

SAVEUR

2020 MEDIA KIT



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SAVEUR

MISSION



SAVEUR feeds a sense of curiosity and wonder—for readers who want the most authentic experience both inside the kitchen and outside, when traveling and discovering the best food across borders. SAVEUR features the most impactful, one-of-a-kind stories and recipes for the world's most enthusiastic cooks. Nobody knows the world of global cuisine better than SAVEUR.

BRAND OVERVIEW

PRINT

PRINT AUDIENCE: **444,000**

RATE BASE: **125,000**

DIGITAL

AVG. MONTHLY UV: **2,366,382**

AVG. MONTHLY PAGE VIEWS: **10,305,333**

TABLET AUDIENCE: **610,604**

EMAIL

WEEKEND SUBSCRIBERS: **250,000**

DAILY SUBSCRIBERS: **110,000**

E-BLAST SUBSCRIBERS: **200,000**

SOCIAL



546k+
followers



677k+
followers



787k+
followers



29.5k+
subscribers

DIGITAL DEMOGRAPHICS



36% | 18 - 34

67% | 25 - 54

32% | 50+

60% more likely to enjoy cooking and serving gourmet food (*Index 160*)

76% consumed any alcoholic drinks in the last 7 days (*Index 117*)

53% more likely to typically fly first/business class (*Index 153*)

56% plans to buy or lease a car, SUV, or truck in the next 12 months (*Index 136*)

\$190,645
MEDIAN INCOME

53% | HHI \$150,000 - \$249,999

17% | HHI \$250,000 - \$499,999

8% | HHI \$500,000+

95%
Att/Graduated
College

83%
Employed

80%
Married/
Partnered

45%
Any Kids

88%
Own Home

76%
Professional/
Managerial

44%
MALE



GENDER
DIGITAL READER



56%
FEMALE

PRINT DEMOGRAPHICS



19% | 18 - 34

53% | 25 - 54

54% | 50+

55% more likely to enjoy cooking and serving gourmet food (*Index 155*)

82% consumed any alcoholic drinks in the last 7 days (*Index 126*)

42% more likely to typically fly first/business class (*Index 142*)

47% plans to buy or lease a car, SUV, or truck in the next 12 months (*Index 116*)

