FEAST
Inspired Local Food Culture

2023 Media Kit

901 N. 10th St., St. Louis, MO 63101
sales@feastmagazine.com
feastmagazine.com
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 magazine features profiles, Q&As, original recipes, tips for home cooks and more.

### digital
Feastmagazine.com features timely restaurant news including sneak peeks of new spots, breaking news, lists of must-try dishes 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
FEAST
AUDIENCE

▶ reader profile

Gender:  
Women  62%  
Men  38%

Age:  
21-39  23%  
40-49  12%  
50+  65%

Home:  
Owns Home  80%

Median Household Income  $80,389  
Median Home Value  $258,531

**Feast readers are...**

- **48%** more likely to belong to a health club or gym
- **21%** more likely to attend adult continuing education classes
- **76%** more likely to buy locally grown food
- **71%** more likely to use a financial planner
- **16%** more likely to use a travel agent
- **12%** more likely to use a real estate agent

Source: 2022-21 Scarborough Report, St. Louis; Google Analytics Monthly Averages Jan-Dec 2022; January 2023 Meta Insights, January 2023 PostUp list estimator (12 month active segmentation)
<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Sustainability</td>
<td>A spotlight on those moving the local food scene in a more sustainable, eco-conscious direction and ways that readers can go greener. Space deadline: 2/14/23 Materials due: 2/16/23 Publication date: 2/25/23 Online: Spring Break</td>
</tr>
<tr>
<td>April</td>
<td>Day Tripping</td>
<td>Take a journey to nearby foodie destinations, kid-friendly spring break experiences, chef-approved camping essentials and more. Space deadline: 3/14/23 Materials due: 3/16/23 Publication date: 3/25/23 Online: Cannabis</td>
</tr>
<tr>
<td>May</td>
<td>Culinary History</td>
<td>We’ll talk to local chefs, community activists and historians to better understand the rich, complex culinary history of our city. Space deadline: 4/18/23 Materials due: 4/20/23 Publication date: 4/29/23 Online: Meat &amp; Grilling</td>
</tr>
<tr>
<td>June</td>
<td>Snacks</td>
<td>Features the local maker culture and the community of people crafting snacks every St. Louisan should have in their pantry. Space deadline: 5/16/23 Materials due: 5/18/23 Publication date: 5/27/23 Online: Summer Drinks</td>
</tr>
<tr>
<td>July</td>
<td>Bosnian Cuisine</td>
<td>We’ll cover the many significant ways this community has contributed to the STL food scene, which happens to be home to the largest Bosnian population in the U.S. Space deadline: 6/13/23 Materials due: 6/15/23 Publication date: 6/24/23 Online: Beat the Heat</td>
</tr>
<tr>
<td>August</td>
<td>Chill Out</td>
<td>All about the frozen desserts, chilled beverages and cold foods from shaved ice and ice cream shops to noodle dishes. Space deadline: 7/18/23 Materials due: 7/20/23 Publication date: 7/28/23 Online: Beat the Heat</td>
</tr>
<tr>
<td>September</td>
<td>Cheese</td>
<td>A deep dive on cheese including local producers of note, modern practices in cheese-making, sweet and savory applications, and vegan cheeses. Space deadline: 8/15/23 Materials due: 8/17/23 Publication date: 8/26/23 Online: Local Festivals</td>
</tr>
<tr>
<td>October</td>
<td>Feast 50 + Beer, Wine &amp; Spirits</td>
<td>Our annual celebration of the regional beer, wine and spirits industries. Space deadline: 9/12/23 Materials due: 9/14/23 Publication date: 9/23/23 Online: Wine Country</td>
</tr>
<tr>
<td>November</td>
<td>How to Holiday</td>
<td>Tips and tricks for nailing your holiday dining and entertaining, as well as ways to give back to the community through food. Space deadline: 10/17/23 Materials due: 10/19/23 Publication date: 10/28/23 Online: Holiday Catering</td>
</tr>
<tr>
<td>December</td>
<td>Best New Restaurants</td>
<td>Our annual honorees of the most exciting new concepts in St. Louis. Space deadline: 11/10/23 Materials due: 11/19/23 Publication date: 11/25/23 Online: Give Back Guide</td>
</tr>
</tbody>
</table>

Final materials due 48 hours prior on premium positions.
Branded Content

From heightening brand awareness and improving online presence to building trust with consumers, branded content drives results. Our team of writers, designers and producers are ready to help you create authentic connections with consumers.

► **print & digital**
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 print publication or online, our custom content opportunities deliver high-quality, engaging stories backed by a strong distribution plan to address the pillars of SEO success.

► **video**
Strengthen your connection with consumers with an engaging 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**
We will work with you to select the ideal target audience for your campaign and build distribution/marketing plans accordingly. 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 readers with food and drink experts and industry leaders from across the region. Our partners will reach a sophisticated and influential audience through a combination of print, digital, branded content and social media. 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

<table>
<thead>
<tr>
<th>Premium covers</th>
<th>Ad sizes (build to)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover (front or back)</td>
<td>w/ 0.25&quot; bleed = 11.375&quot; x 12.5&quot;</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>w/ 0.25&quot; bleed = 11.375&quot; x 12.5&quot;</td>
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<table>
<thead>
<tr>
<th>Premium Ads</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Page 3-Full Page</td>
<td>w/ 0.25&quot; bleed = 22.25&quot; x 12.5&quot;</td>
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</table>

<table>
<thead>
<tr>
<th>Standard Ads</th>
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</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>w/ 0.25&quot; bleed = 22.25&quot; x 12.5&quot;</td>
</tr>
<tr>
<td>Full Page (no bleed)</td>
<td>9.67&quot; x 10.8&quot;</td>
</tr>
<tr>
<td>1/2 v pg</td>
<td>4.76&quot; x 10.8&quot;</td>
</tr>
<tr>
<td>1/4 v pg</td>
<td>9.67&quot; x 5.34&quot;</td>
</tr>
<tr>
<td>1/8 v pg</td>
<td>4.76&quot; x 5.34&quot;</td>
</tr>
<tr>
<td>1/8 h pg</td>
<td>4.76&quot; x 2.61&quot;</td>
</tr>
</tbody>
</table>

### Live Area
- 9.675" x 10.8"
- Trim Size 10.875" x 12.5"

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

2023 rates are net and subject to change. Creative service charge will be added to all non-camera-ready ads.
**FEAST**

**DIGITAL SPECS**

**Banner Advertising** | run of Site (ROS) feastmagazine.com

<table>
<thead>
<tr>
<th>Position</th>
<th>Ad Sizes (Build To)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard ROS</td>
<td>970x250; 728x90; 320x50; 300x250</td>
</tr>
<tr>
<td>Reveal ROS</td>
<td>1920x350; 800x250</td>
</tr>
</tbody>
</table>

**Demographic Targeting**

- 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 advertising**

<table>
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<th>position</th>
<th>Ad Sizes (Build To)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feast Exclusive E-blast</td>
<td>responsive HTML built to a max depth of 1200 px</td>
</tr>
</tbody>
</table>

**general info:**

- unless noted, all advertising runs on all screen sizes including mobile
- creative service charge added to all non-camera-ready ads
- All rates are net and are subject to change. A contract is required for all rate options except the open rate
- please consult your account representative for more info about contract terms and provisions