

# FEAST

INSPIRED LOCAL FOOD CULTURE

2025 MEDIA KIT







# FEAST INSPIRED LOCAL FOOD CULTURE

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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.

## digital

Feastmagazine.com features timely restaurant news including sneak peeks of new spots, breaking news, lists of must-try dishes and more.

## 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.

## events

From tasting events to cooking classes and demonstrations, Feast events connect your brand with our readers in an engaging, memorable way.

## 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.

## AUDIENCE

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92,373

Monthly users  
feastmagazine.com

165,757

Monthly views  
feastmagazine.com

66,491

Facebook followers

58,300

Instagram followers

8,425

e-newsletter  
recipients



# EDITORIAL CALENDAR

## january

### Rising Stars + Industry Innovators

We give St. Louis an introduction to up-and-coming restaurant talent across the region while honoring the seasoned professionals who continue to push the envelope in the regional food and drink scene.

SPACE DEADLINE: MONDAY, DECEMBER 16, 2024  
MATERIALS DUE: WEDNESDAY, DECEMBER 18, 2024  
FINAL AD APPROVAL: FRIDAY, DECEMBER 20, 2024  
PUBLICATION DATE: FRIDAY, DECEMBER 27, 2024

## february

### The Korean Issue

A spotlight on all aspects of Korean cuisine in St. Louis, from traditional fare to more modern takes, and where to find it all locally.

SPACE DEADLINE: MONDAY, JANUARY 20, 2025  
MATERIALS DUE: WEDNESDAY, JANUARY 22, 2025  
FINAL AD APPROVAL: FRIDAY, JANUARY 24, 2025  
PUBLICATION DATE: FRIDAY, JANUARY 31, 2025

## march

### The Egg Issue

We dive into one of the most versatile (and underrated) ingredients produced locally by exploring different types of eggs produced by farmers in the region and how they factor in so significantly into the everyday lives of consumers and our restaurant and bar scene.

SPACE DEADLINE: MONDAY, FEBRUARY 17, 2025  
MATERIALS DUE: WEDNESDAY, FEBRUARY 19, 2025  
FINAL AD APPROVAL: FRIDAY, FEBRUARY 21, 2025  
PUBLICATION DATE: FRIDAY, FEBRUARY 28, 2025

## april

### The Beer Wine + Spirits Issue

Our annual celebration of the regional beer, wine and spirits industries. We honor the breweries, distilleries and wineries – from big names to new faces – making an impact on the region.

SPACE DEADLINE: MONDAY, MARCH 17, 2025  
MATERIALS DUE: WEDNESDAY, MARCH 19, 2025  
FINAL AD APPROVAL: FRIDAY, MARCH 21, 2025  
PUBLICATION DATE: FRIDAY, MARCH 28, 2025

## may

### The Plant-Based Scene

Plant-based eating has never been hotter in the Midwest, and in St. Louis, that's translated into a proliferation of vegan restaurants and bakeries to serve the growing demand. We explore how chefs and bakers have made plant-based eating accessible to vegans and vegan-curious diners.

SPACE DEADLINE: MONDAY, APRIL 14, 2025  
MATERIALS DUE: WEDNESDAY, APRIL 16, 2025  
FINAL AD APPROVAL: FRIDAY, APRIL 18, 2025  
PUBLICATION DATE: FRIDAY, APRIL 25, 2025

## june

### The Producers issue

The beginning of summer means our producers are hard at work getting meat, produce and more off their property and into the hands of eager St. Louisans. We'll explore how critical our producers are to farmers markets and the restaurant and bar scene in the area.

SPACE DEADLINE: MONDAY, MAY 19, 2025  
MATERIALS DUE: WEDNESDAY, MAY 21, 2025  
FINAL AD APPROVAL: FRIDAY, MAY 23, 2025  
PUBLICATION DATE: FRIDAY, MAY 30, 2025

## july

### Summer Spectacular

We explore the best eats and drinks of the summer from across the region.

SPACE DEADLINE: MONDAY, JUNE 16, 2025  
MATERIALS DUE: WEDNESDAY, JUNE 18, 2025  
FINAL AD APPROVAL: FRIDAY, JUNE 20, 2025  
PUBLICATION DATE: FRIDAY, JUNE 27, 2025

## august

### The Chilies Issue

We take a look at the farmers who produce all types of chiles, from the recognizable to the more unusual, and the restaurants, bars and makers using them to turn up the heat in their recipes.