\$196,174
MEDIAN INCOME

47% | HHI \$150,000 - \$249,999

21% | HHI \$250,000 - \$499,999

10% | HHI \$500,000+

98%
Att/Graduated
College

81%
Employed

89%
Married/
Partnered

34%
Any Kids

92%
Own Home

74%
Professional/
Managerial

44%
MALE

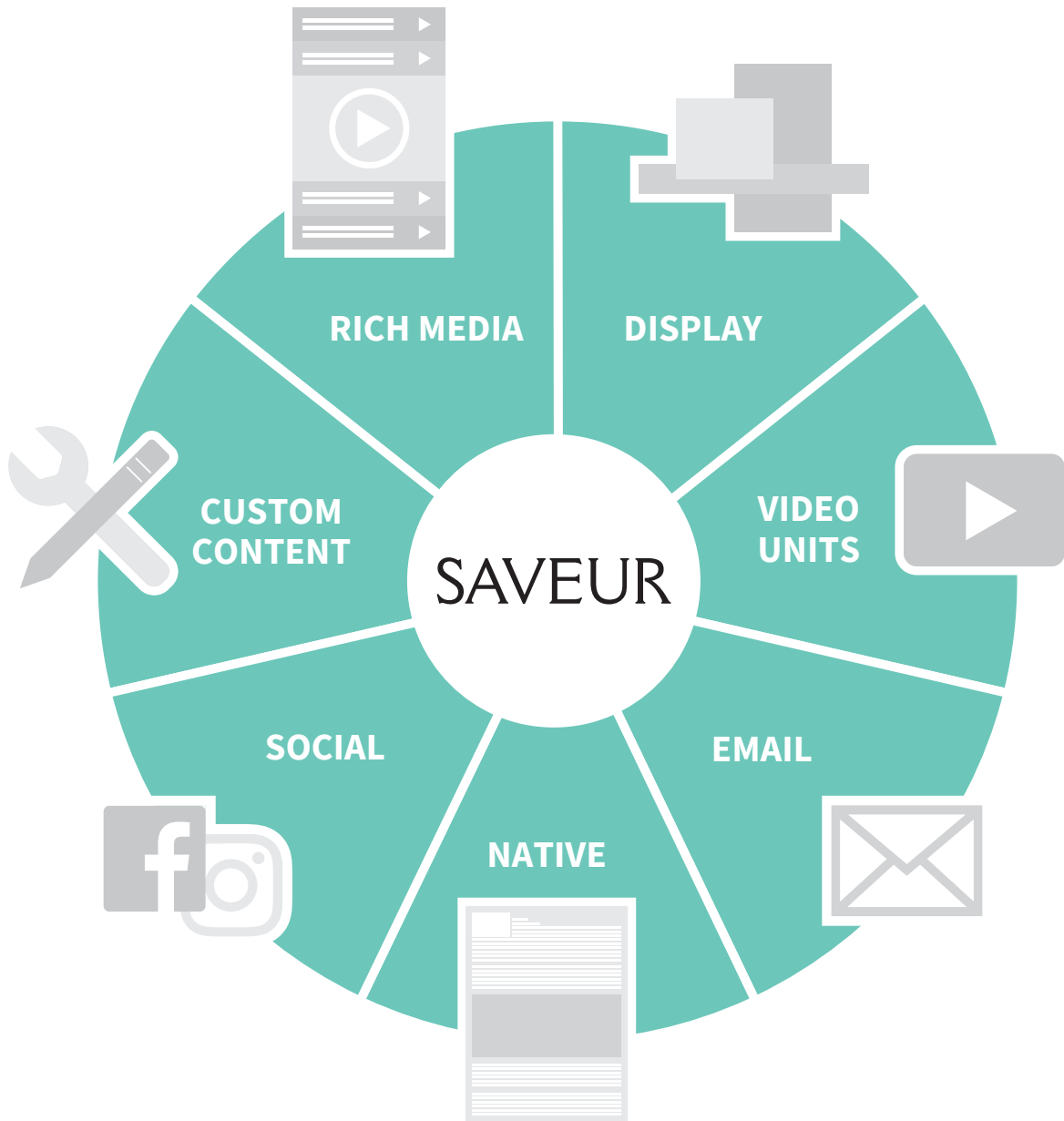


GENDER
MAGAZINE READER



56%
FEMALE

DIGITAL CAPABILITIES



DIGITAL CAPABILITIES

DISPLAY

Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.

- Standard
- High-Impact
- Mobile

VIDEO UNITS

Video messaging. Distribute brand video that is 15 seconds or longer.

- Pre-roll
- Outstream
- Native

EMAIL

Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts

200,000 subscribers

- 100% custom partner messaging (*client-provided or Bonnier-created*)
- Available on all days except Saturday

Daily E-Newsletter

110,000 subscribers

- 300x250 sponsorship
- Option for native inclusion in email content
- Sent every day

“Weekend” E-Newsletter

250,000 opt-in and engaged subscribers

- 300x250 sponsorship
- Option for native inclusion in email content
- Sent every Saturday

NATIVE

Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.

- Video
- Display

SOCIAL

Sponsored posts or brand ads from our page handles.

