

tastebud

Food for Thought

Kansas City's Guide to Food, Drink, Places, and People

We started tastebud in 2006 to provide food lovers in Kansas City with a local resource where they could learn about the food they buy, eat, and enjoy. Since then, tastebud magazine has become a 'go to' source of information across the KC metro area. It remains the only locally-owned food magazine reaching this valuable and growing market.

tastebud is on the leading edge of the nationwide trend of greater food awareness. Attitudes about the way we choose our food are changing. More people want to know where their food comes from and how it was grown. The desire to buy local is stronger than ever. Shoppers are far more conscientious about their food choices than they were just 5 years ago.

tastebud is attractive, easy-to-read, informative, and specialized – all of our content is original and each issue provides relevant, hands-on information. Our readers hold on to and refer to tastebud magazine - they keep it in their kitchens, clip out recipes, dog-ear pages, visit the recommended restaurants, and contact our writers for more advice.

If your customers are food-lovers, diners, grocery shoppers, or home cooks, tastebud reaches them. If you're looking for wine drinkers, beer snobs, or cocktail sippers....tastebud reaches them. If you need to promote a food-related event....tastebud is the place.



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Why advertise in tastebud?

tastebud magazine is the most cost effective, targeted advertising opportunity for food-related, lifestyle, and associated businesses. When you advertise in tastebud your message stands out, it's not lost in a mix of unrelated advertising. You won't find your steak joint next to a strip joint.

Readership

tastebud is the only local magazine specifically targeting food-loving households.

tastebud magazine has over 35,000 readers in the area every month.

60% of tastebud readers are in Johnson County.

The typical reader is female, 35+ years old, well educated with disposable income.

tastebud readers are food-focused and want to know more about food, food businesses and people in Kansas City and surrounding areas.

Our targeted readership makes advertising in tastebud extremely efficient and affordable.

Targeted distribution

tastebud magazine is distributed free-to-readers through the following types of outlets.

- Upscale and mainstream grocery stores
- Gourmet product stores
- Specialty food and beverage merchants
- Restaurants and hotels
- Farmers markets and local food events
- CSA food subscription programs
- Bookstores and libraries

tastebud is also mailed to subscribers and industry professionals throughout the Midwest.

Content

tastebud magazine offers readers fresh and original content every month from a host of talented writers. This expert and unique advice is all local and builds strong loyalty among our readers. Our non-advertorial approach means people trust what they read in tastebud....and advertisers benefit from that relationship.

Editorial Highlights Each Month:

CHEESE WIZ

Advice from The Better Cheddar for cheese lovers

LOCALLY GROWN

Meet the hometown families who grow and produce our food

ASK THE EXPERT

Practical Q&As from the Johnson County Extension Office

UNCORKED

Wine snobs beware – Sommelier Alan Hagedorn gives advice we can all use

LIQUID LANGUAGE

Local liquids are the subject of Jason Burton's column each month

TABLE HOPPING

Foodie Jenny Vergara previews the best spots for your next great meal in Kansas City

READER RECIPE

Our friends and neighbors share their sure-fire recipes

HOW TO...

The Greater Kansas City Chef's Association teaches Cooking 101

COOKING FROM THE HEART – IT'S A MEXICAN ART!

Chef Virginia Lopez Hudson puts her spin on down-home Mexican cuisine

IN THE DETAILS

Local florist and decorator Heather Coones shows us that entertaining and dinnertime fun is All in the Details

SPIRITED ADVISOR

Get original drink recipes from the homegrown mixologists at M&S Grill

HOP TALK

Chris Stenger's beer advice is the best on tap

COLANDER

Use our 'Colander' of Events to find out what's going on in Kansas City and promote your events

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2009 Editorial Calendar

JANUARY '09

Feel Good Food

FEBRUARY

Love to Eat?

MARCH

Family Favorites

APRIL

Greening Up

MAY

Dessert First

JUNE

Farmers Market Finds

JULY

Picnic Parties

AUGUST

Chill Out

SEPTEMBER

Fall Classics

OCTOBER

New Twists on Pasta

NOVEMBER

Holiday Cookbook

DECEMBER

Traditions Revisited

Praise for tastebud

"tastebud is an essential component for any foodie in the KC market; period."

-*Danny O'Neill, owner The Roasterie*

"tastebud offers a refreshing new outlet for reaching the loyal Boulevard consumer. Clearly their 'buy local' approach fits our business model perfectly, and the independent 'try something new' spirit of the publication supports our core messaging of introducing consumers to a better beer."

-*Jeremy Ragonese, Director of Marketing Boulevard Brewing Company*

"Advertising in tastebud has been great for us. I'd definitely recommend it to anyone looking to build a loyal customer base in Kansas City. Plus, I like to support the local guys."

-*Jeff Stottle, Foo's Fabulous Frozen Custard*

"I enjoy tastebud so much that I subscribe to it so I don't miss a single issue. Reading it is like having a conversation with a good friend. There are stories to share, local discoveries, and recipes to exchange. I enjoy it so much that I have sent subscriptions to many friends. Now we all share the same conversation and can't wait to talk about our favorites in tastebud!"

-*Cammie D., Kansas City, tastebud subscriber*

"No one else in the Midwest seems to be doing anything like this."

-*Jason Burton, Sr Brand Manager Houlihan's Restaurant Group
(and Liquid Language columnist)*

"Our email list grew 4X when we advertised in tastebud. We couldn't be happier about the response."

- *TestKitchenKC.com*

"I picked up a copy of tastebud and just wanted to tell you how much I liked it. The features are just the right length, the layout is very attractive and fresh."

- *Dorri P., KCMO*

"I received two calls yesterday that mentioned seeing our ad in tastebud - I was thrilled! I love the new paper and the clarity of the printing - rock on!"

- *Shari Cannon-Mackey, owner Moosewood Kitchen Catering Company*

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2009 Display Advertising Rates

	1x	4x	12x
Full page	1475	1350	1275
1/2	775	725	650
1/4	450	400	325
1/8	225	200	175

Advertising Specifications

Full page live area		10" x 13"
Full page bleed area		10½" x 13½"
½ page	horizontal	9" x 6"
	vertical	4½" x 12"
¼ page	horizontal	9" x 2⅞"
	vertical	4½" x 6"
⅛ page	horizontal	4½" x 2⅞"
	vertical	2⅞" x 6"

- All artwork needs to be set to CMYK color space.
- Set smaller text (8pt or less) to 1-color black (not 4-color black)
- All text converted to outlines
- 8 bit color depth
- No part of the ad should be less than 300dpi.
- PDF, EPS, TIFF or 300 dpi JPEG format is required.
- Full page ads set to ¼" interior safety margin for text with a ¼" exterior bleed for pictures and graphics.
- Promotional "bind-in" quotes upon request.

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