



# SAVEUR

2012 | ADVERTISING MEDIA KIT



## Mission

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

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## Snapshot

Rate Base.....	325,000
Frequency.....	9X/YEAR
Established.....	1994

## Audience

Male/Female .....	30%/70%
Median Age .....	52
Median HHI.....	\$136,145



# 2012 Editorial Calendar

## January/February

SPECIAL ISSUE: THE SAVEUR 100

The New Classics: The editors divulge our 100 greatest secrets for the most delicious eating, drinking, and cooking.

Space Close.....11/7/11  
 Materials Close.....11/9/11  
 On Sale Date.....12/27/11

## March

Where the Flavor Is: Cooking with Bones. The Wonderful World of Southern Layer Cakes. Cichetti: Delicious Italian Snacks. The Best Paris Cookbooks. The Amazing Food of Iran. Transylvania: Farm to Table Eastern European Fare. The Classic Dish: Baked Beans.

Space Close.....1/3/12  
 Materials Close.....1/5/12  
 On Sale Date.....2/21/12

## April

SPECIAL ISSUE: LAS VEGAS

A whirlwind tour of Sin City's devilishly diverse cuisine, from the haute dining rooms of the world's finest chefs to the best ethnic eats, classic watering holes, Southwestern dessert foods, and more. PLUS, a Primer on Japanese Sake. Cooking with Poppy Seeds. Hook Fishing: The Sustainable Method. The Classic Dish: Ropa Vieja.

Space Close.....1/31/12  
 Materials Close.....2/2/12  
 On Sale Date.....3/20/12

## May

A Guide to Portuguese Wines. Corsica's Marvelous Seafood. A Celebration of American Bread. Jane and Michael Stern's Edible Roadtrip in the Iowan Heartland, the Pork Capital of the Country. The Classic Glory of Crème Brûlée. Portland's Phenomenal Food Trucks. Step-by-Step Tempura. Hungary: New and Old Food Culture.

Space Close.....3/6/12  
 Materials Close.....3/8/12  
 On Sale Date.....4/24/12

## June/July

Global Grilling: The World's Best Techniques. Corn: The Best Recipes for America's Native Grain. Ancient Brew: Belgium's Great Beer Making Tradition. Jane and Michael Stern's Minnesota State Fair Adventure, from Butter Sculptures to Dairy Pageants. A Trip Along France's Most Delicious Byway. Suzhou: China's Street Snack City. Fascinating and Flavorful: The Cuisine of the Brazilian Amazon.

Space Close.....4/17/12  
 Materials Close.....4/19/12  
 On Sale Date.....6/5/12

Dates and editorial contents are subject to change.

## August/September

SPECIAL ISSUE: MEXICO

From North to South and East to West, a cover-to-cover in-depth look at Mexico's authentic cuisine. Stories told from high-end kitchens and home cook heroes. ALSO, Diana Kennedy: Mexican Cuisine's Greatest Interpreter.

Space Close.....6/12/12  
 Materials Close.....6/14/12  
 On Sale Date.....7/31/12

## October

SPECIAL ISSUE: 150 GREATEST RECIPES

Celebrating the 150th issue with a love letter to all our favorite dishes to cook, from coq au vin to fiery red curry and a memorable meatloaf, along with everything you need to know to prepare the best renditions ever.

Space Close.....7/31/12  
 Materials Close.....8/2/12  
 On Sale Date.....9/18/12

## November

The United States of Turkey: A Collection of Techniques. Jane and Michael Stern's Luxury Vacation: The Sticky Toffee Pudding Trip. America's Best Regional Wines. Umbria's Awesome Meat Shops. Paris' Phenomenal North African Eateries. Bonnie Stern, Canada's Most Popular Food Personality. Exploring Cadiz in Southern Spain. Garifuna, Honduras Food Culture.

Space Close.....8/28/12  
 Materials Close.....8/30/12  
 On Sale Date.....10/16/12

## December

A Glittering Bavarian Christmas. Sweet and Savory, Step-by-Step Soufflé. Eating off the Land on a California Cattle Ranch. Madeira: Portugal's Finest Fortified Wines. Harvesting Succulent Lobster in the Northeast. White Chocolate: Luxurious and Misunderstood. Francis Ford Coppola's Winery. Mastering the Art of Beef Wellington. Down Under: A Sunday Feast in Australia.

