



SAVEUR

2016 MEDIA KIT



OUR MISSION



20
YEARS OF AMAZING
TRAVEL, BEAUTIFUL
PHOTOGRAPHY, &
RECIPES THAT WORK

TRUSTED. CONNECTED. REAL.

SAVEUR is the most trusted voice in cooking, eating, and global discovery. The definitive go-to guide for passionate cooks, stylish entertainers, and culinary explorers, SAVEUR celebrates a world of great eating with delicious recipes, inspired travel tales, and actionable advice for the ultimate epicurean lifestyle.

SAVEUR BRAND FOOTPRINT

PRINT*



428,000
TOTAL AFFLUENT
AUDIENCE

\$160,403
HHI

42/58
MALE/FEMALE

95 MIN
AVERAGE
TIME SPEND

250,000
RATE BASE

6 ISSUES
FREQUENCY/YEAR

SAVEUR.COM METRICS+



10 MM
PAGE VIEWS
MONTHLY

3.2 MM+
AVERAGE MONTHLY
UNIQUE VISITORS

6 MIN
AVERAGE
TIME SPENT

42/58
MALE/FEMALE

\$98,162
AVERAGE HHI

HIGHLY ENGAGED

SAVEUR and SAVEUR.com deliver the most engaging content in the food and travel space. Our audience spends an average of 95 minutes with each issue—engaging our readers more deeply than the audience of any other competitor.



EXPERIENTIAL TRAVELERS*

- **\$25K+** household total travel expenditures
Index: 225
- **11+** total round trips for personal reasons
Index: 217
- Fly **first class**
Index: 173
- Fly **first or business class**
Index: 144

SAVEUR AFFLUENT READERS*

- Prefer to buy **designer or luxury brands**
Index 143
- Own a **luxury vehicle**
Index 808
- Stay at **luxury boutique hotels**
Index 311
- Purchased **fine jewelry**
Index 221
- Seek out products or experiences that are **truly exclusive**
Index 218

SUPER INFLUENCERS*

- Vacation and business travel: **Index 382**
- Restaurants: **Index 272**
- Cooking: **Index 212**
- Wine: **Index 443**
- Beer: **Index 261**
- Spirits: **Index 327**

DUPLICATION*

The percent of SAVEUR affluent readers who do not read the following:

- **81%** do not read *Condé Nast Traveler*
- **77%** do not read *Travel + Leisure*
- **62%** do not read *Food & Wine*
- **53%** do not read *Bon Appétit*

SOCIAL INFLUENCE



459K
FANS



456K
FOLLOWERS



536K
FOLLOWERS



73K
FOLLOWERS

1.5MM+
FANS &
FOLLOWERS

AWARDS & HONORS



2015

EDDIE & OZZIE AWARDS

FINALIST

Eddie Digital Award Finalist: Epicurean Website
Ozzie Digital Award Finalist: Site Design

THE JAMES BEARD FOUNDATION

NOMINATIONS

General Cooking: *SAVEUR: The New Classics Cookbook* by the Editors of SAVEUR (Weldon Owen)

WIN

Dining and Travel: *The India Issue* by the Editors of SAVEUR

IACP {INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS}

NOMINATIONS

Cookbook Awards/General: *SAVEUR: The New Classics Cookbook* by the Editors of SAVEUR (Weldon Owen)

2014

THE JAMES BEARD FOUNDATION

WIN

Cooking, Recipes, or Instructions: *Star of Siam* by Andy Ricker

NOMINATION

A Fork in the Road: *Tales of Food, Pleasure and Discovery on the Road* edited by James Oseland

INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS {BERT GREENE AWARDS}

WINS

Best Culinary Website
Culinary Travel Writing: *Food I Dream Of* by Jean Anderson
Instructional Culinary Writing: *Star of Siam* by Andy Ricker

MIN AWARDS {MEDIA INDUSTRY NEWS}

WINS

Best Video Series: SAVEUR Basics
Best Contests/Online Games: Thanksgiving Menu Generator
Best Overall Use of Video

NOMINATION

Digital Team of the Year

2013

THE JAMES BEARD FOUNDATION

NOMINATIONS

Food-Related Columns: *Routes Wine, Spirits, and Other Beverages: Northern Renaissance*

INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS {BERT GREENE AWARDS}

WINS

Instructional Writing: *American Bread*
Short Video Series: *Master Class Series*

