



SAVEUR

2018 MEDIA KIT

MISSION STATEMENT

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.



EDIT CALENDAR



FEB/ MAR (VOLUME 1)

AD CLOSE: 11/28/17 ▪ **ON SALE: 1/16/18**

TRAVEL & PASSION ISSUE

An ode to traveling globally focusing on artisanal food & drink.



SUMMER 2018 (VOLUME 2)

AD CLOSE: 4/12/18 ▪ **ON SALE: 6/5/18**

OCEANS, COASTS, AND ISLANDS

Celebrating food culture, coastal cooks and chefs, regional fishing traditions, tropical foods, coastal wines, and coastal recipes and destinations.

Some of the stories and regions we plan cover are as follows (subject to change):

- Diving for Invasive Species in Mendocino and Sonoma, California
- The Mussels of Mont Saint Michel, France
- Farming for and Cooking with Oysters on Long Island
- Making Fresh Fish Ceviche with an iconic Peruvian chef
- The New Haven-based seaweed farmers who are restoring the oceans
- Ancient ocean traditions from Vietnam, Japan, Italy, and more
- Brazil's coastal fish festival
- Catching langoustines in Scotland's Northwest corner
- Southern Thailand's Best Coconut Recipes
- The Coastal Wines of Madeira, Portugal
- The Caribbean's Cottage Hot Sauce Industry
- Stories from Indonesia, Australia, South Africa, and more

NOTE: Editorial calendar subject to change

2018 SAVEUR MEDIA KIT



FALL 2018 (VOLUME 3)

AD CLOSE: 7/10/18 ▪ **ON SALE: 9/4/18**

THE FALL COOKING ISSUE*

Our most cooking-focused issue of the year, SAVEUR's fall issue will do a deep dive on kitchen traditions, recipes, and techniques

inspired by important cooks in the far-reaching corners of the globe. Stories will be sourced from both modern chefs as well as traditional country cooks, and the issue will celebrate mix of old and new techniques and dishes. Stories may include (subject to change):

- COVER STORY: The New Cooking of Puglia, Italy
- A Korean-American Chef's Guide to Making Authentic Kimchi
- Innovative Seasonal Pizzas with Portland, Oregon's Pizza Queen
- Cooking from the Cloud Forests of Chiapas, Mexico
- The Lady Jamón Makers of Cinco Jotas, Spain
- African-Canadian Cooking in Nova Scotia
- The Rise of Female Sushi Makers

**The Fall issue will be fully contributed by and focused on women*



WINTER 2018 (VOLUME 4)

AD CLOSE: 9/11/18 ▪ **ON SALE: 11/6/18**

GLOBAL BAKING

The holiday season brings out the best in baking and bakers across the world. SAVEUR's unique approach to a winter baking issue will highlight both sweet and savory baking and the shops, people, and artisans that create some of the world's finest baked foods and traditions. Stories may include coverage of regional holiday rituals, traditional local recipes, profiles of bakers, in-depth looks at baking cultures, and ingredient-focused articles that span the continents. These may include (subject to change):

- Learning from Pinerolo, Italy's Pannetone Makers
- New Zealand's Vanilla Industry
- A Cardamom Harvest in Guatemala, plus cardamom recipes from around the world
- North African Pastry Traditions from a Detroit Patisserie Owner
- The Coffee Shop Culture of Jordan
- The Sicilian Women Growing the World's Best Pistachios
- England's Traditional Baked Puddings

SAVEUR

BRAND OVERVIEW

TOTAL AUDIENCE

PRINT

419,000

Audience

125,000

Rate Base

TOTAL AUDIENCE

TABLET

27,116

Audience

TOTAL AUDIENCE

DIGITAL

2,129,317

Average Monthly UV

11,890,372

Average Monthly Page Views



Source: AAM Publisher's Statement 6/30/17;
Omniture January 2018 (12 month average)

SAV E-NEWSLETTERS

100,000

Recipe of the Day

225,000

Weekend



/SAVEURMAGAZINE

AS OF 2/1/17

547,607



@SAVEURMAG

AS OF 2/1/17

696,000



/SAVEURMAG

AS OF 2/1/17

652,000

READER PROFILE

DEMOGRAPHICS

AUDIENCE SNAPSHOT

43% / 57%

Male / Female

50.3

Median Age

\$199,529

Median HHI

86%

Att/Graduated College+

79%

Employed

88%

Married or Partnered

37%

Any Kids

90%

Own Home

76%

Professional/Managerial

AGE BREAKDOWN

16%

18 - 34

57%

25 - 54

42%

55+

HHI BREAKDOWN

46%

HHI \$150,000 - \$249,999

22%

HHI \$250,000 - \$499,999

9%

HHI \$500,000+

READER PROPENSITIES

1.6x more likely to enjoy cooking and serving gourmet food (*Index 161*)

85.7% consumed any alcoholic drinks in the last 7 days (*Index 130*)

1.5x more likely to typically fly first/business class (44.2%, *Index 149*)