- Facebook
- Instagram
- Twitter

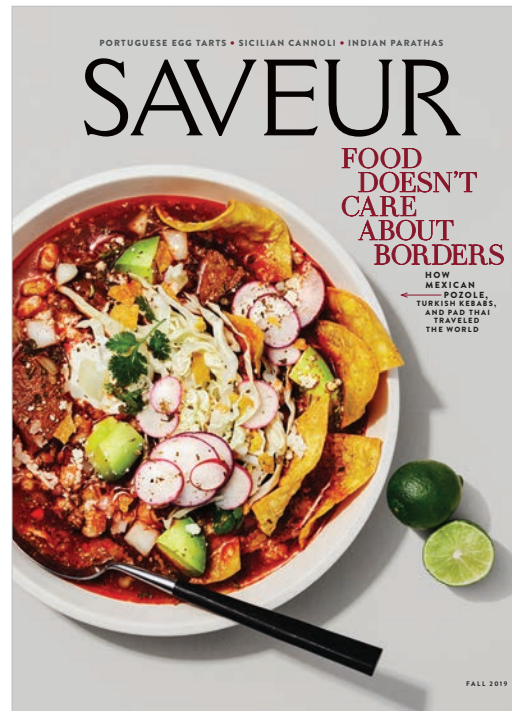
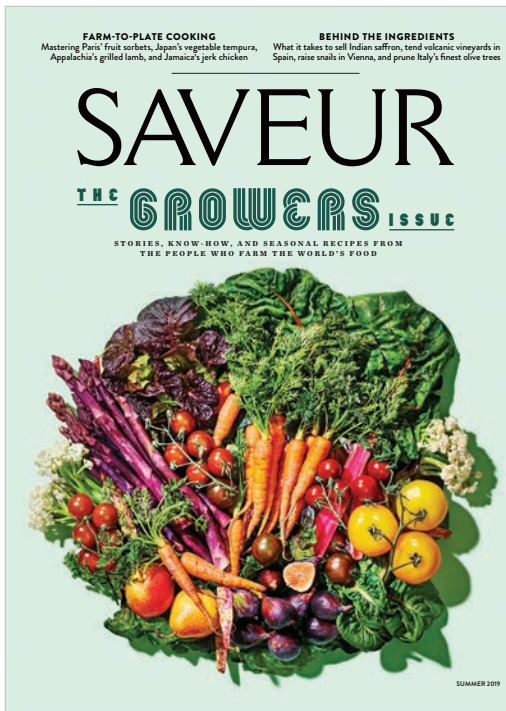
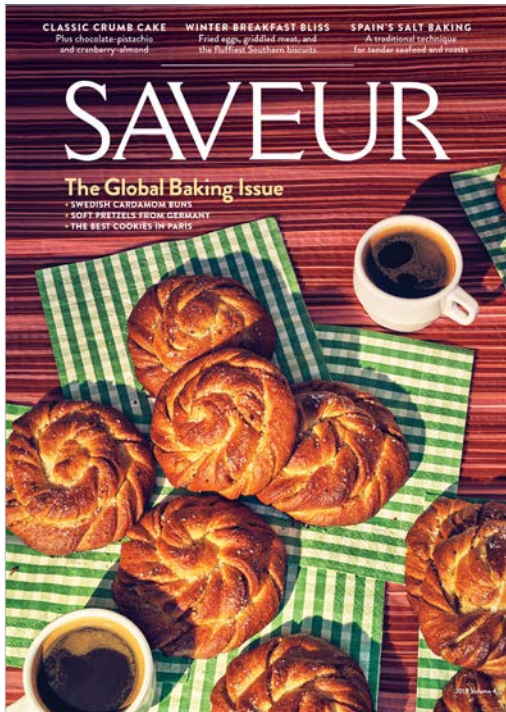
CUSTOM CONTENT

Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.

- Video
- Articles
- Photography

Distribution Types Available

- Published to SAVEUR.com; promoted editorially and via Native ads
- Promoted in SAVEUR’s editorial email newsletters and dedicated partner e-blast(s)
- Facebook native video posts and amplification
- Facebook link posts for written content and amplification
- Instagram native video posts and amplification
- Instagram photo posts and amplification
- Print advertorials
- *And more*



EDITORIAL CALENDAR

*Spring***THE DYNASTY ISSUE***AD CLOSE: 1/15/20 ON SALE: 3/10/20*

Family-run producers are behind many of our favorite products, from rare Burgundy wine to flaky British sea salt. And family is so often the spark behind memorable meals, both special-occasion feasts and the nourishing rhythms of putting food on the table. Our dynasty issue will include a heartfelt essay on cooking for children, a family tree tracing all the chefs trained by Daniel Boulud and their disciples, and how family owned Haribo invented the gummy bear and then conquered the world.

*Fall***THE SOUTH***AD CLOSE: 6/17/20 ON SALE: 8/11/20*

It's the cradle of so many uniquely American foodways. We'll take readers into classic food traditions—smokehouses and tailgates—and start some new ones, like kibbeh in the Mississippi Delta. We'll visit the oyster farms and breweries, the roadside joints and fine-dining palaces—everything that defines this dynamic, diverse region.