NOMINATIONS

Best Culinary Writing With or Without Recipes: *A Feast for All*
Best Culinary Writing With or Without Recipes: *Eternal Terrain*
Culinary Travel or Memoir: *My Spanish Sanctuary*

MIN AWARDS {MEDIA INDUSTRY NEWS}

WINS

Best of Web: Best Email Newsletters (Simple Weeknight Meals, The Menu, Recipe of the Day, and SAVEUR Celebrations)

NOMINATIONS

Best of Web: Editorial Excellence, Overall Consumer
Best of Web: Microsite/Custom Website: The Plugra Gourmet Club (Partner Program)
Best of Web: Best Use of Photography

ASME {NATIONAL MAGAZINE AWARDS}

WIN

Single Topic Issue: *The Mexico Issue* August/September

NOMINATIONS

General Excellence, Print: Lifestyle Magazines
Video: *Master Class Series*



CUBAN ICE CREAM

A look at ice cream-obsessed Cuba, where adults eat it for breakfast, lunch, and dinner.

GRILLS AROUND THE WORLD

Every nation and every culture cooks over fire. Here's a look at what grilling looks like around the world.

AN ODE TO THE MARKETS OF QUEENS

The best way to eat through the country's most diverse county isn't in its restaurants—it is in its grocery stores.

THREE DRY RUBS

The best dry rub for the meat you are cooking.

BEER

The best beers for summer, each showcasing a different flavor.

BBQ HERO

Small visual package on alternative grills.

THE PRIMER: TURKISH FOOD

In a recurring column, everything you need to know about this attention-worthy cuisine; the best cookbooks and staples to have on hand, the history of the cuisine, one signature dish, and some of the best chefs in America cooking it.

ON COOKBOOKS: GRILLING

In a recurring column, Russ Parsons, a former food writer at the *LA Times*, goes deep into two new grilling cookbooks, each tackling the subject from a different angle.

NEW AMERICAN COOKING: SUMMER PIES

For a recurring column by Mitchell Davis and Laurent Gras that will take deep dives into American classics, this month they will look at perfecting the summer fruit pie.

RANCHO LOMO

A tiny hotel and restaurant in the middle of nowhere, Texas, has a months-long waiting list. We find out why.

CAN BREADFRUIT SAVE THE WORLD?

In Hawaii, scientists and chefs are using a once-hated super-nutritious fruit to battle hunger. Step one: Make it taste good.

FEATURES

PATAGONIA

Grilling and wandering and cowboys at the bottom of the world. With recipes.

THE MANILA OF THE MIDWEST

Chef Dale Talde travels back home and cooks post-post-immigrant Filipino food influenced by his mother and his love of American fast food. With recipes.

GRILLING IN WESTERN CHINA

In Western China, a region with large Central Asian Muslim populations, the cuisine is very influenced by the flavors of the Middle East. We look at this very unique kind of Chinese cooking. With recipes.

GULF OYSTERS

Long overlooked in comparison to their Atlantic and Pacific counterparts, Gulf oysters are having a resurgence. These are not just cooking oysters; they are now ready for the best oyster bars in the country.

THE MAKING OF AN AMERICAN FOOD TOWN: KINSTON, NORTH CAROLINA

A story about Vivian Howard, the star of PBS's *A Chef's Life*, who went home to small-town North Carolina to open a restaurant and sparked a whole food revolution in the town. A look at her and the new food entrepreneurs changing that place.

DIGITAL COVERAGE

JUNE

SUMMER PRODUCE GUIDE

A thorough guide to cooking summer's bountiful produce, plus recipes, videos, and more.

JULY

BLOG AWARDS

SAVEUR's annual celebration of the best of food and travel on the Web.

JULY FOURTH GUIDE

Recipes and techniques celebrating America's 25 most iconic dishes.

SUMMER GRILLING GUIDE

SAVEUR's best grilling recipes, tips, and techniques.

BARBECUE GUIDE

Barbecue recipes, tips, and techniques spanning all regions and styles.

AUGUST

SAVEUR'S NECESSARILY DEEP, EXTRA-JUICY ODE TO FRIED CHICKEN

A 360-degree look at the history, regional variations, and recipes of one of America's greatest culinary treasures.

BACK TO SCHOOL GUIDE

SAVEUR cracks the secret to creating the perfect packed lunch.



