

# FEAST MAGAZINE 2021



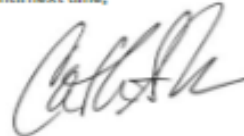
Feast is an award-winning monthly publication that delivers culinary content across the state of Missouri, Southern Illinois and Eastern Kansas. Each publication and its website, [feastmagazine.com](http://feastmagazine.com), features insights on dining trends and the local culinary scene, must-try restaurants & 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







# 2021 EDITORIAL CALENDAR

January 2021

Rising Stars

February 2021

Takeout

March 2021

The State of the Industry

April 2021

The Korean Food Issue

May 2021

Baked Goods

June 2021

The Farm Issue

July 2021

Summer Spectacular

August 2021

The Beer, Wine & Spirits Issue

September 2021

Fermentation

October 2021

The Ozarks Issue

November 2021

The Thanksgiving Issue

December 2021

Best New Restaurants

January 2022

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 REIS

**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 drove 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 means we leverage from other coffee shops and cafes, and we accommodate those who have food sensitivities [anti] 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, 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 house] the morning I started thinking, but I made it into a 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 preservation. Oh, the big ingredients are and preserve 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 [feature] 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 **facers** can be made gluten-free and vegetarian or vegan with choose 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.

PERFECT / NOVEMBER 2020 23

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

## NAMED AFTER THE PEOPLE OF OAXACA, MEXICO, WHO DISTILL THE AGAVE SPIRIT MEZCAL,

# EL MEZCALERO

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
- 6-inch piece ginger, peeled and thinly sliced
- 1 whole clove

**CINNAMON SIMPLE SYRUP**

- 1 cup granulated sugar
- 2 Ceylon cinnamon sticks, broken into smaller pieces

**EL MEZCALERO**

- 1 oz mezcal
- 1/2 oz infused falernum (recipe follows)
- 1/2 oz Aperol
- 1/2 oz cinnamon simple syrup (recipe follows)
- 2 dashes allspice bitters

Ice twist or dehydrated lime wheel, for garnish

**/ PREPARATION - INFUSED FALERNUM** / Add all ingredients to a large jar or bottle, 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, reduce to one-third of original volume 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.



READERSHIP  
**262,500 Readers**

CIRCULATION  
**80,000 Monthly**

**FEAST**  
has a  
**99.5%**  
pickup rate

## 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%

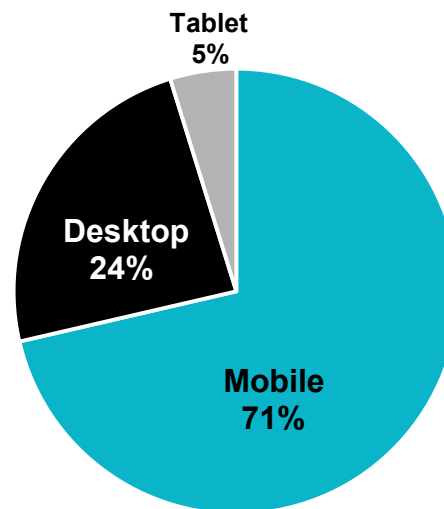
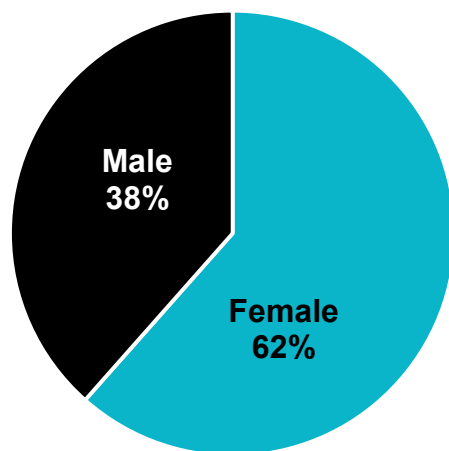
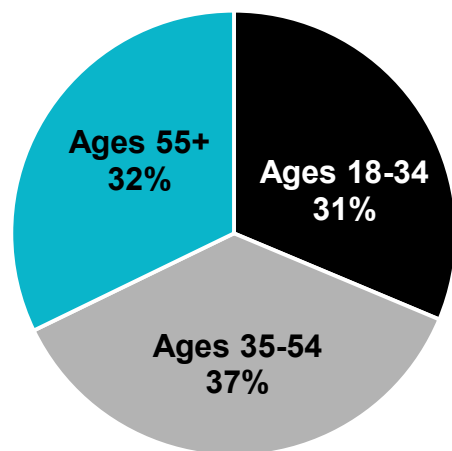
### Circulation By Market

