TABLE OF CONTENTS

Mission ..................................... 1
Brand Overview .......................... 2
Demographics ............................ 3
Digital Capabilities .................... 5
Editorial Calendar ....................... 8
Production Schedule .................... 9
Rates ......................................... 10
Specs ......................................... 12
Events ........................................ 17
Terms & Conditions ..................... 21
Contact Information ..................... 22
SAVEUR understands that what we eat speaks volumes about who we are and where we come from. Here, food is more than mere sustenance—it’s an expression of a place, a people, a culture. In a media landscape dominated by generic cooking tips, tricks, and shortcuts, only SAVEUR satisfies readers hungry for context and a sense of connection. We scour the globe, tracing dishes back to their points of origin and unearthing the most authentic way to make cassoulet or crawfish étouffée. The result? Smart service with one hell of a soul. And while ours might be a conversation among educated, affluent, international epicureans, pretension has no place at this table. SAVEUR and its hyper-engaged audience prioritize the good and the real above pricey pedigrees. We’re confident enough to like what we like, across all sorts of borders. Together, we embrace the world food first.
BRAND OVERVIEW

PRINT

PRINT AUDIENCE: 444,000
RATE BASE: 125,000

DIGITAL

AVG. MONTHLY UV: 2,366,382
AVG. MONTHLY PAGE VIEWS: 10,305,333
TABLET AUDIENCE: 610,604

EMAIL

WEEKEND SUBSCRIBERS: 250,000
DAILY SUBSCRIBERS: 110,000
E-BLAST SUBSCRIBERS: 200,000

SOCIAL

546k+ followers
677k+ followers
787k+ followers
29.5k+ subscribers

DIGITAL DEMOGRAPHICS

60% more likely to enjoy cooking and serving gourmet food *(Index 160)*

76% consumed any alcoholic drinks in the last 7 days *(Index 117)*

53% more likely to typically fly first/business class *(Index 153)*

56% plans to buy or lease a car, SUV, or truck in the next 12 months *(Index 136)*

$190,645 MEDIAN INCOME

53% | HHI $150,000 - $249,999
17% | HHI $250,000 - $499,999
8% | HHI $500,000+

95% Att/Graduated College
83% Employed
80% Married/Partnered
45% Any Kids
88% Own Home
76% Professional/Managerial

44% MALE
56% FEMALE

Source: Ipsos Affluent Survey USA Fall 2018 Adults 18 or older, HHI $125,000+.
55% more likely to enjoy cooking and serving gourmet food \((\text{Index } 155)\)

82% consumed any alcoholic drinks in the last 7 days \((\text{Index } 126)\)

42% more likely to typically fly first/business class \((\text{Index } 142)\)

47% plans to buy or lease a car, SUV, or truck in the next 12 months \((\text{Index } 116)\)

$196,174 \text{ MEDIAN INCOME}

98% Att/Graduated College

81% Employed

89% Married/Partnered

34% Any Kids

92% Own Home

74% Professional/Managerial

44% MALE

GENDER MAGAZINE READER

56% FEMALE

Source: 2019 Ipsos Affluent Doublebase Study
DIGITAL CAPABILITIES

- Rich Media
- Display
- Custom Content
- Video Units
- Social
- Email
- Native
DIGITAL CAPABILITIES

DISPLAY
Standard and large IAB banner inventory across device types. We provide an array of targeting options including geo and site section.
  • Standard
  • High-Impact
  • Mobile

VIDEO UNITS
Video messaging. Distribute brand video that is 15 seconds or longer.
  • Pre-roll
  • Outstream
  • Native

EMAIL
Editorial newsletter sponsorships and dedicated partner emails. Reach some of our most engaged audiences.