OCTOBER/NOVEMBER

THE ORIGINS ISSUE

Tentatively titled the Origins Issue, this issue is all about where stuff comes from and how it got this way. Why do we eat what we eat, and how did familiar ingredients and eating rituals develop? There will be science and history and the usual mix of travel and food, but from this perspective of looking into the mystery and stories behind the places and food we eat.

STORIES WILL INCLUDE:

THE OLDEST WINE IN THE WORLD

Looking at the question of why we drink wine, writer Adam Gollner flies to Armenia to discover one of the world's oldest wine-making regions, meeting with winemaker Paul Hobbs, who is involved in rebooting the Armenian wine industry; as well as archaeologists from Harvard who are unearthing ancient wine-making tools and containers from one of the birthplaces of wine.

THE STORY OF VANILLA

Going to Madagascar to find the origins of this ubiquitous bean and its not very well known plant, and looking into how it became the dominant flavor in everything sweet. The story of vanilla isn't vanilla.

A SHORT POLITICAL HISTORY OF THE FORK

A timeline of moments when the simplest eating tool became politicized and how we ended up using it.

HOW DID BUFORD HIGHWAY BECOME BUFORD HIGHWAY?

Through the lens of a single strip mall outside Atlanta that showcases around six different Asian cuisines, a look at how those communities came to the American South and how their food changed in the journey.

OTHER TOPICS

WHERE RECIPES CAME FROM

WHY SALT AND PEPPER ARE ON EVERY TABLE

TRAVEL STORIES

TECHNOLOGY PACKAGE

RECURRING ELEMENTS

THE PRIMER

The primer/pantry for a different cuisine each month

AMERICAN COOKING COLUMN

New American Cooking column by Mitchell Davis and Laurent Gras

DIGITAL COVERAGE

SEPTEMBER

SAVEUR'S DINER HALL OF FAME

A nationwide list of the best diners in America, from the people who love them most. Plus recipes, profiles, videos, and more.

FALL PRODUCE GUIDE

How do you make the most of fall produce? SAVEUR answers, with a variety of recipes and easy techniques.

OCTOBER

HALLOWEEN HEADQUARTERS

The best homemade and store-bought candy, entertaining ideas, and recipes.

NOVEMBER

BUTTER APPRECIATION MONTH (BAM!)

Recipes, chef videos, love letters, and essays all saluting the base of our dearest dishes: butter.

THANKSGIVING HEADQUARTERS

SAVEUR's favorite Thanksgiving traditions (old and new), with recipes, tips, techniques, and video.



DECEMBER/JANUARY

THE HOLIDAY ISSUE

Geared to the holiday season but not all specifically about holidays (since this will be January too), we'll focus on two unavoidable themes relevant to the season: Family and Sugar. Plus some non-themed "regular" travel/food features.

THE "FAMILY" PACKAGE

GREECE

A star chef in Greece takes her daughter and goes home to Paros to cook with her mother: Three generations of women in one family explore the unique cuisine of that small Greek island.

NEW YEAR'S EVE IN PARIS WITH DORRIE GREENSPAN

Her Parisian family and their New Year's traditions.

IN PRAISE OF GRAVY

Jack Hitt on gravy and teaching his kids in the kitchen.

KOREA: LOOKING FOR DOENJANG WITH MATT RODBARD

Doenjang is one of three fundamental "jangs" in Korean cooking. But unlike gochujang (the best-known one: fiery, slightly sweet and made with pulverized dried chile flakes) and ganjang (Korean-style soy sauce), doenjang is as magical as it is mysterious. It's the driving force behind many classic Korean soups and stews (mind you, the Koreans are the undisputed masters of East Asian soup cookery). But doenjang is also the key ingredient in ssamjang—the ubiquitous condiment found on all Korean barbecue tables.

A FALL DEER HUNT

Amy Thielen takes us along for her big annual family bonding event outside in the Minnesota woods: a fall deer hunt. And she shows us the big venison-centered menu that she cooks for it.

THE WORLD OF SUGAR

Exploring the world of sugar (raw cane sugar from a bunch of different places, for example). Plus: Talking heads weighing in on sugar and whether it's good or bad.

RECURRING ELEMENTS

THE PRIMER

The primer/pantry for a different cuisine each month

AMERICAN COOKING COLUMN

New American Cooking column by Mitchell Davis and Laurent Gras

DIGITAL COVERAGE

DECEMBER

SAVEUR HOSPITALITY HUB: 12 DAYS OF HOLIDAY ENTERTAINING

How to be the best host (and guest) this holiday season.