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

# 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.



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**1,844,000**  
Monthly Pageviews

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**194,000**  
Monthly Unique  
Visitors

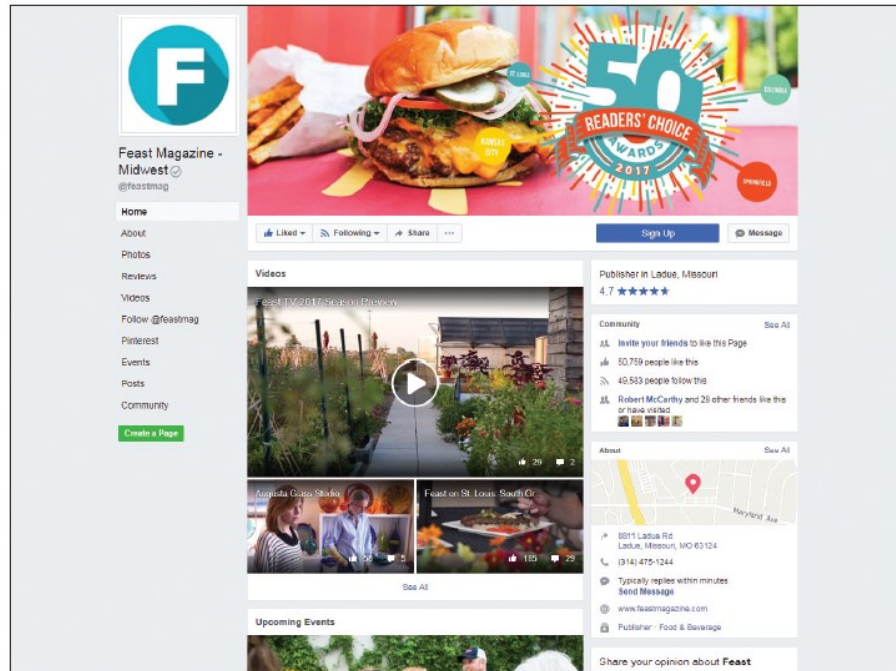
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**83%**  
Average New  
Visitors

# 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.

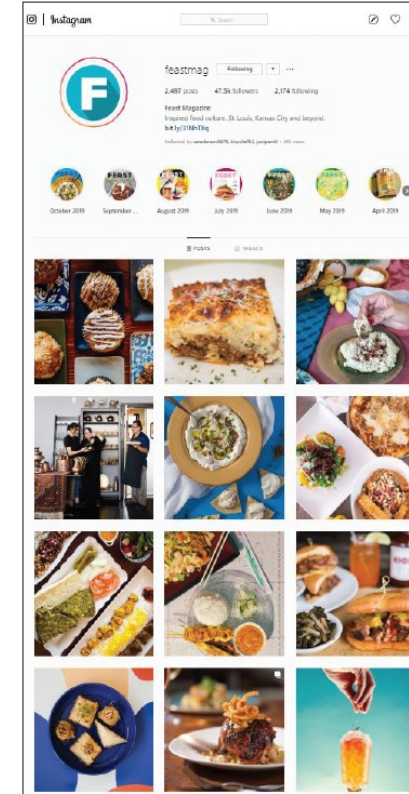
 **FACEBOOK**  
+61,000 followers



 **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*

BY BETHANY CHRISTO  
The pork chop at BOUNDARY  
ramped the entire Boundary  
menu (describing the oysters)

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

Let's Dish!

**PORK CHOP**  
The thick, bone-in pork chop is served with a bed of parmesan, pancetta and sautéed mushrooms and topped with a generous portion of chili.

