combination of print, digital and social media, you'll reach a sophisticated and influential audience. These unique opportunities allow our business partners to show consumers what their brands are about, creating personal connections, building loyalty and giving consumers the extra knowledge they need to know to "buy in". Our events create memorable and measurable experiences. Event partnerships include sponsorships, brand integration, custom events and more.



PRINT RATES & SPECS

	1 TO 3 ISSUES	4 TO 6 ISSUES	7 TO 12 ISSUES	AD SIZES (BUILD TO)
STANDARD ADS				
Spreads	\$5,460	\$5,170	\$4,725	w/.25" bleed = 22.25" x 12.5"
Full Page	\$3,500	\$3,100	\$2,625	w/.25" bleed = 11.375" x 12.5"
½ v page	\$2,145	\$1,865	\$1,625	4.76" x 10.8"
½ h page	\$2,145	\$1,865	\$1,625	9.67" x 5.34"
¼ v page	\$1,090	\$950	\$830	4.76" x 5.34"
⅛ h page	\$550	\$480	\$420	4.76" x 2.61"
PREMIUM COVERS				
Outside Back	\$4,375	\$3,875	\$3,280	w/.25" bleed = 11.375" x 12.5"
Inside Front/Back	\$4,200	\$3,720	\$3,150	w/.25" bleed = 11.375" x 12.5"
PREMIUM ADS				
Page 3 - Full Page	\$4,025	\$3,565	\$3,000	w/.25" bleed = 11.375" x 12.5"
Section Intro-Full Page	\$3,675	\$3,255	\$2,755	w/.25" bleed = 11.375" x 12.5"



AD SPECS

- Preferred file format: press-ready PDF
 - If submitting Adobe Illustrator or InDesign working files, please include all fonts, logos and images
 - Also accepted: 300 dpi minimum to ensure best print quality
- No web images accepted
- Convert all RGB and pantone spot colors to CMYK
- Recommended size for reverse type is 10 points

DIGITAL RATES

		Rate Type	Open	Contract
Banner Advertising - Run of Site				
Standard - Run of Site (ROS)	970x250; 728x90; 320x50; 300x250	CPM	\$15.00	\$10.00
Native Ad ROS	1200x900 image + text	CPM	\$15.00	\$10.00
Adhesion ROS	160x600; 300x600; 728x90; 320x100	CPM	\$35.00	\$20.00
Reveal ROS	1920x600; 800x250	CPM	\$35.00	\$20.00
Exit Intent Interstitial	800x600	CPM	\$35.00	\$20.00
Demographic targeting (upcharge per demo)	All sizes	CPM	\$3.00	\$1.00

Email & Newsletter Advertising

Feast E-Newsletter 17,000 subscribers sent daily Monday-Friday

E-newsletter Sponsor Ad	970x250, 728x90, 300x250	Flat	\$400	\$250
E-newsletter Sponsored Listing	350x220 image + 1 sentence + url	Flat	\$400	\$250
Feast Exclusive Eblast	600x800	Flat	\$800	\$500

Sponsored Social Post

Paid partnership post on our Facebook, Twitter or Instagram account. Post may be boosted for extended reach.

Advertiser must provide photo, text and web link	Flat	\$350	\$350
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General Information

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 executive for more information including contract terms and provisions.

MEDIA KIT 2021

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feastmagazine.com

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