*Summer***THE TOMATO ISSUE***AD CLOSE: 3/18/20 ON SALE: 5/12/20*

Nothing says summer like a perfectly-ripe tomato, right? Our issue has a recipe for the perfect marinara sauce, a photo essay factory tour of Italy's best canned brand at harvest time, the untold history of how they crossed the atlantic became integral to Italian cooking, and the story of how heirlooms conquered our heart (*and the farmers market*).

*Winter***THE AFTER DARK ISSUE***AD CLOSE: 10/14/20 ON SALE: 12/8/20*

Everything good happens after midnight, from smoky grills on the boisterous streets of Bangkok to the slow bloom of a rising sourdough loaf in a dark, quiet kitchen. We'll take readers inside the surviving old school restaurants around the late night TV studios in Midtown, teach the dishes integral to the midnight Réveillon traditions, and on a tour of bar food from around the world.

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
Spring 2020	1/15/20	1/21/20	3/10/20
Summer 2020	3/18/20	3/23/20	5/12/20
Fall 2020	6/17/20	6/22/20	8/11/20
Winter 2020	10/14/20	10/19/20	12/8/20

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SAVEUR

STANDARD RATES

EFFECTIVE DATE OF RATE:

Feb 2020

FREQUENCY:

4x

RATEBASE:

125,000

DISPLAY

AD MEDIA SPECS	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Four Color	\$23,920	\$20,030	\$15,540	\$10,760
Black & White	\$19,150	\$15,950	\$12,450	\$8,610

COVERS

AD MEDIA SPECS	COVER 2	COVER 3	COVER 4
Cover	\$28,700	\$26,310	\$31,090

SAVEUR MARKET

1/2 PAGE	1/4 PAGE	1/6 PAGE
\$5,290	\$3,300	\$2,205

All rates gross • Rates subject to change • Bleed: 10%.

Mechanical Charges: Key numbers, halftones, camera work, and/or stripping will be billed to advertiser.

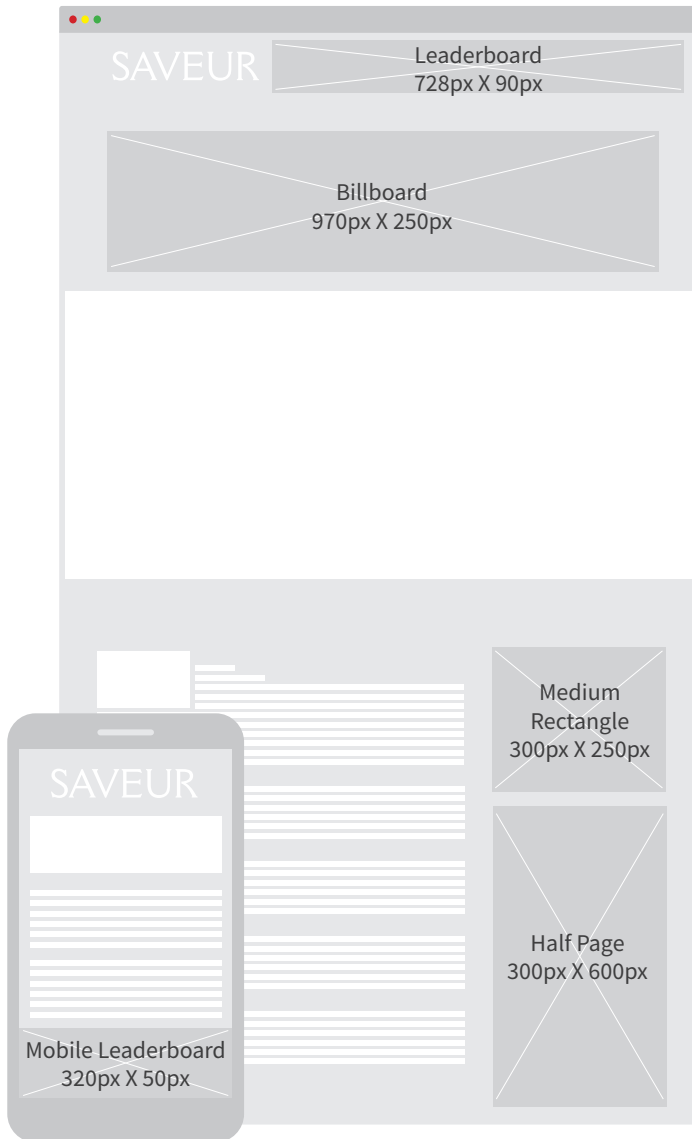
Commissions: Recognized advertising agencies may take 15% of gross billing space, color, and special position, provided account is paid within 30 days of invoice date. No commission is allowed on artwork, reprints, or mechanical charges.

