

FEAST

Inspired Local Food Culture | Midwest

2017 MEDIA KIT





OUR CLIENT MISSION

When you invest your marketing dollars with Feast, you are reaching an actively engaged audience and aligning your business with a brand that positively promotes the local culinary scene and encourages growth in the industry.



ALIGN YOUR COMPANY WITH AN AWARD-WINNING PUBLICATION

FOLIO:

November 2016 | May 2016
February 2016 | September 2015
May 2012 | July 2011



2016 | 2014 | 2013



2016



2016



2013



2011



2013 | 2011



REACHING READERS ACROSS THE REGION



Nearly 1,500 locations!

► Feast covers the state of Missouri, with a focus on:

- St. Louis
- Kansas City
- Columbia
- Jefferson City
- Springfield
- Eastern Kansas
- Southern Illinois

► 140,000 copies are distributed across the region

- **St. Louis:** 70,000 in more than 700 locations
- **Kansas City:** 55,000 in more than 500 locations
- **Columbia/Jefferson City:** 7,500 in more than 125 locations
- **Southwest Missouri:** 7,500 in more than 100 locations

► Feast has a 99.5% pickup rate



FEAST READER PROFILE

► **Gender**

- Women 49%
- Men 51%

► **Age**

- 18 - 34 15%
- 35 - 54 44%
- 55+ 41%

► **Education**

- College & Post Grad 35%
- Some College 51%
- High School 14%

► **Income**

- \$75,000+ 52%
- \$35,000 - \$74,999 25%
- Less Than \$35,000 23%



FEAST IS A CULINARY MAGAZINE, PUBLISHED MONTHLY

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, linens, cookbooks and all the things to fill your kitchen and dining room with functional, desirable items.

COOK



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



LET US CREATE CUSTOM SOLUTIONS FOR YOU

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.

SPECIAL PROJECTS



- ▶ Reach the Feast audience with special print projects such as recipe cards, event postcards, reprints and other marketing collateral.

FOOD + DRINK GUIDE



- ▶ Be a part of an annually produced pocket-sized guide highlighting restaurants, wineries, breweries and distilleries.



FEASTMAGAZINE.COM CONNECTS READERS DIGITALLY

THE FEED

DINE

DRINK

SHOP

COOK

EVENTS

FEAST TV

PROMOTIONS

THE FEED

The latest culinary news from around the region, including St. Louis, southern Illinois, Kansas City, western Kansas, and southern and mid-Missouri.

EVENTS

Local and regional food-and-drink events, including event details, times and locations.

PROMOTIONS

Contests and giveaways for Feast readers to participate in.

DEPARTMENTS

Daily posts on trends, news, gadgets, recipes and more in the categories of dine, drink, shop and cook.

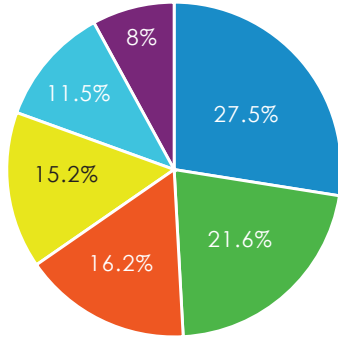
FEAST TV

Emmy-winning show exploring local food and drink, taking viewers behind the scenes with the makers who define our region's distinct flavor.



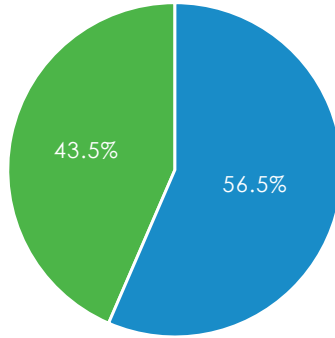
FEASTMAGAZINE.COM BY THE NUMBERS

USERS BY AGE



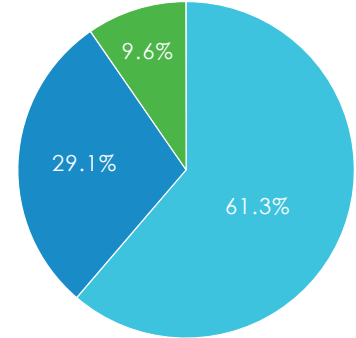
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- Other

