



SAVEUR.COM

2012 | ONLINE ADVERTISING MEDIA KIT



Mission

SAVEUR seeks out stories from around the globe that weave together culture, tradition, and people through the language of food. The SAVEUR brand honors a fundamental truth: cooking is one of the most universal—and beautiful—means of human expression.

SAVEUR.com attracts an affluent, luxury user who is passionate about food and travel. Our users look to us for in-depth, trustworthy content that is rich in experience and authenticity. As a partner of SAVEUR.com, you can build awareness and drive traction among this influential target.

SAVEUR.com Visitor

SAVEUR.com attracts an active and engaged audience of affluent consumers every month.

Male/Female	25% / 75%
Median Age	51
Mean HHI	\$137,100
Average Number of Minutes Spent	6.4

Source: 2010 Consumer Profile Study, Walker Communications; Omniture 2011

SAVEUR.com Traffic

With **over 1 million** unique visitors a month, SAVEUR.com is one of the fastest growing websites in the travel/epicurean category.

Average Page Views	6.2MM (+110% YOY)
Average Unique Visitors	1,144,390 (+218% YOY)
newsletter subscribers	135,000+
custom email subscribers	116,000+
FACEBOOK FANS	36,154+
TWITTER FOLLOWERS	135,171+

Sources: Omniture (Oct 11); Silverpop (Oct 11); Facebook, Twitter (Oct 11)



2012 Online Edit Calendar



JANUARY

The Essential Mexico
 SAVEUR's Foodie Giveaway
 The SAVEUR 100
 New Year's Resolutions
 Whole New Year/Whole Foods Week

FEBRUARY

The Essential Caribbean
 SAVEUR's Foodie Giveaway
 The SAVEUR 100
 Valentine's Day Menus
 Valentine's Cooking Road Map
 The Ultimate Guide to Sparkling Wines
 Chocolate Week
 Holiday Newsletter: Valentine's Day

MARCH

The Essential Southeast Asia
 3rd Annual Best Food Blog Awards
 Beer Week
 Holiday Newsletter: St Patrick's Day

APRIL

The Essential Middle East
 3rd Annual Best Food Blog Awards
 Las Vegas: Special Feature
 Holiday Newsletter: Easter/Passover

MAY

The Essential United Kingdom
 3rd Annual Best Food Blog Awards
 Bread: Special Feature
 Brunch Week
 Holiday Newsletter: Mother's Day

JUNE

The Essential China
 Summer Entertaining Guide
 Global Grilling: Special Feature
 Pitcher Cocktails Round-Up
 Gadget/Food Technology Week
 Holiday Newsletter: Father's Day

JULY

The Essential India
 "Tales from Tales" Cocktail Feature
 Ice Cream Week
 Holiday Newsletter: Fourth of July

AUGUST

The Essential South Africa
 Farmers' Market Nation: Special Feature
 Farmers' Market Week
 Holiday Newsletter: Back to School

SEPTEMBER

The Essential Spain
 Fall Entertaining Guide
 Top Culinary Schools Around the World: Special Feature
 SAVEUR.com Travel Channel Relaunch
 Holiday Newsletter: Labor Day

OCTOBER

The Essential Italy
 Fall Cocktail Guide
 A Guide to Champagne Pairings
 Cheese Week
 Holiday Newsletter: Halloween

NOVEMBER

The Essential South America
 The Ultimate Thanksgiving Guide
 Thanksgiving How-To Video Special
 Holiday Entertaining Newsletter Series

DECEMBER

The Essential France
 The Ultimate Holiday Entertaining Guide
 Cookie Advent Calendar
 Holiday Entertaining Newsletter Series

**All editorial subject to change.*

Homepage

LEADERBOARD
728 x 90



MEDIUM RECTANGLE
300 x 250

SKYSCRAPER
160 x 600

INTEGRATED SPONSORED POST
SAVEUR.com showcases editorial postings and features in our homepage feature well. This section offers premium homepage exposure for your brand with a similar look and feel to editorial.

There are also many custom advertising opportunities available. Please contact us for more details.