Terms: Net 30 days; no cash discounts.

SAVEUR magazine
celebrates the culture
and tradition of cooking
with stories and recipes
from around the world.



DIGITAL SPECS



FILE AD SPECIFICATION

CREATIVE NAME	AD SIZE
Leaderboard	728px X 90px
Billboard	970px X 250px
Medium Rectangle	300px X 250px
Half Page	300px X 600px
Mobile Leaderboard	320px X 50px

STANDARD GUIDELINES

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- DoubleClick for Publishers (DFP) is used to serve all Bonnier Corp advertisements
- There is a minimum of a 48-hour turnaround time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All standard ad types are accepted (JPG, GIF, HTML) except where noted

FILES

- File Types Accepted: jpg, gif, HTML
- Initial Load Size: 200K
- Polite Load Size: 300K*
- Complete Load Size: 120K*

* Polite and Complete download only apply to creatives served via a third party

EXPANDING ADS

- 728x90 expands to 728x225 (down)
- 300x250 expands to 400x350, 300x600, 600x250 (left)
- 300x600 expands to 600x600 (left)

PUSHDOWN

- 970x90 (non-expanded)- 200k
- 970x250 (expanded)- 300k
- Controls: Expanded must be user initiated
- Expanded Panel must include a close button
- Expanded Panel must close on mouse off

MOUSE OVER / MOUSE OFF

- Ad should expand upon mouse over or click-on-expand button
- Ad should retract upon mouse off or clicking a close button. If the ad expands with user click, the panel still must retract when mouse is removed.
- Any sound should be user initiated by click, not mouse over

DIGITAL SPECS

SOCIAL

Facebook, Instagram integration opportunities available

APPROVED THIRD PARTY AD TAGS

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors, please contact range365.com. Bonnier has the ability to serve additional third party tags that are not on the list of approved vendors but may not be able to track clicks.

- Sizmek
- Campaign Manager
- Bluestreak
- (formerly Doubleclick)
- Flashtalking
- Interpolis
- Etc.

ANALYTICS

Integrated with Moat Analytics for viewability, attention metrics, and verification.



THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls
- Internal Redirect (InRed) format should be provided for Campaign Manager tags
- Audio must be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Frame rate per second should not exceed 18 fps
- Animation length should not exceed 15 seconds

RICH MEDIA GUIDELINES

- 3 loops + 15 sec animation (3x/15 seconds)
- Additional Video File Size: 2.2 Mb

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 7,000

- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL's and impression pixels ONLY for tracking purposes

E-BLASTS

(COMING SOON)

- Max pixel width 650. Size recommend as standard is 569
- All images are jpg and gif format with layered files or removable text
- Max small file 50k including images
- Requires: subject line, seed list, click-tracking URL
- Delivered in HTML or PSD format

