



# FEAST

Inspired Local Food Culture | MIDWEST

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

PRINT | DIGITAL | SOCIAL MEDIA | FEAST TV | EVENTS

## 2018 MEDIA KIT





# FEAST

Inspired Local Food Culture | Midwest

## OUR CLIENT MISSION

By positioning your business with Feast, you ensure that your message will reach a consumer who is actively seeking great content on anything and everything culinary in this region. Media's strength is measured by its voice, and Feast is constantly expanding its reach through cooking classes, wine tastings, cross promotions, broadcast appearances and event sponsorships. When you invest your marketing dollars with Feast, you are reaching an interested audience and aligning your business with a brand that is an active part of food and drink in this region and one that positively promotes the local culinary scene and encourages growth in the industry.

*We plan a lot of our dining out on weekends around this mag and are never disappointed.*

- G. Harley





# A MULTIMEDIA MARKETING PROGRAM



## PRINT

An award-winning monthly print publication, delivering culinary content across the state of Missouri, Southern Illinois and Eastern Kansas.



## DIGITAL

Daily content is delivered to visitors at [feastmagazine.com](http://feastmagazine.com). Your message can also be delivered to the inbox of Feast readers with two weekly e-newsletters and exclusive e-blasts.



## SOCIAL MEDIA

Connect with Feast followers through Facebook, Twitter, Instagram and Pinterest.



## FEAST TV

An Emmy Award - winning half-hour series that offers delicious inspiration.



## EVENTS

Reach Feast foodies with integrated brand sponsorships.



*I love Feast Magazine!  
Awesome resource for  
everyone who loves food!*

- S. Wenger



# PRINT

## READER PROFILE

<b>Gender:</b>	Women	55%
	Men	45%
<b>Age:</b>	18 - 34	16%
	25 - 54	48%
	35 - 54	32%
	55+	52%
<b>Education:</b>	Some College	30%
	College/Postgrad	47%
<b>Income:</b>	\$50 - \$99,999	43%
	\$100,000+	22%
<b>Home Value:</b>	Owns Home	84%
	Less than \$199,999	46%
	\$200,000 - \$499,999	33%



## CIRCULATION



	COPIES	LOCATIONS
St. Louis	70,000	700
Kansas City	50,000	525
Columbia/Jefferson City	5,000	115
Southwest Missouri	15,000	140

## IN EVERY ISSUE

### DINE

- ▶ Insights on dining trends, must-try restaurants, chef interviews and top regional culinary destinations.



### DRINK

- ▶ Focus on liquid culture with cocktail trends, coffee news, craft breweries, local wineries and distilleries.



### SHOP

- ▶ Gadgets, tableware, cookbooks and all the things to fill your kitchen and dining room, plus must-visit local shops.



### COOK

- ▶ Inspiring recipes with ideas on pastries, weeknight meals, plant-based cooking and creative ways to use little-known ingredients.



## EDITORIAL CALENDAR

	COVER STORY	SPECIAL SECTIONS	SPACE DEADLINE	ART DEADLINE
<b>January</b>	The Tastemakers Issue	Wedding Guide Eat Right	12.8.17	12.12.17
<b>February</b>	Pass the Salt	Dishes, Drinks and Desserts We Love Centennial Beer Guide Insert	1.12.18	1.16.18
<b>March</b>	Regional Mexican Fare	Celebrate!: A Spring Entertaining Guide Living & Cooking: The Gourmet Kitchen	2.9.18	2.13.18
<b>April</b>	Sweet Tooth	2018 Beer Guide Spring Festivals & Events	3.9.18	3.13.18
<b>May</b>	Wine Issue	Flavor Profiles: Wine, Beer & Spirits Patino Dining	4.13.18	4.17.18
<b>June</b>	Farm Issue	Celebrate!: A Summer Entertaining Guide	5.11.18	5.15.18
<b>July</b>	Summer Spectacular	St. Louis Craft Beer Week Insert	6.8.18	6.12.18
<b>August</b>	Feast 50 Issue	Feast 50 Celebration Restaurant Month	7.13.18	7.17.18
<b>September</b>	Korean Cuisine	Fall Festivals & Events Living & Cooking: The Gourmet Kitchen	8.10.18	8.14.18
<b>October</b>	Bar None	Perfect Pairings: Wine + Cheese/Wine + Dessert	9.14.18	9.18.18
<b>November</b>	Thanksgiving Issue	Celebrate!: Holiday Entertaining Guide Seasonal Favorites	10.12.18	10.16.18
<b>December</b>	Wood-Fired Foods	Holiday Giveaways Cocktail Corner	11.9.18	11.13.18