HOLIDAY CENTRAL

Recipes, menus, and techniques to get you through the holiday season.

COOKIE CENTRAL

SAVEUR's exhaustive guide to holiday cookies around the world.

SAVEUR GIFT GUIDES

Eight expert gift guides with products chosen by SAVEUR's favorite chefs, tastemakers, and editors.

JANUARY

GAME-DAY HEADQUARTERS

The best regional foods for game-day entertaining. Recipes, hosting tips, video, and more.

WINTER PRODUCE GUIDE

How do you make the most of winter's best produce? SAVEUR answers, with a variety of recipes and easy techniques.

MARKETING

SAVEUR offers our partners multiple turnkey programs to leverage the power of its database and editorial franchises in order to generate awareness and leads. Additionally, the SAVEUR Art Department can be made available to work with your brand on creative solutions for all of the below:



CUSTOM CONTENT CREATION

- Branded Content
- Recipes
- Photography
- Video
- Articles and Features
- Social Media
- Content Syndication
- Native Integration

SIGNATURE EVENTS

- 7th Annual Blog Awards
- 7th Annual SAVEUR Cookout
- Good Taste Awards
- Virtuoso Travel Week
- SAVEUR Holiday Social
- SAVEUR Test Kitchen Entertaining
- #saveursuppers



SAVEUR TRIPS

- International Itineraries
- Weekend Getaways

PARTNERSHIPS

- Butterfield & Robinson
- Charleston Wine & Food Festival
- James Beard Foundation
- Windy City Smokeout
- Whole Foods Market
- Virtuoso Travel Specialists
- San Francisco Street Food Festival

ADVANCED TARGETING

- Targeted Mailings
- Dedicated Email Blasts
- Database Segmentation
- Audience Extension via 1st Party Data Segments
- Culintro

EDITORIAL E-NEWSLETTERS

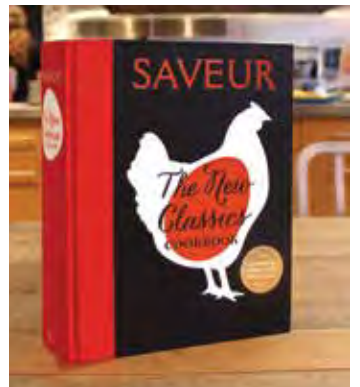
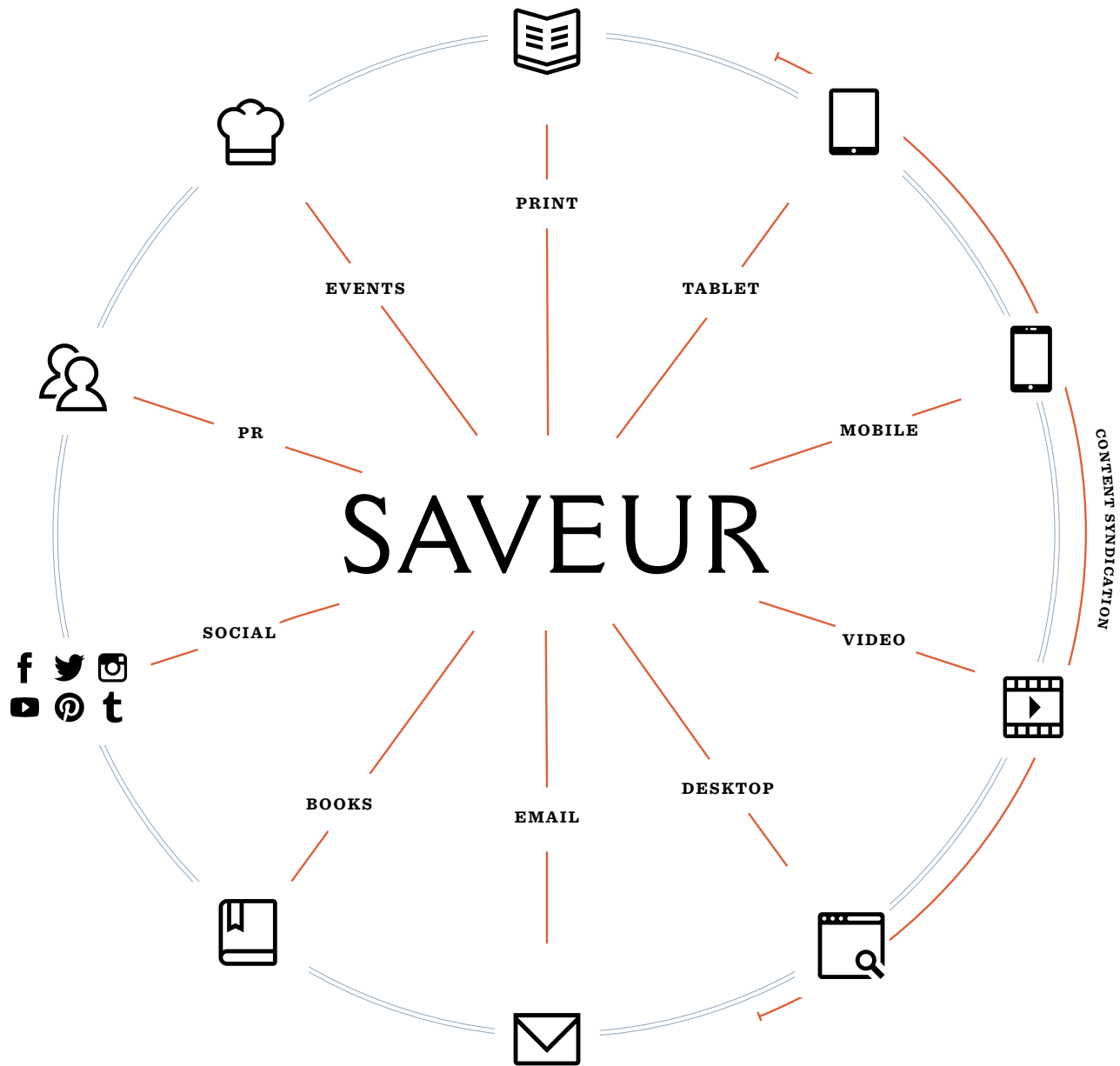
- Recipe of the Day
- SAVEUR Weekend

