

# FEAST

Inspired Local Food Culture / MIDWEST

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

PRINT / DIGITAL / SOCIAL MEDIA / EVENTS

## 2020 MEDIA KIT



ST. LOUIS / KANSAS CITY / SPRINGFIELD / COLUMBIA

# FEAST

Inspired Local Food Culture / **MIDWEST** [feastmagazine.com](http://feastmagazine.com)

## 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.



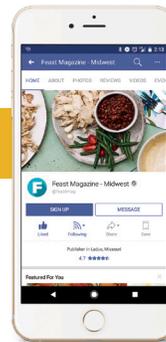
## PRINT

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



## DIGITAL

Feast's website is constantly updated, featuring stories highlighting the local culinary scene as well as expanded content, videos, photo slideshows and recipes.



## SOCIAL MEDIA

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



## 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.



## BRANDED CONTENT

Love the magazine? Become a part of the conversation with a promotional content piece that can be distributed across any of our engaging platforms.

# PRINT

## ▶ READERSHIP

**262,500\***

Readers

\*based on a pass along rate of 2.5

## ▶ DISTRIBUTION

**1,500**

Pickup sites

## ▶ CIRCULATION

**105,000 monthly**

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



COVERAGE	COPIES	LOCATIONS
ST. LOUIS	55,000	700
KANSAS CITY	35,000	525
COLUMBIA/JEFFERSON CITY	5,000	115
SPRINGFIELD/SOUTHWEST	10,000	140

## ▶ READER PROFILE

<b>Gender:</b>	Women	61%
	Men	39%
<b>Age:</b>	18 - 34	24%
	35 - 54	28%
	55+	48%
<b>Education:</b>	Some College	32%
	College/Postgrad	51%
<b>Income:</b>	\$50 - \$99,999	39%
	\$100,000+	38%
<b>Home Value:</b>	Owns Home	73%
	Less Than \$199,999	36%
	\$200,000 - \$499,999	30%

## 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
- ▶ Neighborhood guides
- ▶ 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



## EDITORIAL CALENDAR

## PROMOTIONAL CONTENT

### ISSUE THEME

### SPECIAL SECTION

<b>JANUARY</b> Space deadline: 12.11.19 Materials due: 12.13.19	The Zero-Proof Issue	Wedding Guide
<b>FEBRUARY</b> Space deadline: 1.20.20 Materials due: 1.22.20	The Regional Thai Issue	Romantic Bars and Restaurants
<b>MARCH</b> Space deadline: 2.17.20 Materials due: 2.19.20	Meatless March	Spring Break
<b>APRIL</b> Space deadline: 3.16.20 Materials due: 3.18.20	The Classics Issue	Spring Festivals and Events
<b>MAY</b> Space deadline: 4.20.20 Materials due: 4.22.20	Feast 50 Awards Issue	Feast 50 Celebration / Patio Dining
<b>JUNE</b> Space deadline: 5.13.20 Materials due: 5.15.20	The Farm Issue	What's on the Menu? BBQ
<b>JULY</b> Space deadline: 6.15.20 Materials due: 6.17.20	Summer Spectacular	Frozen Treats
<b>AUGUST</b> Space deadline: 7.20.20 Materials due: 7.22.20	Beer, Wine & Spirits Issue	Pick of the Pours
<b>SEPTEMBER</b> Space deadline: 8.17.20 Materials due: 8.19.20	Feeding the Future	Fall Festivals and Events
<b>OCTOBER</b> Space deadline: 9.14.20 Materials due: 9.16.20	The Ozarks Issue	Local Destinations
<b>NOVEMBER</b> Space deadline: 10.19.20 Materials due: 10.21.20	The Thanksgiving Issue	Holiday Party Favorites
<b>DECEMBER</b> Space deadline: 11.11.20 Materials due: 11.13.20	Best New Restaurants	Holiday Gift Guide