# DIGITAL

# SOCIAL

## FEASTMAGAZINE.COM

**Average Monthly Page Views:** 1,036,291

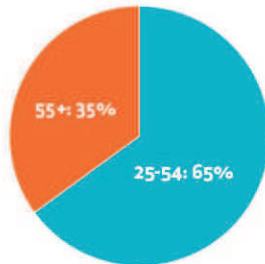
**Average Monthly Unique Visitors:** 150,381

**Growth in Last 12 Months:** 115%

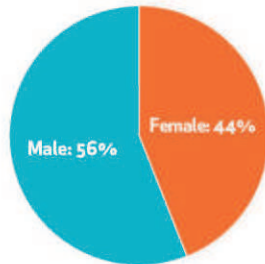
**Average New Visitors:** 82%

### DEMOGRAPHICS

**Age:** 25-54 65%  
55+ 35%



**Gender:** Female 44%  
Male 56%

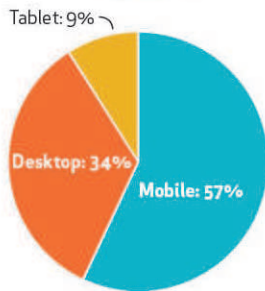


### DEVICES

**Mobile:** 57%

**Desktop:** 34%

**Tablet:** 9%



### E-MARKETING

	SUBSCRIBERS	DELIVERY
▶ <b>Feast Favorite Recipes</b>	14,181	Monday
▶ <b>Midwest News</b>	16,724	Wednesday
▶ <b>Feast Exclusive</b>	16,724	*Any Day
▶ <b>Feast 5</b>	16,724	Last Friday of Every Month

### AD/POSITIONS/SPECS/RATES:

▶ <b>Big Ad</b>	300 x 250	\$250
▶ <b>Advertorial</b>	125 x 125 photo or logo	\$250
▶ <b>Featured Recipe</b>	300 x 500 with photo and recipe text	\$250
▶ <b>Feast Exclusive</b>	600 x 800 image	\$500

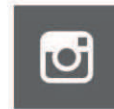
\*Available on Tuesday, Thursday or Friday



**FACEBOOK:** More than 51,000 likes



**TWITTER:** More than 51,000 followers



**INSTAGRAM:** More than 30,000 followers



**PINTEREST:** More than 2,900 followers

### SPONSORED POST

Reach Feast's social media fans through a sponsored post on our Facebook page or Twitter feed.

\$250

*Includes photo, text and web link.*

### SPONSORED POST WHEN ADVERTISING IN FEAST MAGAZINE

\$150

**SAVE 40%**

### TWITTER



### FACEBOOK





# FEAST TV

- ▶ *Feast TV* is broadcast on public television in five markets
  - St. Louis: **Nine Network**
  - Kansas City: **KCPT**
  - Mid-Missouri: **KMOS**
  - Osage Beach: **Lake TV**
  - Southern Illinois: **WSIU**
- ▶ *Feast TV* episodes take viewers into restaurant kitchens, behind the bar, and into local shops and production facilities throughout the region.
- ▶ *Feast TV* airs 13 episodes annually with multiple broadcasts each month.

THE MONTHLY REACH  
OF *FEAST TV* **1,383,734**

## PRINT



140,000

## BROADCAST



58,719\*

\*Based on Nine Network and KCPT only. Three other networks add to the reach.

## ONLINE



1,036,291

## SOCIAL



132,000

## E-MARKETING



16,724\*\*

\*TRAC Media Services, Nielsen  
\*\*Delivery through Midwest News.

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSORSHIP

One sponsorship partner receives the naming rights to *Feast TV* with category exclusivity.



RESTAURANTS

### VENUE SPONSORSHIP

The official demonstration kitchen of *Feast TV* is featured in every episode.



CHEFS

### AUTOMOTIVE SPONSORSHIP

One automotive dealer is featured in multiple segments during the season.



FARMS

### CONTENT SPONSORSHIP

May include wine, beer, grocery, utensils and other opportunities.



SHOPS

### PARTICIPATING SPONSORSHIP

May include hair, wardrobe and other opportunities.



BARS



# EVENTS



MAY 2018

## An Annual Wine Social

Features award-winning wines from across the region, paired with dishes from area restaurants



AUGUST 2018

## Meet the Makers Party

Celebrates the winners of the annual Feast 50 awards



MAY - OCT. 2018

## Monthly Event Series

Get a taste of what's on Feast TV



**SPONSORSHIP  
PACKAGES AVAILABLE**

*I love this magazine! It tells me everything food and drink in Kansas City I didn't know, plus St. Louis, Columbia and other places in Missouri. I'm undone (and hungry) every time I read the monthly publication.*

- C. Batz





# OTHER PROMOTIONS

## CUSTOM CONTENT VIDEOS:

Feast will create, shoot and produce a custom one- to three-minute profile video for client promotional purposes.