47.0% plans to buy or lease a car, SUV, or truck in the next 12 months (*Index 118*)

Source: Ipsos Affluent Survey, Fall 2017

PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE	MATERIALS DUE	ON-SALE
FEBRUARY/MARCH	11/28/17	11/30/17	1/16/18
2018 VOL. 2	4/12/18	4/17/18	6/5/18
2018 VOL. 3	7/10/18	7/13/18	9/4/18
2018 VOL. 4	9/11/18	9/14/18	11/6/18
WINTER 2019	11/20/18	11/23/18	1/15/19

Note: Please upload files to ad portal - <http://adportal.bonniercorp.com>

DISPLAY RATES

EFFECTIVE DATE OF RATE

FEB/MAR 2018

FREQUENCY

4X

RATEBASE

125,000

FULL PAGE

2/3 PAGE

1/2 PAGE

1/3 PAGE



FOUR COLOR:

\$21,700

\$16,300

\$14,500

\$10,800



BLACK & WHITE:

\$15,800

\$11,800

\$10,500

\$7,900

COVER 2

COVER 3

COVER 4

1/2 PAGE

1/4 PAGE

1/6 PAGE



COVERS:

\$26,000

\$23,800

\$28,800



**SAVEUR
MARKET:**

\$4,800

\$3,000

\$2,000

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.

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.

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.

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.

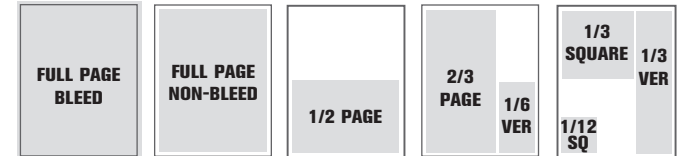
Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines,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

AD SIZE	NON-BLEED	BLEED	TRIM
Full Page	6.625" x 9.44"	8.25" x 11.125"	8" x 10.875"
Two Page Spread	n/a	16.25" x 11.125"	16" x 10.875"
2/3 Page Vertical	4.519" x 9.838"	5.144" x 11.125"	5" x 10.875"
1/2 Page Horizontal	6.625" x 4.64"	8.25" x 5.59"	8" x 5.34"
1/3 Page Square	4.36" x 4.64"	n/a	n/a
1/3 Page Vertical	2.148" x 9.838"	2.773" x 11.125"	2.72" x 10.875"
1/6 Page Vertical	2.12" x 4.64"	n/a	n/a

MARKETPLACE	NON-BLEED
1/3 Page Square	4.36" w x 4.64" h
1/3 Page Vertical	2.148" w x 9.838" h
1/6 Page Vertical	2.12" w x 4.64" h
1/12 Page Square	2.1" w x 2.23" h

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



ISSUE THEMES & CLOSING DATES

ISSUE	THEME	SPACE CLOSE	MATERIALS DUE	ON SALE
FEB/MAR 2018	-	11/28/17	11/30/17	1/16/18
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2018 VOL. 4	-	9/11/18	9/14/18	11/6/18
WINTER 2019	-	11/20/18	11/23/18	1/15/19

(Edit Calendar subject to change)

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: Leah Reysen
460 N. Orlando Ave. Suite 200
Winter Park FL 32789

PRODUCTION CONTACT

Leah Reysen / 407.571.5436
leah.reysen@bonniercorp.com

DIGITAL SPECS

CREATIVE NAME AD SIZE (WXH)

LEADERBOARD 728 X 90 PX

MEDIUM RECTANGLE 300 X 250 PX

HALF PAGE 300 X 600 PX

MOBILE LEADERBOARD 320 X 50 PX

BILLBOARD 970 X 250 PX

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

SOCIAL

Facebook, Instagram integration opportunities available

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 48 hour turn around 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

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 FieldandStream.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.

- Atlas
- Doubleclick
- Mediaplex
- Bluestreak
- Interpolis
- Etc.

THIRD PARTY SPECIFICATIONS

- Third Party tags should be served via JavaScript ad calls (InRed for DoubleClick), not iframes
- 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 18fps
- Animation length should not exceed 15 seconds

ANALYTICS

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



RICH MEDIA BANNERS

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

E-NEWSLETTER

(SPONSORED EDITORIAL CONTENT)
SUBSCRIBER SIZE: 225,000

- 728x90 and 300x250
- File size cannot exceed 40k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL's and impression pixels ONLY for tracking purposes

E-BLASTS

(CUSTOM ADVERTISER MESSAGE)
SUBSCRIBER SIZE: 150,000

- Max pixel width 650. Size recommend as standard is 569
- All images are jpeg 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 Size (W X H): At least 640x480.
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

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 Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. 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 underdelivery 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 2018 issue-by-issue tally (IBIT) pricing system.

CONTACTS

SALES

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Send Advertising Materials To:
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Winter Park, FL 32789
Attn: Leah Reysen
Special Instructions: Magazine Issue

For Customer Service and Subscription questions,
such as renewals, address changes, e-mail preferences, billing and account status, go to saveur.com/cs.