We plan a lot of our dining out on weekends around this magazine and are never disappointed. - G. Harley

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.
A MULTIMEDIA MARKETING PROGRAM

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

DIGITAL
Daily content is delivered to visitors at 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 offers delicious inspiration.

EVENTS
Reach Feast foodies with integrated brand sponsorships.

I love Feast Magazine! Awesome resource for everyone who loves food!
- S. Wenger
IN EVERY ISSUE
Feast staff and contributors deliver content that impacts culinary decisions based on whether you’re “going out” or “staying in.”

GO OUT: Where we’re dining this month
- Chef interviews
- Local shop profiles
- Dining district tours
- Top destinations for dining and drinking

STAY IN: Inspiring readers to get cooking
- Home cooks will learn tips and tricks
- Original, seasonal recipes
- Cooking demos, from pie crust to cocktails
- Locally made products
<table>
<thead>
<tr>
<th>Month</th>
<th>Cover Story</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td>The Tastemakers Issue</td>
<td>Wedding Guide</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 12.12.18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 12.14.18</td>
<td></td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td>The Scandinavian Food Issue</td>
<td>Small Bites, Big Flavor</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 1.11.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 1.15.19</td>
<td></td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>The Late-Night Eats Issue</td>
<td>Spring Party Favorites</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 2.8.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 2.12.19</td>
<td></td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td>The Local Grains Issue</td>
<td>Spring Festivals and Events</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 3.15.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 3.19.19</td>
<td></td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td>Beer, Wine &amp; Spirits</td>
<td>Pick of the Pours</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 4.12.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 4.16.19</td>
<td></td>
</tr>
<tr>
<td><strong>JUNE</strong></td>
<td>The Farm Issue</td>
<td>Summer Party Foods</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 5.10.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 5.14.19</td>
<td></td>
</tr>
<tr>
<td><strong>JULY</strong></td>
<td>Summer Spectacular</td>
<td>St. Louis Craft Beer Week Insert</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 6.14.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 6.18.19</td>
<td></td>
</tr>
<tr>
<td><strong>AUGUST</strong></td>
<td>Feast 50</td>
<td>Feast 50 Celebration</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 7.12.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 7.16.19</td>
<td></td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td>The Holy Cow! Issue</td>
<td>Fall Festivals and Events</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 8.9.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 8.13.19</td>
<td></td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td>The Middle Eastern Food Issue</td>
<td>Farm to Table Tastes</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 9.13.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 9.19.19</td>
<td></td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td>The Thanksgiving Issue</td>
<td>Holiday Party Favorites</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 10.11.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 10.15.19</td>
<td></td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td>The Tastemakers Issue</td>
<td>Holiday Giveaways</td>
</tr>
<tr>
<td></td>
<td>Space deadline: 11.8.19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Materials due: 11.12.19</td>
<td></td>
</tr>
</tbody>
</table>
FEASTMAGAZINE.COM

▶ 1,130,000
Monthly Page Views

▶ 166,200
Monthly Unique Visitors

▶ 85%
Average New Visitors

E-MARKETING

SUBSCRIBERS

Feast Favorite Recipes: 13,078
Midwest News: 15,626
Feast Email Blast: 15,626

DELIVERY

Monday
Tues.-Fri.
*Any Day

AD/POSITIONS/SPECS/RATES:

Standard Banner Advertising CPM

- Open: $25
- 3x Frequency: $20
- 6x Frequency: $15
- 12x Frequency: $10

High Impact Banner Advertising CPM

- Open: $30
- 3x Frequency: $25
- 6x Frequency: $20
- 12x Frequency: $15

10,000 impression minimum per month

FACEBOOK: More than 54,000 followers
TWITTER: More than 52,000 followers
INSTAGRAM: More than 40,000 followers
PINTEREST: More than 7,000 followers

SPONSORED POST
Reach Feast’s social media fans through a sponsored post on our Facebook page or Twitter feed.
Includes photo, text and web link.

$250

FACEBOOK:

TWITTER:
Feast TV is broadcast on public television in six markets:
- St. Louis: Nine Network
- Kansas City: KCPT
- Mid-Missouri: KMOS
- Osage Beach: Lake TV
- Southern Illinois: WSIU
- Southern Missouri: Ozarks Public Television

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 1,496,840

PRINT

262,500

BROADCAST

58,719*

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

ONLINE

1,013,995

SOCIAL

146,000

E-MARKETING

15,626**

*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.

VENUE SPONSORSHIP

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

AUTOMOTIVE SPONSORSHIP

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

CONTENT SPONSORSHIP

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

PARTICIPATING SPONSORSHIP

May include hair, wardrobe and other opportunities.
MAY 2019
An Annual Wine, Beer and Spirits Social
The fifth-annual event includes sampling of wine, beer and spirits, as well as tastings from area restaurants.