BY GENDER



- Male
- Female

BY DEVICE



- Mobile
- Desktop
- Tablet



AVERAGE MONTHLY PAGE VIEWS: 740,615

AVERAGE MONTHLY USERS: 174,513

48% GROWTH IN THE LAST YEAR

63.45% AVERAGE NEW VISITORS



CONNECT WITH FEAST FOLLOWERS



FACEBOOK: More than 47,000 likes



TWITTER: More than 48,000 followers



INSTAGRAM: More than 25,000 followers



PINTEREST: More than 2,800 followers

SPONSORED POST

Reach Feast's social media fans through a sponsored post on our Facebook page or Twitter feed. *Photo, text and web link.*

\$250

SPONSORED POST WHEN ADVERTISING IN FEAST MAGAZINE

\$150

TWITTER



FACEBOOK





DELIVER YOUR MESSAGE TO THE INBOX OF FEAST READERS

FEAST'S FAVORITE RECIPES



MONDAY

Kick off the week with recipes for easy weeknight meals, cool cocktails, crowd-pleasing party plates, delicious desserts and more.

REACH: 13,970

MIDWEST NEWS



WEDNESDAY

Catch up on the week's biggest food-and-drink news, including the hottest new restaurants, chef news and lists of our favorite spots.

REACH: 15,566

FEAST EXCLUSIVE



ANY DAY*

Deliver only your content to the subscribers of the Feast e-newsletter, and let your message take front and center.

REACH: 15,566

AD POSITIONS/SPECS/RATES:

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

**Available on Tuesday, Thursday or Friday*



AN EMMY-WINNING, HALF-HOUR TELEVISION SHOW

- ▶ *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

1,762,211*

PRINT



140,000

BROADCAST



998,560*

**Based on Nine Network data only.
Four other networks add to the reach.*

ONLINE



481,295

SOCIAL



113,000

E-MARKETING



29,536



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.



RESTAURANTS



CHEFS



FARMS



SHOPS



BARS

CUSTOM CONTENT VIDEOS:

Feast will create, shoot and produce a custom three- to four-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.*



REACH FEAST FOODIES THROUGH EVENT MARKETING



An Annual Wine Social

MAY 2017

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



Meet the Makers Party

AUGUST 2017

Celebrates the winners of the annual Feast 50 awards



A Monthly Event Series

MAY - OCT. 2017

Get a taste of what's on Feast TV



A Food Truck Event Series

MAY - SEPT. 2017

Visit KC Parks, while enjoying the area food truck scene





DEADLINE CALENDAR

<u>ISSUE DATE</u>	<u>SPACE RESERVATION DEADLINE</u>	<u>FINAL ARTWORK DEADLINE</u>
January 2017	Fri., Dec. 9	Tue., Dec. 13
February 2017	Fri., Jan. 13	Tue., Jan. 17
March 2017	Fri., Feb. 10	Tue., Feb. 14
April 2017	Fri., March 10	Tue., March 14
May 2017	Fri., April 14	Tue., April 18
June 2017	Fri., May 12	Tue., May 16
July 2017	Fri., June 9	Tue., June 13
August 2017	Fri., July 14	Tue., July 18
September 2017	Fri., Aug. 11	Tue., Aug. 15
October 2017	Fri., Sept. 8	Tue., Sept. 12
November 2017	Fri., Oct. 13	Tue., Oct. 17
December 2017	Fri., Nov. 10	Tue., Nov. 14



PRINT RATES & SPECS

AD RATES

1 TO 4 ISSUES

5 TO 8 ISSUES

9 TO 12 ISSUES

AD SIZES (BUILD TO)

STANDARD ADS:

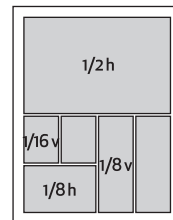
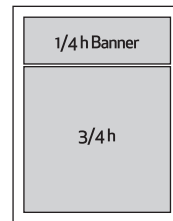
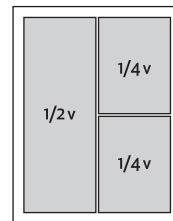
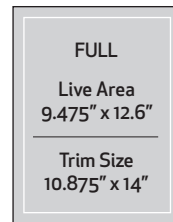
Spreads	\$5,200	\$4,925	\$4,500	w/ .25" bleed = 22.75" x 14.5"
Full page	\$3,250	\$2,875	\$2,500	w/ .25" bleed = 11.375" x 14.5"
3/4 h pg	\$3,010	\$2,662	\$2,315	9.475" x 9.4188"
1/2 v pg	\$2,007	\$1,776	\$1,544	4.675" x 12.6"
1/2 h pg	\$2,007	\$1,776	\$1,544	9.475" x 6.2375"
1/4 v pg	\$1,027	\$909	\$790	4.675" x 6.2375"
1/4 h pg (banner)	\$1,027	\$909	\$790	9.475" x 3.0563"
1/8 v pg	\$517	\$458	\$398	2.275" x 6.2375"
1/8 h pg	\$517	\$458	\$398	4.675" x 3.0563"
1/16 v pg	\$257	\$228	\$198	2.275" x 3.0563"

PREMIUM ADS:

Page 3 - Full page	\$3,900	\$3,450	\$3,000	w/ .25" bleed = 11.375" x 14.5"
1/2 V page - TOC bookends	\$3,740	\$3,306	\$2875	3.975" x 12.6"
Section Intro - Full Page	\$3,575	\$3,165	\$2,750	w/ .25" bleed = 11.375" x 14.5"

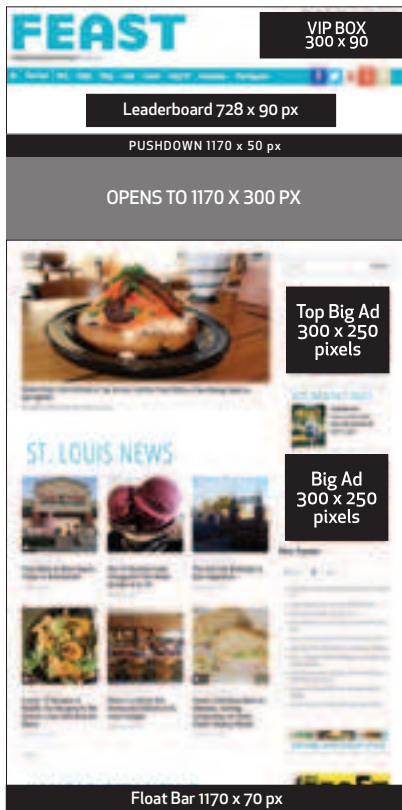
AD SPECS:

- ▶ 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





DIGITAL RATES & SPECS



POSITION	SPECS	MOBILE SPECS	RATES
<u>STANDARD POSITIONS:</u>			
Big Ad	300 x 250 px	300 x 250 px	
Bottom Leaderboard	728 x 90 px	320 x 50 px	
<u># OF IMPRESSIONS</u>			
10,000	\$100/mo		
25,000	\$250/mo		
35,000	\$350/mo		
50,000	\$500/mo		
<u>PREMIUM POSITIONS:</u>			
Big Ad	300 x 250 px	300 x 250 px	
Leaderboard	728 x 90 px	320 x 50 px	\$500/wk
VIP Box	300 x 90 px	N/A	\$375/wk
Float Bar	1170 x 70 px	480 x 50 px	\$250/wk
Pushdown	1170 x 50 px <i>opens to 1170 x 300 px</i>	480 x 50 px <i>opens to 480 x 250 px</i>	\$750/wk
Background Color <i>must accompany pushdown ad</i>	Provide hex color		\$100/wk
Pop-Up Interstitial	800 x 600 px	300 x 250 px	\$750/wk



FEAST

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