PRE-ROLL

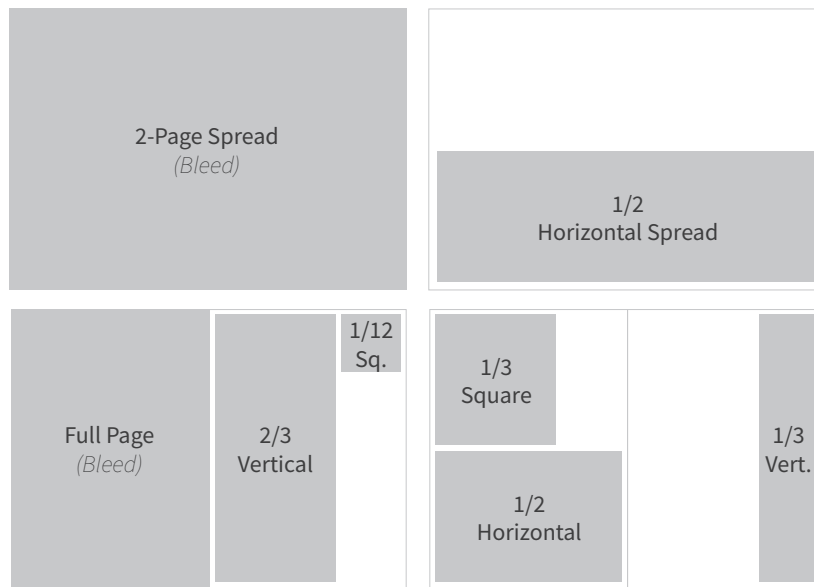
- Video Dimensions: At least 640px wide
- Video File Type: MP4, MOV, VAST tag
- Max Video File Wt.: 2 Mb
- Aspect Ratio: 16: 9
- Target Bit Rate: 400 kps
- Animation Length: 15 seconds
- Looping Frame: 29.97 fps
- Lead Time: 5 days prior to launch
- Additional Notes: *VAST/VPAID creatives accepted (*linear format only, no companion units, cannot contain Flash elements*)

HIGH IMPACT UNITS

The following units are available and their specs can be provided upon request.

- 970x250 Enhanced Video Billboard
- 970x250 or 300x600 Carousel (*w/ Video Option*)
- 300x600 Halo (*w/ Video Option*)
- Native Ads, Native Video Ads
- Outstream Video
- High Impact Mobile Units Expanded Panel must include a close button
- Expanded Panel must close on mouse off

PRINT SPECS



FILE AD SPECIFICATION

AD SIZE	NON-BLEED	BLEED	TRIM
2-Page Spread	N/A	16.25" x 11.125"	16" x 10.875"
Full Page	7" x 9.838"	8.25" x 11.125"	8" x 10.875"
2/3 Page Vertical	4.5" x 9.838"	5.25" x 11.125"	5" x 10.875"
1/2 Page Horizontal	7" x 5"	8.25" x 5.5"	8" x 5.25"
1/2 Page Horizontal Spread	15" x 5"	16.25" x 5.5"	16" x 5.25"
1/3 Page Square	4.36" x 4.64"	N/A	N/A
1/3 Page Vertical	2.42" x 9.838"	2.92" x 11.125"	2.66" x 10.875"

MARKETPLACE	NON-BLEED
1/3 Page Square	4.36" x 4.64"
1/3 Page Vertical	2.12" x 9.44"
1/6 Page Vertical	2.12" x 4.64"
1/12 Page Square	2.12" x 2.23"

LAYOUT/PRODUCTION NOTES:

- Allow .25" safety area within TRIM on all 4 sides (*no live matter*)
- Ensure that crop marks are offset .125" from bleed

PRINT SPECS

PRINT SPECIFICATIONS

Trim Size: 8" x 10.875"

Binding: Perfect Bound, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES: Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT: PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS: Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS: Consult your advertising representative. Production, design, and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size (*see chart at right*) and add .125" bleed on all 4 sides. Ensure that crop marks are offset .125" from bleed.

Allow .25" safety area within trim on all 4 sides (*no live matter*)

Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (*300 dpi*) in CMYK. B/W images must be high res (*300 dpi*) grayscale. **Images supplied in RGB will be converted to CMYK.**

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments must be accompanied by the fonts and links used in those files. (**Recommended:** Use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

AD MATERIAL SUBMISSIONS

Submit files via our Ad Portal at adportal.bonniercorp.com

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:
SAVEUR / Magazine Issue
 Attn: Stephanie Northcutt
 460 N. Orlando Ave., Suite 200
 Winter Park, FL 32789

PRODUCTION CONTACT
 Stephanie Northcutt
 407.571.4950
stephanie.northcutt@bonniercorp.com

*SAVEUR is a magazine
for people who
experience the world
through food first.
We're savoring a world
of authentic cuisine.*



SAVEUR SOCIAL



THE SAVEUR SOCIAL'20

A TRAVELING CULINARY CONVERSATION

The SAVEUR Social is our flagship, multi-platform editorial program that recognizes writers, social media personalities, photographers and innovators who create and share beautiful content through their channels. The program generates industry buzz and interest in a highly competitive digital and social space.

