

# FEAST

Inspired Local Food Culture

## 2023 Media Kit

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# 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.

### **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**

<b>Gender:</b>	Women	62%
	Men	38%
<b>Age:</b>	21-39	23%
	40-49	12%
	50+	65%
<b>Home</b>	Owns Home	80%
Median Household Income		\$80,389
Median Home Value		\$258,531

142,300

**Monthly users**  
feastmagazine.com

951,500

**Monthly views**  
feastmagazine.com

112,000

**Unique Followers**  
Facebook & Instagram

11,600

E-newsletter  
Recipients

50,000

print distribution

**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)



# 2023 EDITORIAL CALENDAR

## **January**

### **Rising Stars & Industry Innovators**

Introduces up-and-coming talent while honoring the seasoned professionals who continue to push the envelope in the local food-and-drink scene.

Space deadline: 12/07/22

Materials due: 12/08/22

Publication date: 12/21/22

*Online: Healthy Living*

## **May**

### **Culinary History**

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 & Grilling*

## **September**

### **Cheese**

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*

## **February**

### **Latin American Cuisine**

Classic favorites and new eateries that are elevating and innovating locally made Latin American cuisine.

Space deadline: 1/17/23

Materials due: 1/19/23

Publication date: 1/28/23

*Online: Date Night*

## **June**

### **Snacks**

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*

## **October**

### **Feast 50 + Beer, Wine & Spirits**

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*

## **March**

### **Sustainability**

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*

## **July**

### **Bosnian Cuisine**

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: Picnic Essentials*

## **November**

### **How to Holiday**

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*

## **April**

### **Day Tripping**

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*

## **August**

### **Chill Out**

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*

## **December**

### **Best New Restaurants**

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*

***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.

### ► 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



**scan me**

*to learn more  
about our branded  
video opportunities*

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](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

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

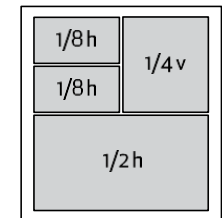
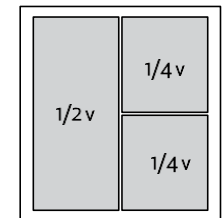
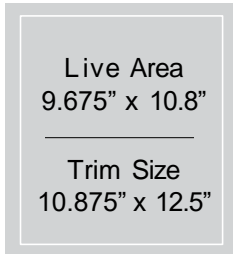
From tasting events to cooking demonstrations, Feast events connect readers with food and drink experts and industry leaders from across the region. Our partners will reach a sophisticated and influential audience through a combination of print, digital, branded content and social media. These unique 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

Premium covers	Ad sizes (build to)
Inside Cover (front or back)	w/ .25" bleed = 11.375" x 12.5"
Outside Back Cover	w/ .25" bleed = 11.375" x 12.5"
<b>Premium Ads</b>	
Page 3-Full Page	w/ .25" bleed = 22.25" x 12.5"
<b>Standard Ads</b>	
2-Page Spread	w/ .25" bleed = 22.25" x 12.5"
Full Page (no bleed)	9.67" x 10.8"
1/2v pg	4.76" x 10.8"
1/2hpg	9.67" x 5.34"
1/4v pg	4.76" x 5.34"
1/8hpg	4.76" x 2.61"



**ad specs:**

- ▶ preferred file format: press-ready pdf
- ▶ no web images accepted
- 300 dpi minimum to ensure best print quality
- ▶ convert all RGB and Pantone spot colors to CMYK working
- if submitting Adobe Illustrator or InDesign files, please include all fonts, logos
- ▶ recommended size for and reverse (white) type is 10 pt
- images

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

<u>Position</u>	<u>Ad Sizes (Bulld To)</u>
Standard ROS	970x250; 728x90; 320x50; 300x250
Reveal ROS	1920x350; 800x250
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**

<u>position</u>	<u>Ad Sizes (Bulld To)</u>
Feast Exclusive E-blast	responsive HTML built to a max depth of 1200px

### **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