The video package includes:

- ▶ Video production and editing
- ▶ Completed video uploaded to Feast website, promoted via social media and in the Feast e-newsletter
- ▶ Digital file is provided to clients to use however they wish

\$2,000\*

\*Rate doesn't include host or other talent, if desired.



Farmers' Market Cocktails: Propagator Punch

57 views

Feast Magazine  
Published on Aug 29, 2017

Learns to make Propagator Punch, a se watermelon, lime and jasmine tea. The at Retreat Gastropub in St. Louis, for o SHOW MORE



Herbie's Transformation, Part I: Central West End to Clayton

585 views

Feast Magazine  
Published on Oct 10, 2016

When Herbie's opens in its new home in Clayton next month, the restaurant will pay homage to two St. Louis institutions. Owner Aaron Tetelbaum explains why the restaurant is moving from one historic home to another. SHOW MORE

## CUSTOM CONTENT

- ▶ Become a part of the content in Feast Magazine with a promotional advertorial. A full-page feature is created with your custom content and written from an editorial point of view.



## INSERTS

- ▶ Your single- or multipage custom piece can be inserted into a monthly issue of Feast. Geographic targeting is available.





# PRINT RATES & SPECS

# DIGITAL RATES & SPECS

## AD RATES

	1 TO 3 ISSUES	4 TO 6 ISSUES	7 TO 12 ISSUES	AD SIZES (BUILD TO)
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### STANDARD ADS:

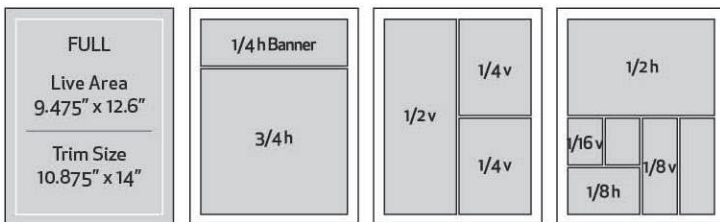
Spreads	\$5,460	\$5,170	\$4,725	w/ .25" bleed = 22.75" x 14.5"
Full Page	\$3,500	\$3,100	\$2,625	w/ .25" bleed = 11.375" x 14.5"
1/2 v pg	\$2,145	\$1,865	\$1,625	4.675" x 12.6"
1/2 h pg	\$2,145	\$1,865	\$1,625	9.475" x 6.2375"
1/4 v pg	\$1,090	\$950	\$830	4.675" x 6.2375"
1/4 h pg (banner)	\$1,090	\$950	\$830	9.475" x 3.0563"
1/8 v pg	\$550	\$480	\$420	2.275" x 6.2375"
1/8 h pg	\$550	\$480	\$420	4.675" x 3.0563"
1/16 v pg	\$275	\$240	\$210	2.275" x 3.0563"

### PREMIUM COVERS:

Outside Back	\$4,375	\$3,875	\$3,280	w/ .25" bleed = 11.375" x 14.5"
Inside Front/Back	\$4,200	\$3,720	\$3,150	w/ .25" bleed = 22.75" x 14.5"

### PREMIUM ADS:

Page 3 - Full Page	\$4,025	\$3,565	\$3,000	w/ .25" bleed = 11.375" x 14.5"
1/2 v Page - TOC Bookends	\$3,850	\$3,410	\$2,890	3.975" x 12.6"
Section Intro - Full Page	\$3,675	\$3,255	\$2,755	w/ .25" bleed = 11.375" x 14.5"



## AD SPECS:

- ▶ Photo resolution is a 300 dpi minimum
- ▶ No web images accepted
- ▶ Recommended size for reverse type is 10 points
- ▶ **Acceptable file formats are:** .pdf, .psd, .jpg, .eps or .tif

## POSITION SPECS MOBILE SPECS

### STANDARD POSITIONS:

Big Ad 300 x 250 px 300 x 250 px

### # OF IMPRESSIONS

# OF IMPRESSIONS	RATES
10,000	\$100/mo
25,000	\$250/mo
35,000	\$350/mo
50,000	\$500/mo

### PREMIUM POSITIONS:

POSITION	SPECS	MOBILE SPECS	RATES
Adhesion*	728 x 90 px 300 x 600 px 160 x 600 px	320 x 100 px	\$250/wk
Top Leaderboard	728 x 90 px	320 x 50 px	\$500/wk
Horizon	1920 x 600px (top) 1170 x 70 (bottom)	800 x 250 (top) 320 x 100 (bottom)	\$750/wk
Reveal	1920 x 600 px	800 x 250 px	\$750/wk

\*One ad displays depending on screen size.

KANSAS CITY NEWS Adhesion 728 x 90 px





# FEAST

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