RESEARCH

- Custom Pre/Post Studies
- Ad Effectiveness Surveys
- Focus Groups



CONTENT ACROSS CHANNELS



PRINT SPECIFICATIONS

SAVEUR

8 x 10.875 IN

TRIM SIZE

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 AD 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.

INSERTS

Consult your advertising representative. Production, design and prepress services are available; rates upon request. If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

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.

PRODUCTION GUIDELINES

For all bleed ads: Build file to trim size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from bleed. Allow .25 in. safety area within trim on all 4 sides (no live matter) Spread ads: Supply in a single document.

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

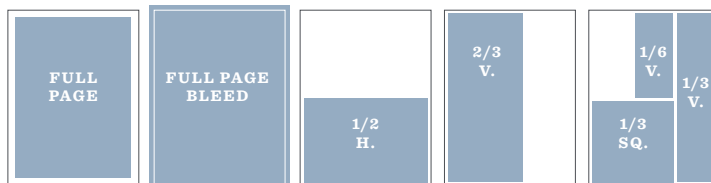
Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

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%.

AD UNIT SIZES

AD UNIT	NON BLEED	BLEED	TRIM
Full Page	6.625 x 9.44 in	8.25 x 11.125 in	8 x 10.875 in
Two Page Spread	n/a	16.25 x 11.125 in	16 x 10.875 in
1/2 Horizontal	6.625 x 4.64 in	8.25" x 5.59 in	8 x 5.34 in
2/3 Vertical	4.37 x 9.44 in	5.25 x 11.125 in	5 x 10.875 in
1/3 Vertical	2.10 x 9.44 in	2.97 x 11.125 in	2.72 x 10.875 in
1/3 Square	4.36 x 4.64 in	n/a	n/a
1/6 Vertical	2.12 x 4.64 in	n/a	n/a

*Size specified is for document trim size. For all bleed ads build file to document size and add .125 in. bleed on all 4 sides. Allow .25 in. safety area within TRIM on all 4 sides (no live matter). Ensure that crop marks are offset .125 in. from bleed.



AD MATERIAL SUBMISSIONS

Ad files should be submitted 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.