SPACE DEADLINE: MONDAY, JULY 14, 2025  
MATERIALS DUE: WEDNESDAY, JULY 16, 2025  
FINAL AD APPROVAL: FRIDAY, JULY 18, 2025  
PUBLICATION DATE: FRIDAY, JULY 25, 2025

## september

### The Barbecue Issue

We explore the strong barbecue scene in the St. Louis area, from meat producers and butcher shops who elevate barbecuing at home to the restaurants churning out the area's favorite 'cue.

SPACE DEADLINE: MONDAY, AUGUST 18, 2025  
MATERIALS DUE: WEDNESDAY, AUGUST 20, 2025  
FINAL AD APPROVAL: FRIDAY, AUGUST 22, 2025  
PUBLICATION DATE: FRIDAY, AUGUST 29, 2025

## october

### The Cocktail Issue

We dig into what makes the St. Louis area bar scene a standout, from timeless classics, experimental and culinary cocktails, and the rise in the spirit-free scene across the industry.

SPACE DEADLINE: MONDAY, SEPTEMBER 15, 2025  
MATERIALS DUE: WEDNESDAY, SEPTEMBER 17, 2025  
FINAL AD APPROVAL: FRIDAY, SEPTEMBER 19, 2025  
PUBLICATION DATE: FRIDAY, SEPTEMBER 26, 2025

## november

### The Holiday Issue

We celebrate the beginning of the holiday season with recipe features, entertaining tips, and how to make the most of seasonal gatherings whether you're dining out or staying in.

SPACE DEADLINE: MONDAY, OCTOBER 20, 2025  
MATERIALS DUE: WEDNESDAY, OCTOBER 22, 2025  
FINAL AD APPROVAL: FRIDAY, OCTOBER 24, 2025  
PUBLICATION DATE: FRIDAY, OCTOBER 31, 2025

## december

### Best New Restaurants 2025

Our annual list of the most exciting new concepts in the St. Louis area.

SPACE DEADLINE: MONDAY, NOVEMBER 17, 2025  
MATERIALS DUE: WEDNESDAY, NOVEMBER 19, 2025  
FINAL AD APPROVAL: FRIDAY, NOVEMBER 21, 2025  
PUBLICATION DATE: FRIDAY, NOVEMBER 28, 2025





# BRANDED CONTENT

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

## ▲ **storytelling**

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. Online at [feastmagazine.com](http://feastmagazine.com), our custom content opportunities deliver high-quality, engaging stories backed by a strong distribution plan to address the pillars of SEO success.

## ▲ **interactive content**

Interactive content, such as quizzes and sweepstakes, combine the power of storytelling with the engagement of a quiz to educate and collect data for your business.

## ▲ **video**

Video production, scripting and editing is not one-size-fits-all, so we offer a diverse range of options to help clients achieve specific goals. Strengthen your connection with consumers with an engaging company profile 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](http://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**

No matter which branded content package you choose, we will work with you to select the ideal target audience for your campaign and build distribution/marketing plans accordingly. Thanks to our partners at Amplified Digital, 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 our readers with food and drink experts and industry leaders from across the region. With a combination of print, digital, branded content and social media, our partners will reach a sophisticated and influential audience. 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.





## E-EDITION AD PACKAGES

### FULL PAGE AD IN E-EDITION, PLUS:

- ▲ 25k high-impact reveal ROS impressions
- ▲ 50k standard banner impressions
- ▲ (1) sponsored social post
- ▲ (1) exclusive eblast

**\$1,550**

### FULL PAGE AD IN E-EDITION, PLUS:

- ▲ 50k standard banner ROS impressions
- ▲ (1) sponsored social post
- ▲ (1) exclusive eblast

**\$1,150**

### FULL PAGE AD IN E-EDITION, PLUS:

- ▲ 25k standard banner ROS impressions
- ▲ (1) sponsored social post  
OR (1) exclusive eblast

**\$750**

**upgrade: FULL PAGE TO TWO-PAGE SPREAD**

ADD  
**\$500**

ALL E-EDITION ADS ARE CLICKABLE.