# DIGITAL

FEASTMAGAZINE.COM

▶1,570,000

Monthly Pageviews

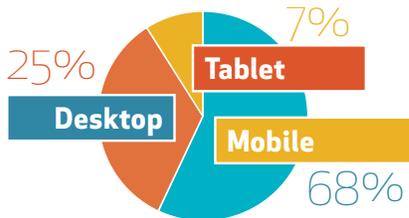
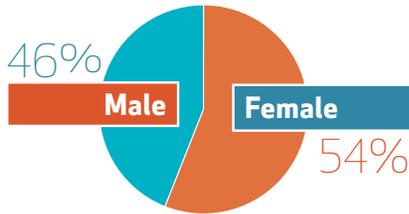
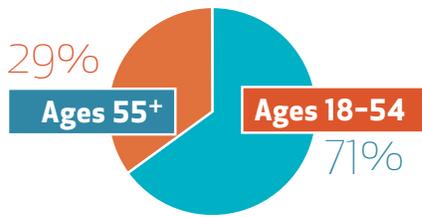
▶186,000

Monthly Unique Visitors

▶95%

Average New Visitors

# DEMOGRAPHICS



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 videos, 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.

# SOCIAL



FACEBOOK

More than 58,000 followers



TWITTER

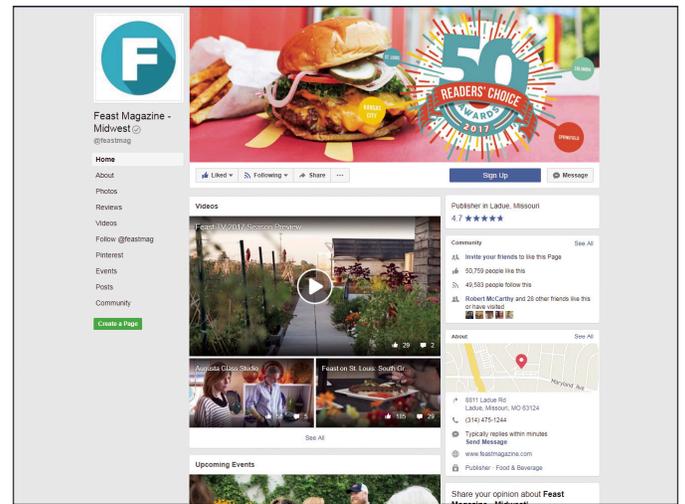
More than 52,000 followers



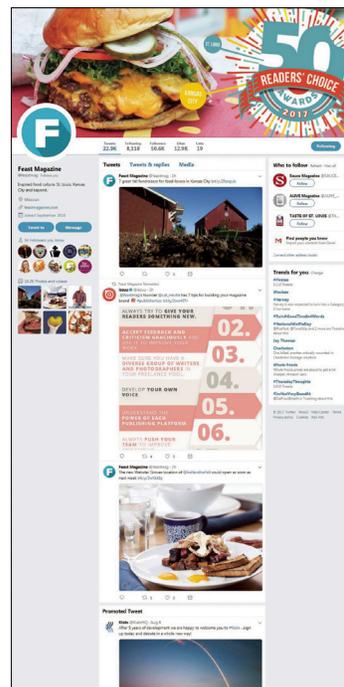
INSTAGRAM

More than 47,000 followers

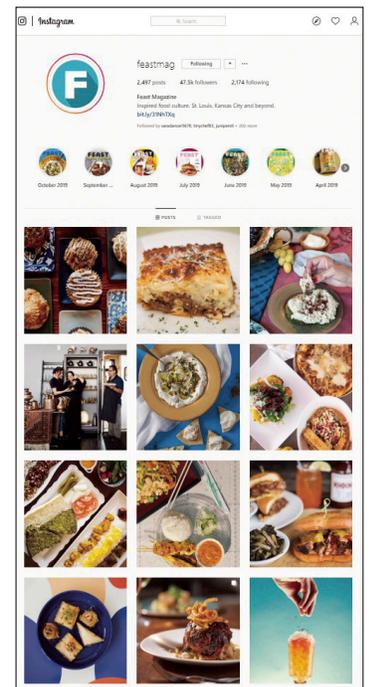
## FACEBOOK



## TWITTER



## INSTAGRAM



# EVENTS



APRIL 2020  
SPRINGFIELD, MO

MAY 2020  
ST. LOUIS

AUGUST 2020  
KANSAS CITY

## Taste & Toast

An annual event series celebrating the best in the regional food-and-drink scene. Guests enjoy samplings of wine, beer and spirits, as well as tastings from area restaurants.