**LIFT**  
The pork chop is topped with a bed of parmesan, pancetta and sautéed mushrooms and topped with a generous portion of chili.

FEAST

St. Louis Kansas City Springfield Columbus Recipes

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

**CERTIFIED ANNUUS BEEF PERFECTLY MARBLED TENDER & JUICY**

**THIS MONTH'S FEAST**

**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

## 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 Columbus Recipes

**St. Louis Microfest - May 3-4**

Feb 20, 2019

**Bring Out Your Inner Chef!**

**Right relief. Right here.**

**THIS MONTH'S FEAST**

**TRENDING NOW**

1 St. Louis Restaurant Openings and Closings: March 2019

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## Social

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





# BRANDED VIDEO CONTENT

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

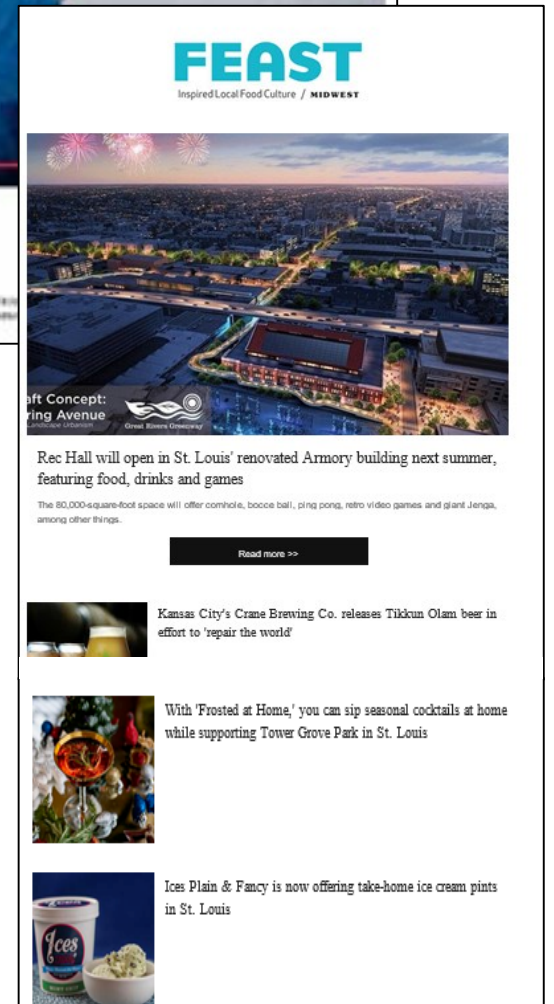
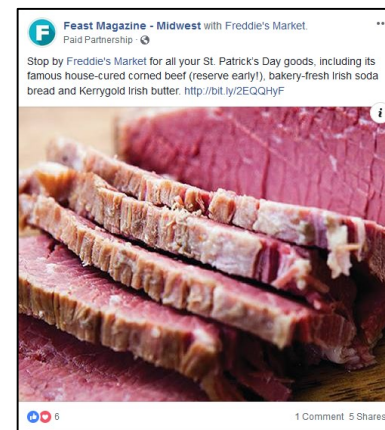
Feast will create, shoot, produce and publish a custom video (up to three minutes) for your business. Your promotional video will publish on Feastmagazine.com within our spotlight channel. A short article will accompany the video with keywords and backlinks to your website to positively influence your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