AD DIMENSIONS

**FULL PAGE**  
10.871" x 12"

**SPREAD**  
21.742" x 12"



# DIGITAL RATES

## display & video advertising

POSITION	RATE
STANDARD ROS	\$14CPM
IN-BANNER VIDEO REVEAL	\$35CPM
IN-BANNER VIDEO BANNER	\$25CPM
HIGH IMPACT REVEAL	\$28 CPM
VIDEO PRE-ROLL & INVIEW VIDEO	\$30 CPM
NATIVE IMPRESSIONS	\$12 CPM

## email advertising

POSITION	RATE
FEAST EXCLUSIVE E-BLAST	10,000 SUBSCRIBERS M-F   \$400

## sponsored social posts

**\$350**

REACH FEAST'S SOCIAL MEDIA FANS THROUGH A SPONSORED POST ON OUR FACEBOOK, TWITTER OR INSTAGRAM FEED.

*POST MAY BE BOOSTED FOR EXTENDED REACH (NOT INCLUDED IN COST)  
ADVERTISER MUST PROVIDE PHOTO, TEXT AND WEB LINK.*

## general info:

- ▲ 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 ADDED TO ALL NON-CAMERA-READY ADS.
- ▲ PLEASE CONSULT YOUR ACCOUNT REPRESENTATIVE FOR MORE INFORMATION ABOUT CONTRACT TERMS AND PROVISIONS.



**FEAST**  
**sponsorships**



# EXCLUSIVE E-EDITION SPONSORSHIP

Exclusive sponsorship of the e-edition with marquis positioning and premium placement. Your logo on the cover and your full page ad on the inside front cover lead readers into and through this engaging content each and every month.

## Each Month:

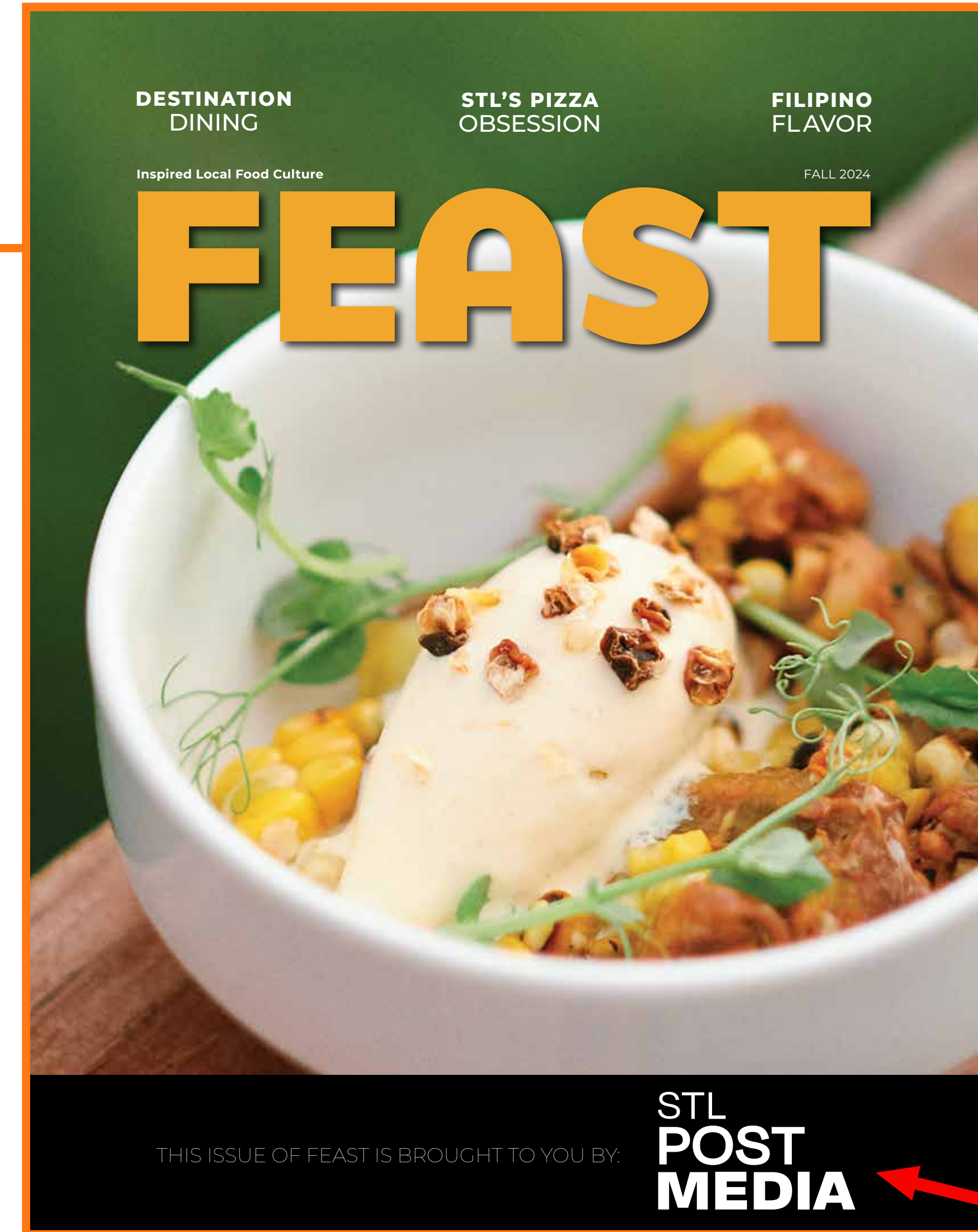
- ▲ Logo (b/w) on front of e-edition
- ▲ Premium Inside Front Cover of e-edition
- ▲ One exclusive eblast
- ▲ 50k high-impact reveal impressions
- ▲ 100k standard banner impressions