MAY - OCT. 2019
Taste & See
Guests get a behind-the-scenes look at Feast TV and get to "meet the makers" highlighted in the show.

AUGUST 2019
Feast 50 Celebration
A yearly tip of the hat to the best in the regional food-and-drink scene.

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 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

Rate: $4,000*
*Rate doesn’t include host or other talent, if desired.

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

#### AD RATES

<table>
<thead>
<tr>
<th>AD RATES</th>
<th>1 TO 3 ISSUES</th>
<th>4 TO 6 ISSUES</th>
<th>7 TO 12 ISSUES</th>
<th>AD SIZES (BUILD TO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spreads</td>
<td>$5,460</td>
<td>$5,170</td>
<td>$4,725</td>
<td>w/ .25” bleed = 22.25” x 12.5”</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,500</td>
<td>$3,100</td>
<td>$2,625</td>
<td>w/ .25” bleed = 11.375” x 12.5”</td>
</tr>
<tr>
<td>1/2 v pg</td>
<td>$2,145</td>
<td>$1,865</td>
<td>$1,625</td>
<td>4.76” x 10.8”</td>
</tr>
<tr>
<td>1/2 h pg</td>
<td>$2,145</td>
<td>$1,865</td>
<td>$1,625</td>
<td>9.67” x 5.34”</td>
</tr>
<tr>
<td>1/4 v pg</td>
<td>$1,090</td>
<td>$950</td>
<td>$830</td>
<td>4.76” x 5.34”</td>
</tr>
<tr>
<td>1/8 h pg</td>
<td>$550</td>
<td>$480</td>
<td>$420</td>
<td>4.76” x 2.61”</td>
</tr>
</tbody>
</table>

#### PREMIUM COVERS:

<table>
<thead>
<tr>
<th></th>
<th>Outside Back</th>
<th>Inside Front/Back</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,375</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

#### PREMIUM ADS:

<table>
<thead>
<tr>
<th></th>
<th>Page 3 – Full Page</th>
<th>1/2 v Page – TOC Bookends</th>
<th>Section Intro – Full Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,025</td>
<td>$3,850</td>
<td>$3,675</td>
</tr>
</tbody>
</table>

#### STANDARD ADS:

- Spreads: 300 x 250 px
- Full Page: 300 x 250 px
- 1/2 v pg: 300 x 250 px
- 1/2 h pg: 300 x 250 px
- 1/4 v pg: 300 x 250 px
- 1/8 h pg: 300 x 250 px

### Digital Rates & Specs

#### POSITION

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SPECS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Ad</td>
<td>300 x 250 px</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90 px</td>
</tr>
<tr>
<td>Horizon</td>
<td>1920 x 600 px (top)</td>
</tr>
<tr>
<td>Reveal</td>
<td>1920 x 600 px</td>
</tr>
</tbody>
</table>

#### # OF IMPRESSIONS | RATES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$100/mo</td>
</tr>
<tr>
<td>25,000</td>
<td>$250/mo</td>
</tr>
<tr>
<td>35,000</td>
<td>$350/mo</td>
</tr>
<tr>
<td>50,000</td>
<td>$500/mo</td>
</tr>
</tbody>
</table>

#### PREMIUM POSITIONS:

<table>
<thead>
<tr>
<th></th>
<th>728 x 90 px</th>
<th>300 x 600 px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adhesion*</td>
<td>300 x 600 px</td>
<td>300 x 600 px</td>
</tr>
<tr>
<td>Top Leaderboard</td>
<td>728 x 90 px</td>
<td>300 x 600 px</td>
</tr>
<tr>
<td>Horizon</td>
<td>1920 x 600 px</td>
<td>1920 x 600 px</td>
</tr>
<tr>
<td>Reveal</td>
<td>1920 x 600 px</td>
<td>1920 x 600 px</td>
</tr>
</tbody>
</table>

*One ad displays depending on screen size.

### Print Specs

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

---

### Ad Sizes

- **FULL Live Area:** 9.675” x 10.8”
- **Trim Size:** 10.875” x 12”

---

### Mobile Specs

- **FEAST**
  - Top Leaderboard: 728 x 90 px
  - Horizon: 1920 x 600 px (top)
  - Reveal: 1920 x 600 px

- **ST. LOUIS NEWS**
  - Big Ad: 300 x 250 px

---

### Adhesion

- 728 x 90 px
- 300 x 600 px
- 1920 x 600 px
- 800 x 250 px
- 320 x 100 px

---

### Adhesion Rates

- 728 x 90 px
  - $250/wk
- 300 x 600 px
  - $500/wk
- 1920 x 600 px
  - $750/wk