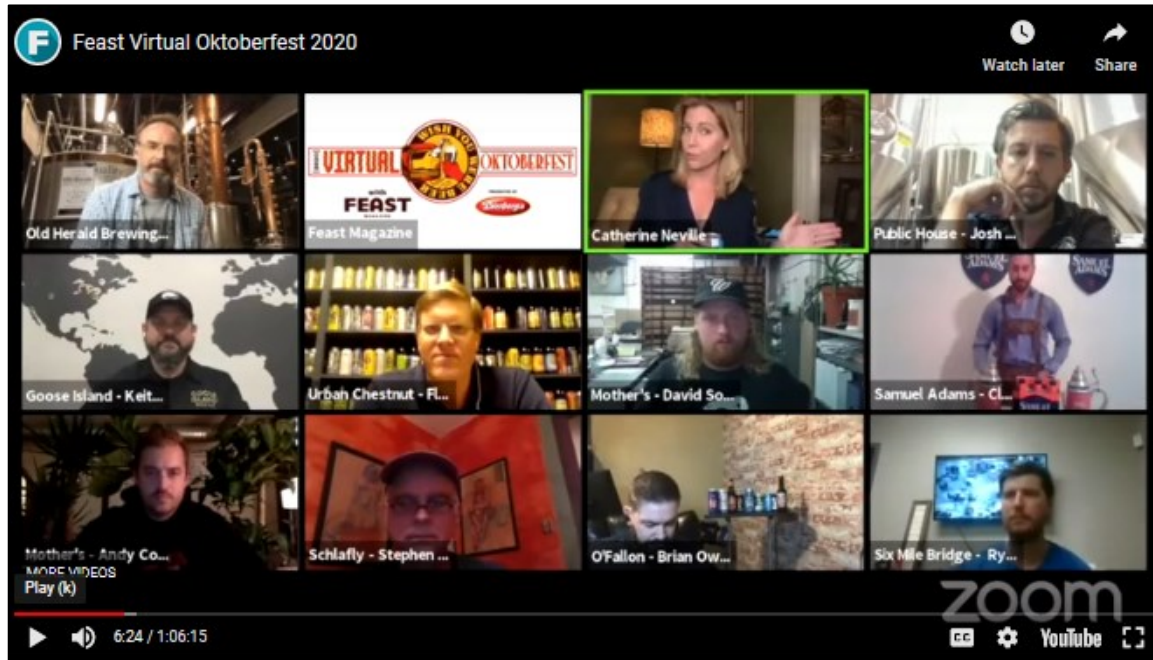
A typical video package includes:

- 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

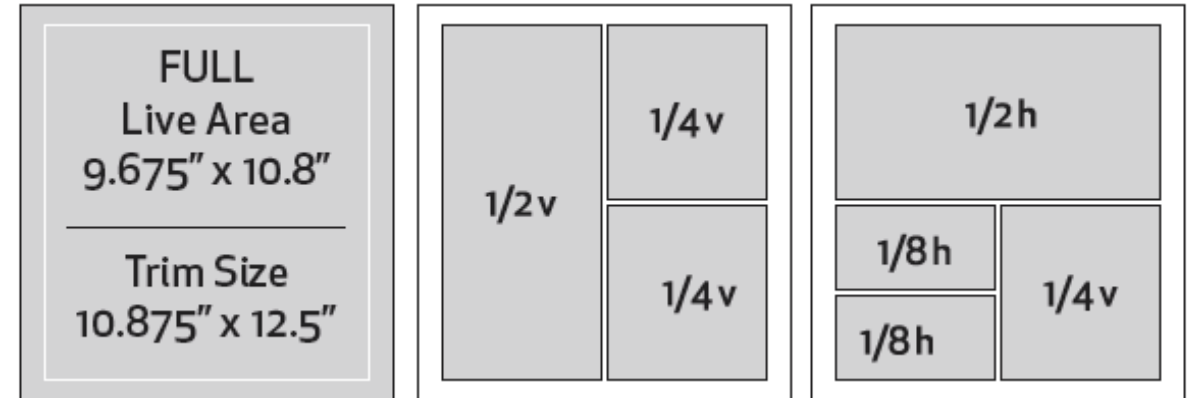
From tasting events to cooking classes and demonstrations, Feast events connect our readers with food and drink experts and industry leaders across the region. With a combination of print, digital and social media, you'll reach a sophisticated and influential audience. These unique opportunities allow 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)
<b>STANDARD ADS</b>				
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"
<b>PREMIUM COVERS</b>				
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"
<b>PREMIUM ADS</b>				
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
<b>Banner Advertising - Run of Site</b>				
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
<i>Demographic targeting (upcharge per demo)</i>	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
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

## 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

[sales@feastmagazine.com](mailto:sales@feastmagazine.com)

[feastmagazine.com](http://feastmagazine.com)

[@feastmag](https://www.instagram.com/feastmag)