The SAVEUR Social is also the vehicle for the SAVEUR Blog Awards. Over the course of four months, SAVEUR followers nominate and vote on their favorite influencers across various categories. The program culminates with a multi-day event complete with a welcome reception, panel discussions, tastings, workshops, demonstrations and an award ceremony.

PROMOTIONAL ELEMENTS

- Brand tagged on social media promotion
- Logo inclusion on promotional media and collateral
- Logo inclusion for in-book and SAVEUR.com recaps
- Inclusion in press coverage
- Tickets for priority clients, partners, etc.

CUSTOM INTEGRATIONS

- Product integration within workshops
- Tastings
- Prizing
- Category sponsorships
- Location partner

SAVEUR SUMMER COOKOUT



SAVEUR Summer Cookout is the ultimate celebration of summer in New York City. Up to 16 of the country's most renowned chefs and mixologists create savory and sweet summertime dishes paired with custom drinks, craft beers and local wines. This ticketed event draws 500-750 attendees which includes paid ticket holders, industry notables, influencers and press.

Small bites of delicious cuisine from around the country have been prepared by acclaimed chefs such as: Leah Cohen, Daniel Eddy, Scott Conant, Seamus Mullen, Alon Shaya, Sarah Simmons, Justin Smillie, Curtis Stone, and Dale Talde.

PROMOTIONAL ELEMENTS

- Brand tagged on social media promotion
- Logo inclusion on promotional media and collateral
- Logo inclusion for in-book and SAVEUR.com recaps
- Inclusion in press coverage
- Tickets for priority clients, partners, etc.

CUSTOM INTEGRATIONS

- Custom on-site content curation socialized on SAVEUR channels
- VIP lounge sponsorship
- Pop-up experiences within event footprint
- Dedicated chef station with custom recipes from your brand
- On-site brand ambassador to educate consumers

TEST KITCHEN CUSTOM EVENTS



The SAVEUR Test Kitchen is the editorial home of the magazine—where recipes are tested, covers are photographed, and food and drinks are shared.

The SAVEUR Test Kitchen hosts many events, small and large. The space can accommodate up to 30 guests for a seated meal and approximately 75 guests for a cocktail party. The Test Kitchen is well appointed with high-end appliances, cookware, cutlery, electrics, service ware and more, so that any chef will feel as if they were in their own kitchen. These experiential events allow our clients and partners to entertain and share their brand message in an intimate yet upscale environment.



*The visual storytelling
style found in SAVEUR
magazine brings the
personalities, places,
and individual dishes
to life for readers.*



TERMS & CONDITIONS

The following are certain general terms and conditions governing advertising published in SAVEUR MAGAZINE (the “Magazine”) published by Bonnier Active Media (the “Publisher”).

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on Publisher unless specifically agreed to in writing by Publisher.
2. The Magazine is a member of the Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the AAM. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher, except as specified in a signed contract, and are based on combined print and digital circulation. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by Advertiser or Agency after specified closing date or digital campaign launch date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or Agency. In the event of cancellation, Advertiser and Agency agree to reimburse Publisher for any unit-related outside production costs incurred prior to cancellation.
6. Positioning of advertisements is at the discretion of Publisher except where request for a specific position is granted, in writing, by Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an act of god, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Any claim for under delivery not asserted within one year of insertion is waived.
8. Advertiser and Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and Agency agree to pay reasonable attorney fees, expenses, and costs incurred in connection with collection of all monies due..
9. Advertiser and Agency warrant that they are properly authorized to publish the entire content and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses, and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by Advertiser and Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement as provided by Advertiser or Agency.
10. Creative work produced by Publisher remains the sole property of Publisher.
11. Until credit is approved, Advertisements are run on a prepaid basis only.
12. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
13. Special advertising production premiums do not earn any discounts or agency commissions.
14. The Magazine is subject to the SAVEUR 2020 issue-by-issue tally (IBIT) pricing system.

CONTACT INFORMATION

SALES

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MARKETING

Charlotte Grima

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PRODUCTION

Stephanie Northcutt

Senior Production Manager
stephanie.northcutt@bonniercorp.com

Send Advertising Materials To:

SAVEUR / Production
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789
Attn: Stephanie Northcutt
Special Instructions: Magazine Issue