## Per Quarter:

- ▲ One branded content piece (included in e-edition and placed on site)
- ▲ 75k native ad impressions
- ▲ One sponsored social post with boost
- ▲ One exclusive eblast

**Investment: \$7,500 per month**

Let us tell your story with one **branded content** piece per month that we will include in our e-edition content and place on our site. Native impressions and social will drive readers to the content and its placement on our site with drive SEO for your business.



**your  
logo  
here!**



# CHANNEL SPONSORSHIPS

Here's your chance to sponsor some of the biggest overall drivers of traffic to feastmagazine.com and reach a largely female, educated, audience of homeowners with disposable income and an appetite for your products and services.

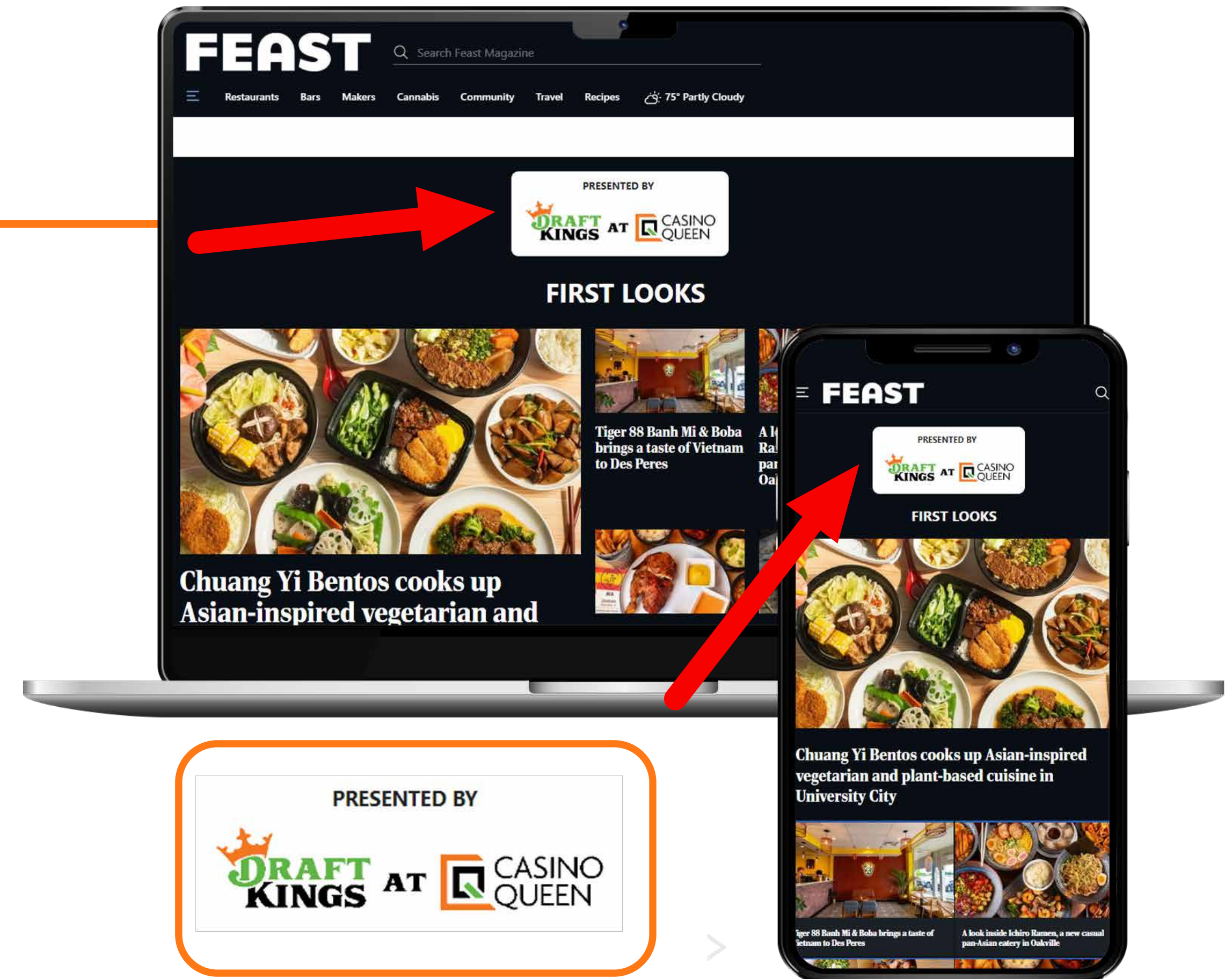
## Sponsorship includes, per month:

- ▲ Clickable "Presented By" logo atop channel page.
- ▲ 100k high-impact, ROS, reveal ad impressions
- ▲ 50k standard channel-targeted ad impressions
- ▲ (1) FEAST social post
- ▲ (1) FEAST exclusive eBlast
- ▲ (1) full page ad in FEAST eEdition

## Channels available:

- ▲ Restaurants
- ▲ Recipes
- ▲ Cannabis
- ▲ Travel
- ▲ Bars
- ▲ Makers
- ▲ Community

**Investment: \$3,500 per month**





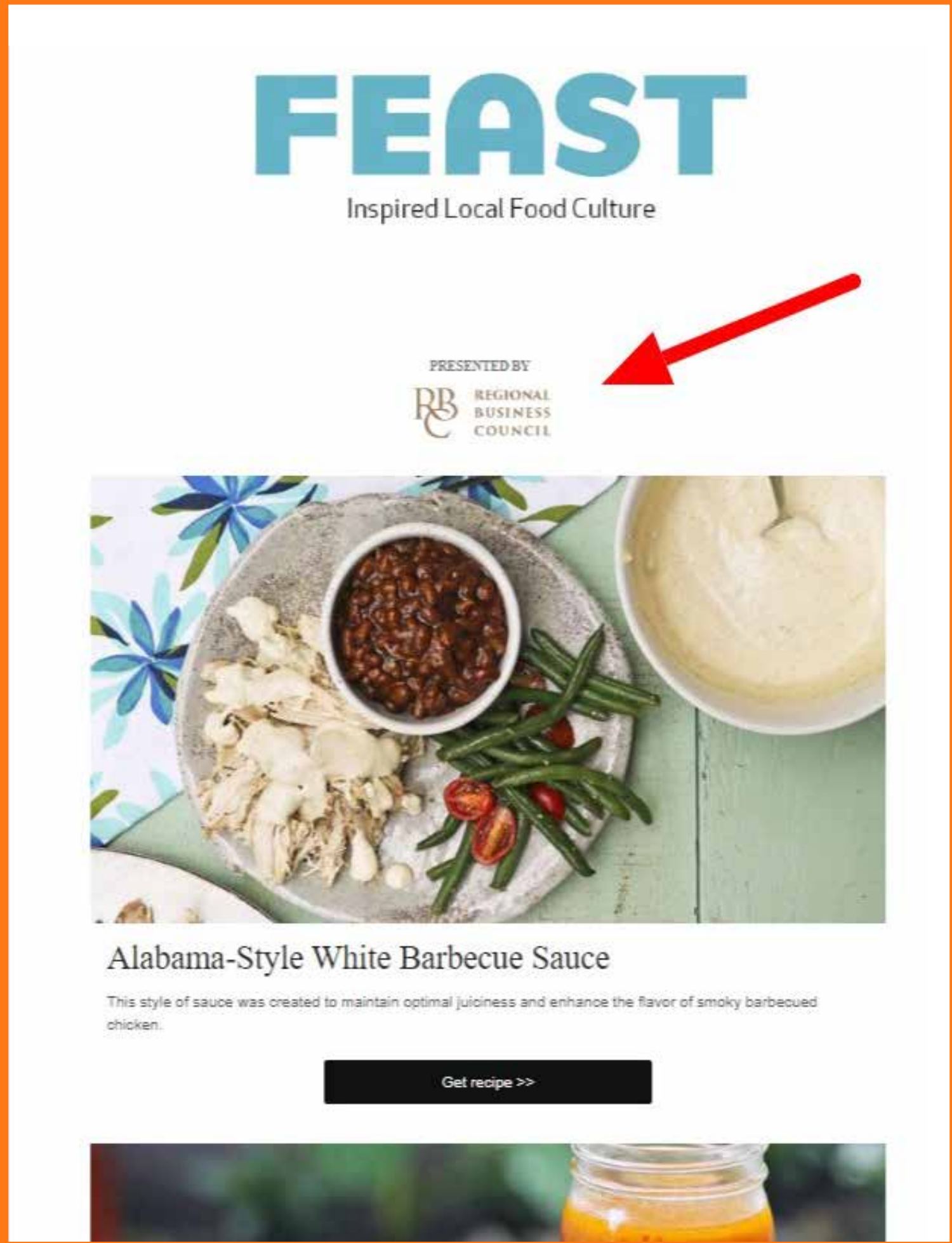
# NEWSLETTER SPONSORSHIP

Sponsorship of our popular FEAST newsletter puts your brand in the inboxes of an audience with an appetite for this content and your message.

## Sponsorship includes, per month:

- ▲ Exclusive 970x250 Dynamic Ad Position
- ▲ 100k high-impact, ROS, reveal ad impressions
- ▲ 50k standard banner ad impressions (Newsletter/ROS blend)
- ▲ (1) full page ad in FEAST eEdition

**Investment: \$3,000 per month**



The graphic features the FEAST logo at the top, with the tagline 'Inspired Local Food Culture'. Below the logo is the 'PRESENTED BY REGIONAL BUSINESS COUNCIL' logo, which is highlighted by a red arrow. The main content area shows a photograph of a plate of food, including a bowl of white barbecue sauce, a bowl of beans, and a plate of chicken. Below the photo is the title 'Alabama-Style White Barbecue Sauce' and a short paragraph of text. At the bottom of the graphic is a 'Get recipe >>' button and a small image of a jar of sauce.

**FEAST**  
Inspired Local Food Culture

PRESENTED BY  
REGIONAL BUSINESS COUNCIL

**Alabama-Style White Barbecue Sauce**

This style of sauce was created to maintain optimal juiciness and enhance the flavor of smoky barbecued chicken.

Get recipe >>



# FEAST 50 SPONSORSHIP

Feast 50 celebrates the diverse and widespread dining scene of the St. Louis region, as selected by Feast readers. These annual awards celebrate the best food and drink St. Louis has to offer. Sponsorship of the program includes high brand visibility on engaging content, and opportunities for Feast readers to interact with your brand!