SAVEUR PRODUCTION CONTACT

KRISTIN PROHASKA

460 N. Orlando Ave., Suite 200
Winter Park, FL 32789

P: 407.571.4942

E: kristin.prohaska@bonniercorp.com

ISSUE CLOSING DATES	SPACE CLOSE	MATERIALS DUE	ON SALE	ON IPAD	ON TABLETS
JANUARY/FEBRUARY	11/3/15	11/5/15	12/22/15	12/14/15	12/12/15
MARCH	12/30/15	1/4/16	2/16/16	2/15/16	2/6/16
APRIL	2/2/16	2/4/16	3/22/16	3/14/16	3/12/16
MAY	3/8/16	3/10/16	4/26/16	4/18/16	4/16/16
SUMMER	5/10/16	5/12/16	6/28/16	6/20/16	6/18/16
OCTOBER/NOVEMBER	7/19/16	7/21/16	9/6/16	8/29/16	8/27/16
DECEMBER/JANUARY	9/27/16	9/29/16	11/15/16	11/7/16	11/5/16

OPPORTUNITIES FOR TABLET

15,571
SUBSCRIPTIONS

21,345
SINGLE COPY SALES

SAVEUR on tablet replicates each issue—but is enhanced with exclusive content, vibrant photos, video and interactive advertising. This is a market-changing opportunity to reach digitally inclined readers. SAVEUR is currently available on iPad, Kindle, Nook, Zinio, and Google Newsstand.



ADVERTISER ENHANCEMENTS INCLUDE



**ACTIVE
WEB LINKS**



**MULTI-FACETED
ADS WITH
MULTIPLE LAYERS**



**PHOTO
GALLERIES**



VIDEO



**LEAD
CAPTURE**

PLUS CUSTOM ENHANCEMENTS BUILT IN CONJUNCTION WITH THE SAVEUR TEAM!

iPAD SPECS & FEATURES FOR ADOBE DPS PLATFORM



MATERIALS SUBMISSION

Upload a .zip file of your ad materials and all assets to the SAVEUR iPad Editon on our ad portal at: adportal.bonniercorp.com
SAVEUR on Kindle, Nook, Zinio & Google Newsstand are replicas of the print edition.

FOR CLIENT SUPPLIED ADS DESIGNED FOR TABLET

ACCEPTED FORMATS AND SPECS

AD FORMAT	AD SIZE	RESOLUTION
InDesign*	768 px x 1024 px	n/a
PDF	10.667" x 14.222"	300dpi
.jpeg or any rasterized file	1536 px x 2048 px	264 dpi RGB

*Use InDesign's Package Feature for gathering and supplying fonts and images. If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with ad materials.

LAYOUT GUIDELINES

Keep any live material away 130 px from top and 200 px from bottom of screen safety space for navigation pop ups

FOR ENHANCEMENTS TO YOUR STRAIGHT FROM PRINT AD OR CUSTOMIZED AD BUILDS

AVAILABLE FEATURES AND SPECS

EXTERNAL WEB LINKS

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

INTERACTIVE GALLERY

- Supply 300 dpi images at 536 px x 2048 px , 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

ADDITIONAL SCREENS

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

VIDEO PLAYER

- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

Advanced Interactivity / HTML 5 Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash elements or links to Flash-based websites are not compatible with the iOS platform.

DIGITAL RATES, SPECS, & NEWSLETTERS

ON SITE MEDIA

RUN-OF-SITE RATE CARD PRICING

Premium 728x90	\$30 CPM
Premium 300x250	\$30 CPM
Standard 728x90	\$25 CPM
Standard 300x250	\$25 CPM
Static 300x100	\$20 CPM

CHANNEL TARGETING

Recipes	\$35 CPM
Food	\$35 CPM
Travels	\$35 CPM
Style + Home	\$35 CPM
Drink	\$35 CPM

ADVANCED TARGETING

Keyword Targeting	\$40 CPM
Geo-Targeting	\$40 CPM
In-Market Shoppers	\$50 CPM
Demographic Targeting	\$50 CPM

DEVICE TARGETING

Mobile (320x50, 300x250)	\$45 CPM
Mobile Adhesion Unit (320x50)	\$55 CPM
Mobile Interstitial	\$85 CPM
Tablet (728x90, 300x250)	\$45 CPM
Tablet Adhesion Unit (728x90)	\$55 CPM
Tablet Interstitial (640x480)	\$85 CPM

VIDEO

Video Interstitial (all device types)	\$85 CPM
Pre-Roll	\$100 CPM
Post-Roll	\$100 CPM
Custom Video Production	\$10,000

Flat Fee. Custom video pricing is subject to change and does not include travel expenses.