Space Close.....10/2/12  
 Materials Close.....10/4/12  
 On Sale Date.....11/20/12



## Editorial Highlights

Highlights, departments, and regular features, including:

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### First

- SAVEUR editor's letter, taking readers behind the scenes of SAVEUR stories

### Fare

- Intriguing news, developments, trends, and products from the world of food
- Food-centric personal essays
- Calendar of food-related events, holidays, and anniversaries around the globe
- The latest and greatest in culinary books reviewed by notable critics and saveur editors

### Review

- Leading food critics showcase new and notable restaurants in cities around the country

### Ingredient

- An in-depth piece about a single food, with recipes and techniques from around the world.

### Kitchenwise

- Exploring home kitchens of prominent people, with an emphasis on design and lifestyle
- An eclectic assortment of kitchens from every part of the world

### Memories

- Acclaimed writers' chronicles of formative culinary experiences

### Drink

- The histories of beloved wines, beers, or spirits
- Spotlight on liquors of outstanding quality or unusual provenance

### Cellar

- A wine showcase, with tasting notes
- The best bottles from a particular country or region, or made with a particular varietal

### Reporter

- First-person reportage and investigative journalism from all corners of the planet

### Source

- Ordering information for outstanding and hard-to-find foods, drinks, and kitchen tools

### Classic

- A time-honored dish, sweet or savory, down-home or exotic, that is a beloved part of our culinary lives

### In the SAVEUR Kitchen

- Edited by SAVEUR's Executive Food Editor, Todd Coleman
- Recipes, techniques, primers, insights, tips, and discoveries connecting to the issue's stories

### Moment

- SAVEUR's back page
- A single poignant, arresting photograph related to the world of food



## Awards & Accolades

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### MIN {MEDIA INDUSTRY NEWS} AWARDS

- 2010 "Top 10 Stylish Gains," Ranked #2 in the highest percentage 5-Year Ad Page Gain
- 2010 **WINNER (EDDIE AWARDS)**  
Consumer Epicurean Full Issue — Gold: January 2010 Saveur 100; Silver: June 2010  
Consumer Epicurian Single Article — Gold: December 2010 "Wonders of Ham"



### THE JAMES BEARD FOUNDATION

- 2011 **WINNER**  
Food-related Feature — "Food of the Future"
- 2010 **WINNER**  
Magazine Feature Writing about Restaurants and/or Chefs  
MFK Fisher Distinguished Writing Award — "Faith and Bacon"



### INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS {BERT GREENE AWARDS}

- 2011 **WINNERS**  
Best Culinary Writing With Recipes — "Roots of the Deli," December 2010  
Culinary Writing: Restaurant and/or Chef with or without Recipes — "Spirit of the Bistro"  
November 2010
- 2010 **WINNERS**  
Best Culinary Writing With Recipes — "The Art of Kimchi," November 2009  
Culinary Writing Without Recipes — "Better Than Butter," Jan/Feb 2009



### MEDIAWEEK {HOT LIST 2010}

- 2010 **WINNER**  
SAVEUR: #10 on MediaWeek's Top 10 Under 60 List



### ASME {NATIONAL MAGAZINE AWARDS}

- 2010 **NOMINATION**  
General Excellence
- 2009 **WINNER**  
Single Topic Issue — "A World of Breakfast" — October 2008



### BUSINESS INSIDER

- 2010 Top 25 Magazines Killing It in 2010: Saveur ranks #18 on the list



### BRAVO'S "TOP CHEF MASTERS"

SAVEUR Editor-in-Chief James Oseland as Judge

## Editors' Bios

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### James Oseland | EDITOR-IN-CHIEF

James Oseland has been the editor-in-chief of SAVEUR since 2006. Prior to that he was an editor at Vogue, Organic Style, and Mademoiselle. In 2006 his book, *Cradle of Flavor: Home Cooking from the Spice Islands of Indonesia, Malaysia, and Singapore*, was published; it went on to win awards from the James Beard Foundation and the International Association of Culinary Professionals and was named one of the ten best books of that year by Time Asia. Oseland has appeared extensively on American and European television, on shows such as "Top Chef Masters," where he appears as a weekly judge, and is a frequent guest on numerous American radio programs, including The Splendid Table. A frequent lecturer on food at the Asia Society in New York City, he also teaches cooking classes at New York's Institute for Culinary Education. He holds a BFA and an MFA in photography and film studies from the San Francisco Art Institute.