## Feast 50 Nominate + Vote Promotional Campaign

- ▲ Logo inclusion on all materials for the Feast 50 ballot promotion including, but not limited to:
  - Print campaign running in the St. Louis Post-Dispatch, Go! Magazine, Feast Magazine and Ladue News
  - Digital campaign on STLtoday and FeastMagazine.com
  - Email campaign sent to St. Louis Post-Dispatch and Feast Magazine database (90,000+ people)
  - E-newsletter inclusion
  - Promotional social posts
- ▲ Logo and click through link on ballot
- ▲ Email opt-in on ballot
- ▲ Survey questions on ballot

## Feast 50 Content Promotion

- ▲ Feast 50 channel sponsorship
- ▲ Logo inclusion on all materials for the Feast 50 ballot promotion including, but not limited to:
  - Print campaign running in the St. Louis Post-Dispatch, Go! Magazine, Feast Magazine and Ladue News
  - Digital campaign on STLtoday and FeastMagazine.com
  - Email campaign sent to St. Louis Post-Dispatch and Feast Magazine database (90,000+ people)
  - E-newsletter inclusion
  - Promotional social posts

**Total Investment: \$15,000**

**bonus!**  
**Dedicated Advertising**  
**(October/November/December 2025)**

- ▲ (1) Full page ad in October Feast e-edition
- ▲ (1) Full page ad in November Feast e-edition
- ▲ (1) Full page ad in December Feast e-edition
- ▲ 100k standard banner impressions per month
- ▲ (1) sponsored social post per month
- ▲ (1) exclusive eblast per month



**October 6, 2025-November 2, 2025**

**Nominate: Oct.6 – 12**  
**Top 10 (including ties) in each category move on to the vote round**

**Vote: Oct. 16-Nov. 2**

**Content published/winners announced: Nov. 7**  
**Content promotion: November 7-December 31**



# FEAST

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