HIGH-IMPACT PLACEMENTS

Expandable Rich Media	\$45 CPM
In Banner Video	\$45 CPM
Homepage Roadblock	\$15,000
<i>Flat Fee (per week)</i>	
Homepage Roadblock Wallpaper	\$4,000
<i>Flat Fee (per week)</i>	
OPA Expandable Pushdown Unit	\$60 CPM
Static Interstitial	\$60 CPM
Filmstrip w/ Distinct Creative Panels	\$80 CPM
Enhanced Interstitial	\$85 CPM
Cascade Unit - 3 Panels	\$90 CPM
Portrait with Unique Content Areas	\$90 CPM
Takeover/Overlay	\$130 CPM

DIGITAL ADVERTISING SPECIFICATIONS

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
Leaderboard	728x90 px	40 KB max	.gif .jpeg .png html swf: include flash file
Super Leaderboard	970x90 px	40 KB max	.gif .jpeg .png html swf: include flash file
Medium Rectangle	300x250 px	40 KB max	.gif .jpeg .png html swf: include flash file
Large Rectangle	300x600 px	40 KB max	.gif .jpeg .png html swf: include flash file
Video Pre-Roll	16:9; 15 sec	70 KB max	Fla file
E-News Banners	300x250 px	40 KB max	.gif .jpeg
Mobile	320x50 px	40 KB max	.gif .jpeg .png html

NEWSLETTERS

DAILY NEWSLETTER

Recipe of the Day (300x250)

RATE CARD PRICING

\$4,000- 6,000 Flat Fee
(based on frequency)

SUBSCRIBERS

70,000+ *(per send)*

WEEKLY NEWSLETTER

SAVEUR Weekend (300x250)

\$12,000 Flat Fee (1x drop)

200,000+

DEDICATED BRAND EMAIL

Custom HTML Sponsored Messaging (600x900) \$17,000 Flat Fee (1x drop)

150,000+

Minimum \$15,000 net spend required to run on SAVEUR.com

BRANDED CONTENT & PARTNERSHIP OPPORTUNITIES

CUSTOM DIGITAL CONTENT

Editorial Allignment Sponsorship
Flat Fee (minimum commitment)

RATE CARD PRICING

\$25,000+

Sweepstakes/Contest

\$50,000+

Flat Fee (minimum commitment)

Custom Content Hub

\$100,000+

Flat Fee (minimum commitment)

TERMS & CONDITIONS

- ① In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- ② All contents of advertisements 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 ad or for errors in key number or advertisers index.
- ③ Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. 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.
- ④ Cancellation or changes in orders may not be made by the Advertiser or its Agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- ⑤ Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- ⑥ No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- ⑦ Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernment 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.

- ⑧ Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
- ⑨ All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonials of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation, or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

All ads run on a prepay basis until credit is approved.

PLEASE NOTE PER SAVEUR.COM POLICY

- ① The CPMs proposed in the media plan presented here DO NOT include Rich Media Fees, Serving Fees, or any incremental cost(s) that are or could be associated with the delivery of the campaign. All ads are served through DoubleClick.
- ② All inventory MUST BE CONFIRMED PRIOR to signing any insertion orders.
- ③ SAVEUR.com DOES NOT HOLD INVENTORY. Inventory is based on a first come first serve basis.
- ④ The package may be modified in the chance that inventory becomes unavailable during the period of time between receipt of the plan and written confirmation that the plan is accepted as seen here or discussed otherwise. Impressions are not guaranteed.
- ⑤ CANCELLATION POLICY: Cancellation of Online banners must be received in writing 7 days prior to start date. Cancellation mid-campaign will be subject to 2 weeks written notice and payment of impressions served through the end of month. Cancellation of email advertising must be received in writing 30 days prior to drop date due to the exclusive nature of email advertising. If cancellation mid-campaign is desired, client must pay out any added value impressions served during the campaign flight.
- ⑥ eNewsletters and custom eblasts are sent to our database of opt-in subscribers. SAVEUR.com is not responsible for opt-outs and/or any number of eNewsletters that are not received.
- ⑦ For all roadblocks, SAVEUR.com guarantees a 24-hour, 100% exclusive SOV placement ONLY. SAVEUR.com does NOT guarantee that the exact number of impressions proposed will be served.
- ⑧ Rate card cost and subscribers updated: December 2014.

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