### Todd Coleman | EXECUTIVE FOOD EDITOR

Todd Coleman has spent the past 20 years cutting his culinary teeth in restaurants, cooking in private homes, catering, writing, developing recipes, teaching cooking classes, leading food tours, and working as a magazine editor. After working in restaurants for ten years and graduating from the Culinary Institute of America, he worked as a private chef while also catering dinner and cocktail parties. He got his start in food media while working for Molly O'Neill on her Times Sunday Magazine column. Following that, Coleman joined the Food Network, where he developed original recipes for books, cooking shows, the website, and marketing projects. After four years at the Food Network, he left to become the program manager for the recreational division of I.C.E. (The Institute of Culinary Education), where he managed the largest avocational cooking program in the country. He joined the magazine business as a senior associate food editor at Everyday Food, where he also appeared on a weekly food segment titled "Where Todd Ate This Weekend" on Martha Stewart Living Radio. Coleman retools and expands upon his love of food on a weekly basis, ambling around the outlying boroughs of Manhattan in search of atole, chat, and banh mi.

### Dana Bowen | EXECUTIVE EDITOR

Before joining SAVEUR in April 2007, Dana Bowen was a freelance food and travel writer who contributed regularly to The New York Times, writing biweekly "\$25 and Under" restaurant reviews and reporting on topics as diverse as Southern barbecue pits, the Fulton Fish market, organic baby food, and urban beekeepers. Her writing has also appeared in such magazines as Martha Stewart Living, Food & Wine, Real Simple, Oprah, Cookie, and Edible Brooklyn. Bowen, who has lived in Italy and has co-written and edited Italian guidebooks for Frommer's, co-authored *The Da Fiore Cookbook: Recipes from Venice's Best Restaurant (Morrow)* with Damiano Martin, son of the Michelin-starred chef Mara Martin.

### David Rosengarten | WINE EDITOR

Journalist, television personality, and cookbook author, David Rosengarten has covered great food products, restaurants, wines, gastronomic travel destinations and related subjects for over 25 years for a variety of publications. David is perhaps best known for his work as the host of Taste, the award-winning Food Network program devoted to the principles of good taste in food and wine. David is also the author of multiple cookbooks including Taste (IACP award-winner), *The Dean & DeLuca Cookbook*, *David Rosengarten Entertains* and *It's ALL American Food* (James Beard award-winner). David is a sought-after jurist for wine, food, chef, and sommelier competitions and has been a featured speaker at many national and international culinary events. Currently, David is launching [www.DavidRosengarten.com](http://www.DavidRosengarten.com), a multimedia website that will carry new editorial content, groundbreaking food videos, new recipes and wine picks. An avid and experienced international traveler, David shares his insights and enthusiasms with groups of readers who accompany him on international gastronomic tours three or four times a year, most recently to Iceland, India, Alsace, and the French West Indies.



# Reader Profile

SAVEUR presents a valuable audience: highly influential, affluent, and well-educated readers.

Male/Female .....30%/70%

## Age

35-54 .....50%  
 25-54 .....52%  
 25-49 .....38%  
 Median Age.....52

## Education

College Graduate+ .....57%  
 Post Graduate Study+.....25%

## Status

Married.....79%  
 Any Kids.....27%

## Employment

Full-time .....51%  
 Professional/Managerial .....60%  
 Any Chief Officers .....19%

## Personal Income

\$100,000+ .....28%  
 Median.....\$66,590

## Household Income

\$150,000+ .....38%  
 \$200,000+ .....19%  
 Median.....\$136,145

## Household Net Worth

\$1,000,000+ .....30%  
 Median.....\$696,042

## Home Value

\$750,000+ .....18%  
 Median.....\$445,163



## Marketing

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### BRAND EXTENSIONS

#### Signature Events

- Food Blog Awards
- SAVEUR Travel Advisory Board
- SAVEUR Summer BBQ
- SAVEUR Cooking School Program
- Sommelier Panels & Winemaker Dinners
- SAVEUR Test Kitchen Entertaining
- Savor the Slopes
- Tales of the Cocktail
- Virtuoso Travel Mart Breakfast

#### In-Book Programs

- SAVEUR Chef Series
- SAVEUR Menu
- “Tales of the Cocktail” Section
- Custom Advertorials

#### Reader Engagement

- Reader Service
- SAVEUR'S Reader Panel
- Targeted Mailings via Bonnier Database

#### Social Media

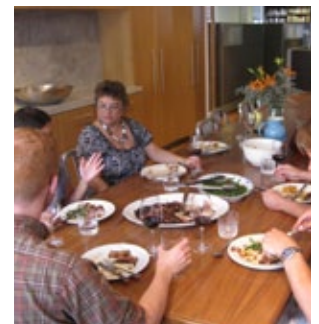
- Facebook and Twitter Promotions
- Host a “Tweet-Up” on Twitter
- Leverage the SAVEUR Tastemakers™