**NOW COMING TO SPRINGFIELD AND KANSAS CITY!**



SEPTEMBER 2020

## Battle of the Burgers

The best burgers in town go patty-for-patty at this delicious Feast event. Taste, sip and vote for your favorite burger of the bunch.



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



# BRANDED CONTENT

## ▶ VIDEO

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

A typical video package includes:

- ▶ Video production and editing
- ▶ Completed video will be uploaded to the Feast website, promoted via social media, in the Feast e-newsletter and in native ads on [feastmagazine.com](http://feastmagazine.com)



Feast on St. Louis: Behind the Apron with David Bailey  
8 views • Oct 20, 2019

Feast Magazine  
4.77K subscribers

Feast goes Behind the Apron with David Bailey of Bailey's Restaurants. Bailey discusses his journey from opening a small chocolate bar in Lafayette Square to expanding into seven unique restaurants.

SHOW MORE



## ▶ PRINT & DIGITAL

Become a part of the conversation at Feast Magazine with a promotional content piece. Content highlighting your brand from an editorial point of view is published in the monthly print edition and online.



## ▶ EVENT MARKETING

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

## ▶ SOCIAL

Get acquainted with Feast readers across multiple social platforms and inspire them to discover your brand.



# 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:

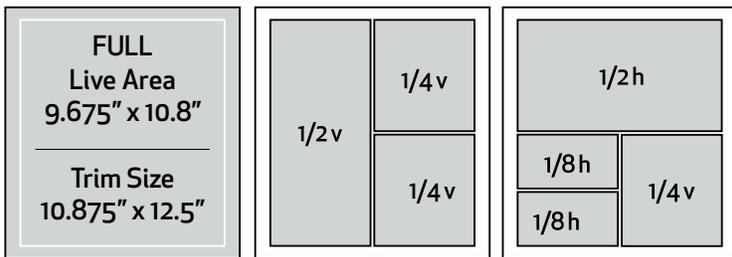
Spreads	\$5,460	\$5,170	\$4,725	w/ .25" bleed = 22.25" x 12.5"
Full Page	\$3,500	\$3,100	\$2,625	w/ .25" bleed = 11.375" x 12.5"
1/2 v pg	\$2,145	\$1,865	\$1,625	4.76" x 10.8"
1/2 h pg	\$2,145	\$1,865	\$1,625	9.67" x 5.34"
1/4 v pg	\$1,090	\$950	\$830	4.76" x 5.34"
1/8 h pg	\$550	\$480	\$420	4.76" x 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"



### STANDARD BANNER SIZES:

POSITION	SPECS	MOBILE SPECS
Big Ad	300 x 250 px	300 x 250 px
Leaderboard	728 x 90 px	320 x 50 px

### Standard Banner Advertising CPM

▶ Open	(10,000)	\$25
▶ 3x Frequency	(11,000-15,000)	\$20
▶ 6x Frequency	(51,000-100,000)	\$15
▶ 12x Frequency	(101,000+)	\$10

10,000  
impression  
minimum  
per month

### HIGH-IMPACT BANNER SIZES:

POSITION	SPECS	MOBILE SPECS
Adhesion	728 x 90 px 300 x 600 px 160 x 600 px	320 x 100 px
Reveal	1920 x 600 px	800 x 250 px
Native	1200 x 900 px	--

### High-Impact Banner Advertising CPM

▶ Open	(10,000)	\$30
▶ 3x Frequency	(11,000-50,000)	\$25
▶ 6x Frequency	(51,000-100,000)	\$20
▶ 12x Frequency	(101,000+)	\$15

10,000  
impression  
minimum  
per month

### SPONSORED SOCIAL POST

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

*Includes photo, text and web link.*

**\$350**

## E-MARKETING

	SUBSCRIBERS	DELIVERY
▶ <b>Feast E-Newsletter</b>	13,800	Mon.-Fri.
▶ <b>Exclusive Email Blast</b>	13,800	*Any Day

### AD/POSITIONS/SPECS/RATES:

▶ <b>Big Ad</b>	300 x 250 px	\$250
▶ <b>Content Listing</b>	125 x 125 px with photo or logo	\$250
▶ <b>Exclusive Email Blast</b>	600 x 800 px image	\$500

## 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 EPS, PSD and TIFF files

### ▶ Photo resolution is a 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



# FEAST

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