Channel Sponsorship



LEADERBOARD
728 x 90

CHANNEL SPONSORSHIP
88 x 31

MEDIUM RECTANGLE
300 x 250

SAVEUR.com channels include:

- RECIPES
- TECHNIQUES
- TRAVELS
- KITCHEN
- WINE & DRINK

Article/Recipe Page



LEADERBOARD
728 x 90

LOGO INCLUSION

MEDIUM RECTANGLE
300 x 250

Recurring Features

SAVEUR.com's editors create weekly and monthly recurring features online that your brand can be a part of through 100% SOV sponsorship opportunities.

FEATURES INCLUDE:

Two weeks after its release, SAVEUR.com's "How to Peel Garlic" video had garnered **1,000,000+** views and was ranked as **one of the top ten** how-to videos on YouTube.



SAVEUR'S CITY DOZENS

Twelve things to do, places to see, and things to eat, as chosen by local experts



FRIDAY COCKTAILS

A weekly cocktail recipe from the SAVEUR Test Kitchen and our favorite bartenders



ASK THE TEST KITCHEN VIDEO SERIES

How-to video series from the SAVEUR Test Kitchen



ONE GOOD FIND

Twice-weekly feature on recent discoveries and staff favorites



KITCHEN TOURS

An inside look at kitchens around the country



THE SAVEUR POSTCARD SERIES

Recollections from our editors' trips

Sweepstakes and Promotions

SAVEUR.com can custom-build a sweepstakes, contest, or custom promotion for your brand. It will be promoted in the Sweepstakes & Promotions section and can include an image or logo, up to 50 words of copy, and a link to your website.

The screenshot displays the SAVEUR.com website interface. At the top, there is a navigation bar with the SAVEUR logo and the tagline "Sharing the Best of the Web". A "SUBSCRIBE NOW" button is visible in the top right corner. Below the navigation bar, a "SPECIAL OFFER" banner indicates a subscription price of \$19.95 for 1 year. The main content area is titled "SWEEPSTAKES & PROMOTIONS" and features several promotional cards:

- Holiday Cookbook Library iPad Giveaway:** Promotes a contest where users can win an iPad by participating in a holiday-themed giveaway.
- King Arthur Flour's Best Baking Tips Contest:** A contest where users can win one of 10 prizes by submitting their best baking tips.
- "Discover Your Ottawa" Sweepstakes:** A sweepstakes where users can win a three-night, four-day getaway to Ottawa, including accommodations and local attractions.
- Just Add Food!:** A promotion for the Alsace region of France, highlighting its aromatic and fresh white wines.
- A Taste of Monaco:** A promotion for Monaco, highlighting its rich culinary heritage and abundance of fresh, flavorful ingredients.
- With Wolf You Can:** A promotion for Wolf, a cooking specialist, highlighting its advanced technology and performance.
- Take the Rodelle Challenge:** A challenge where users can win a year's supply of gourmet baking ingredients by sharing their best or funniest baking moment.

On the right side of the page, there is a sidebar with a search bar for recipes, a "BROWSE RECIPES" section with filters for main ingredients, course, and cuisine, and a "Recommendations" section featuring social media-style posts about various recipes and contests. At the bottom right, there is a "SUBSCRIBE" button.

Simple Weeknight Meals Newsletter

Every Monday, SAVEUR.com features a weekly roundup of simple, delicious recipes for weeknight cooking.

NEWSLETTER PLACEMENTS:

SPONSORSHIP BANNER

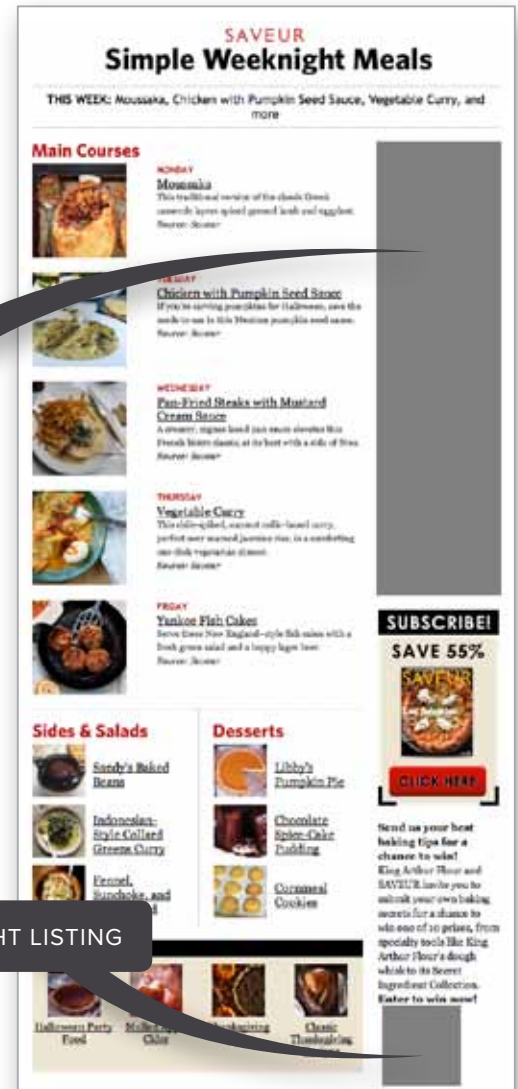
One 160 x 600 Skyscraper banner included in the weekly eNewsletter.

SPOTLIGHT LISTING

This listing can be used to promote products, services, and promotional offers. Includes a thumbnail image of your product or company logo accompanied by 20 words of promotional copy and a link.

SPONSORSHIP BANNER
160 x 600

SPOTLIGHT LISTING



Special Holiday Content

Also, SAVEUR.com features monthly special newsletters, including Superbowl, Valentine's Day, Easter, Mother's Day, Father's Day, Fourth of July, Labor Day, Halloween, and a special holiday series in November and December.



Dinner Party Menus

The most popular content and recipe searches on SAVEUR.com focus on entertaining at home: appetizers, cocktails, desserts, menus, and more. With our users in mind, SAVEUR editors have developed a weekly feature—a themed dinner party menu, with curated recipes for each course, plus planning tips for the host.

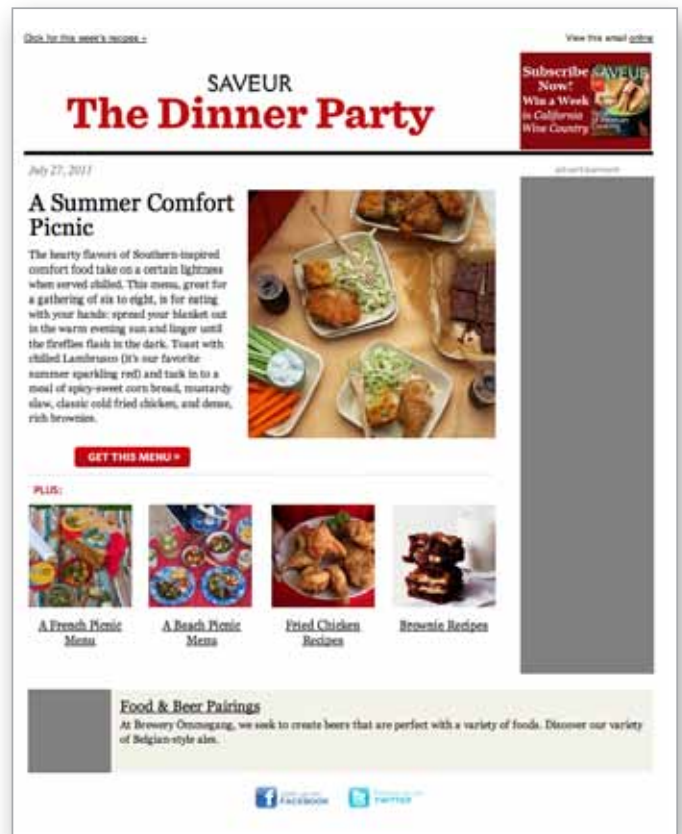
SPONSORSHIP INCLUDES:

NEWSLETTER AD PLACEMENTS

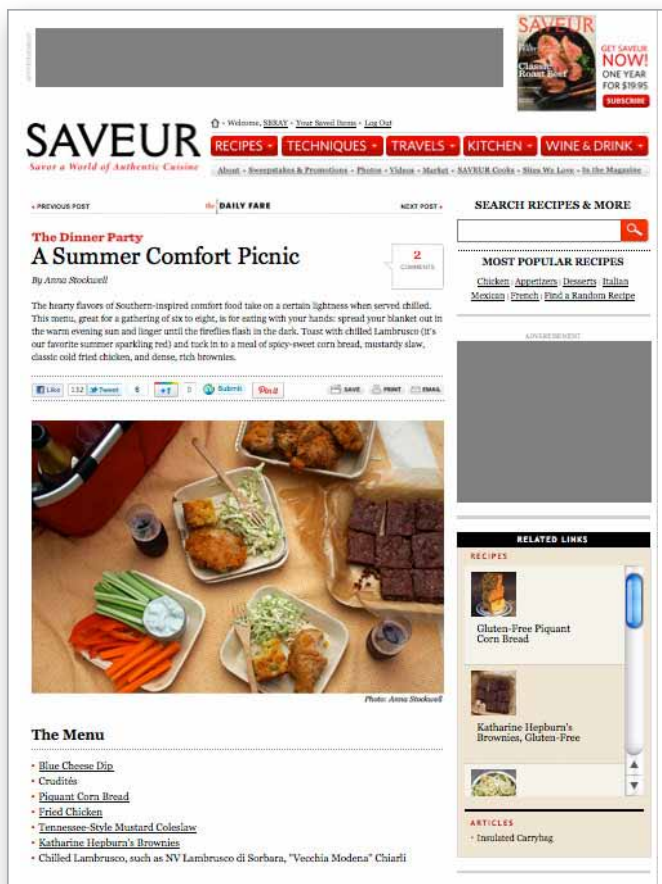
One 160x600 Skyscraper banner & spotlight listing in weekly newsletter, sent out each Wednesday

OWNERSHIP OF THE ONLINE FEATURE

Weekly menu inspiration, highlighting specific menu themes



NEWSLETTER



ONLINE FEATURE

Custom Email

SAVEUR can also work with our advertising partners to create and deploy a dedicated custom email with 100% SOV. Please contact us for more information.

SAVEUR
PRESENTS

NEW RUFFINO PROSECCO

IT'S NOW OR WHENEVER

Mother's Day is just around the corner. And with it brings plans for an unforgettable brunch. Honor your guest of honor with something crisp and creamy. Something a little unexpected. Something truly delectable. Ruffino Prosecco sparkles on its own or as the hero in an exquisite cocktail.

DISCOVER RUFFINO PROSECCO >>

.....

Need a little Mother's Day Brunch inspiration? We've got a few ideas:

THE PROSECCO SMOOTHIE
Fresh, fruity and a total flirt on your palate.

THE SPARKLING PORTOFINO
Bold, zesty and full of life.

THE FRESCO
Crisp and refreshing with an itty-bitty bite.

GET THE RECIPES >>





RUFFINO THE ITALIAN WAY SINCE 1877

Ruffino 1999 and wine respectively ©2011 RUFFINO IMPORT COMPANY, RUTHERFORD, CA.



Join us on
FACEBOOK



Follow us on
TWITTER

2012 Online Advertising Specs

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
LEADERBOARD	728 x 90 pixels	40 kb max	Gif, Jpg, Swf: (include Fla file)
MEDIUM RECTANGLE	300 x 250 pixels	40 kb max	Gif, Jpg, Swf: (include Fla file)
SKYSCRAPER	160 x 600 pixels	40 kb max	Gif, Jpg, Swf: (include Fla file)
NEWSLETTER BANNERS.....	160 x 600 pixels 728 x 90 pixels	40 kb max	Gif, Jpg

TERMS & CONDITIONS

- 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.
- 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.
- 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.
- 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.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- 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.
- 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.
- 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.
- 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.