#### Partnerships

- American Museum of the Cocktail
- American Sommelier Association
- Edible Communities
- Whole Foods
- Jackson Hole Wine Auction
- James Beard Foundation
- Sur La Table
- Tales of the Cocktail
- Virtuoso
- Weldon Owen Book Publishing

#### SAVEUR.com

- Annual Foodie Giveaway
- Contests/Sweepstakes
- Custom E-Newsletters and E-Newsletter Sponsorships
- Custom Rich Media
- “Daily Fare” Sponsorship
- Editorial Sponsorships
- Food Blog Awards
- Photo Gallery Sponsorship
- Podcasts
- Quiz Programs
- SAVEUR Travel Diary
- SAVEUR Travel Advisory Board
- SAVEUR Tastemaker Advisory Board
- Targeted Banner Ad Units
- Video Sponsorships



Left to Right: SAVEUR Kitchen Event, Taste of Greenmarket Event (2), Tales of the Cocktail Event

# 2012 Display Rates

Effective Issue Date: January/February 2011  
 Rate Base: 325,000

	1X	4X	9X
<b>Four color</b>			
Spread.....	\$84,660	\$80,505	\$76,220
Full Page.....	\$42,335	\$40,255	\$38,105
2/3 Page.....	31,785	30,185	28,595
1/2 Page.....	28,230	26,800	25,390
1/3 Page.....	21,170	20,160	19,080
<b>Two Color</b>			
Spread.....	\$70,820	\$67,265	\$63,755
Full Page.....	\$35,405	\$33,630	\$31,890
2/3 Page.....	26,570	25,235	23,900
1/2 Page.....	23,610	22,440	21,245
1/3 Page.....	17,705	16,805	15,930
<b>Black &amp; White</b>			
Spread.....	\$61,590	\$58,480	\$55,430
Full Page.....	\$30,785	\$29,235	\$27,715
2/3 Page.....	23,095	21,950	20,780
1/2 Page.....	20,525	19,505	18,465
1/3 Page.....	15,390	14,620	13,845
2nd Cover.....	\$50,805	--	--
3rd Cover.....	46,560	--	--
4th Cover.....	56,315	--	--

**BLEED:** Add 10%.

**MECHANICAL CHARGES:** Key numbers, halftones, camera work, and/or stripping will be billed to advertiser.

**PRE-PRINTED INSERTS:** Consult advertising representative.

**TERMS:** Net 30 days; no cash discounts.

**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.

**FOR MORE INFORMATION:** Please call 212.219.7400

*All rates subject to change. Last updated 10/10*

# 2012 Mechanical Specs

## DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

**AD SIZES:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

**REQUIRED FORMAT:** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see <http://www.adobe.com/products/acrobat/standards.html> for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

**MEDIA TRANSFER: CD-ROM, DVD \*ELECTRONIC TRANSMISSIONS** Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com). For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

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

**BINDING:** Perfect Bound, Jog: to Foot.

## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES:

**PHOTOS:** Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

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

If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. 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 SIZES

SIZE OF AD	WIDTH	HEIGHT
Full page non-bleed .....	7.5"	10"
Bleed page.....	9.125"	11.125"
trims to .....	8.875"	10.875"
Two-page spread bleed .....	18"	11.125"
trims to .....	17.75"	10.875"

### NON-BLEED PARTIALS\*

1/3 square.....	5"	4.8"
1/3 vertical .....	2.45"	9.75"
1/2 horizontal.....	7.625"	4.8"
2/3 vertical .....	5"	9.75"

### BLEED PARTIALS\*

1/3 vertical .....	3.125"	11.125"
trims to .....	2.875"	10.875"
1/2 horizontal.....	9.125"	5.5"
trims to .....	8.875"	5.25"
2/3 vertical .....	5.8"	11.125"
trims to .....	5.55"	10.875"

No live matter within 1/4" of final trim size. On spreads allow 1/4" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

## SHIPPING ADDRESS

Bonnier Corporation  
 Saveur Magazine  
**ATTN:** Courtney Janka  
 460 N. Orlando Ave., Suite 200  
 Winter Park, FL 32789  
 407.571.4798

## 2012 CLOSING DATES

	AD CLOSE ISSUE DATE	MATERIAL DATE	ON SALE DUE DATE
January/February	11/07/11	11/09/11	12/27/11
March	1/03/12	1/05/12	2/21/12
April	1/31/12	2/02/12	3/20/12
May	3/06/12	3/08/12	4/24/12
June/July	4/17/12	4/19/12	6/05/12
August/September	6/12/12	6/14/12	7/31/12
October	7/31/12	8/02/12	9/18/12
November	8/28/12	8/30/12	10/16/12
December	10/02/12	10/04/12	11/20/12