Dedicated Partner E-blasts
200,000 subscribers
  • 100% custom partner messaging (client-provided or Bonnier-created)
  • Available on all days except Saturday

Daily E-Newsletter
110,000 subscribers
  • 300x250 sponsorship
  • Option for native inclusion in email content
  • Sent every day

“Weekend” E-Newsletter
250,000 opt-in and engaged subscribers
  • 300x250 sponsorship
  • Option for native inclusion in email content
  • Sent every Saturday

NATIVE
Ads that look like editorial and are marked as sponsored. Drive directly to your site, distribute your content in our site framework, or let our team create the content for you.
  • Video
  • Display

SOCIAL
Sponsored posts or brand ads from our page handles.
  • Facebook
  • Instagram
  • Twitter

CUSTOM CONTENT
Brand name or product integrations in editorial. Or partner with us to create branded content, which we will help distribute, and that you can own and use on your brand properties.
  • Video
  • Articles
  • Photography

Distribution Types Available
  • Published to SAVEUR.com; promoted editorially and via Native ads
  • Promoted in SAVEUR’s editorial email newsletters and dedicated partner e-blast(s)
  • Facebook native video posts and amplification
  • Facebook link posts for written content and amplification
  • Instagram native video posts and amplification
  • Instagram photo posts and amplification
  • Print advertorials
  • And more
Multi-generational businesses are behind some of our favorite things, from Burgundy wines to gummy bears. We’ll also look at couples working together in a food industry that no longer defines front- and back-of-house along gender lines. Plus, a heartfelt essay on cooking for children and a family-tree detailing all of the chefs that can trace their roots back to the kitchen of Daniel Boulud.

The proof can be found in Paris’s historic Les Halles market, Hong Kong’s non-stop karaoke scene, every Waffle House in America, and any bar that takes pride in its food. We’ll take readers to the Florida Panhandle where neighboring time zones allow revelers to celebrate New Year’s Eve twice. Bonus: a rollicking essay on Ambien-fueled binge-eating.
# Production Schedule

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>8/6/20</td>
<td>8/12/20</td>
<td>9/29/20</td>
</tr>
<tr>
<td>Holiday 2020</td>
<td>10/8/20</td>
<td>10/13/20</td>
<td>12/1/20</td>
</tr>
</tbody>
</table>

*NOTE: Please upload files to ad portal – http://adportal.bonniercorp.com*
# Standard Rates

**Effective Date of Rate:** Feb 2020  
**Frequency:** 4x  
**Ratebase:** 125,000

## Display

<table>
<thead>
<tr>
<th>Ad Media Specs</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Color</td>
<td>$23,920</td>
<td>$20,030</td>
<td>$15,540</td>
<td>$10,760</td>
</tr>
<tr>
<td>Black &amp; White</td>
<td>$19,150</td>
<td>$15,950</td>
<td>$12,450</td>
<td>$8,610</td>
</tr>
</tbody>
</table>

## Covers

<table>
<thead>
<tr>
<th>Ad Media Specs</th>
<th>Cover 2</th>
<th>Cover 3</th>
<th>Cover 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$28,700</td>
<td>$26,310</td>
<td>$31,090</td>
</tr>
</tbody>
</table>

## Saveur Market

<table>
<thead>
<tr>
<th></th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/6 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,290</td>
<td>$3,300</td>
<td>$2,205</td>
</tr>
</tbody>
</table>

---

*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.
SAVEUR magazine celebrates the culture and tradition of cooking with stories and recipes from around the world.
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 a 48-hour turnaround 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

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

FILE AD SPECIFICATION

<table>
<thead>
<tr>
<th>CREATIVE NAME</th>
<th>AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728px X 90px</td>
</tr>
<tr>
<td>Billboard</td>
<td>970px X 250px</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300px X 250px</td>
</tr>
<tr>
<td>Half Page</td>
<td>300px X 600px</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320px X 50px</td>
</tr>
</tbody>
</table>
DIGITAL SPECS

SOCIAL
Facebook, Instagram integration opportunities available

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 range365.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.

- Sizmek
- Bluestreak
- Flashtalking
- Campaign Manager
- Interpolis
- Etc.

ANALYTICS
Integrated with Moat Analytics for viewability, attention metrics, and verification.

E-NEWSLETTER
(SPONSORED EDITORIAL CONTENT) SUBSCRIBER SIZE: 7,000
- 728x90 and 300x250
- File size cannot exceed 200k
- Standard gif or jpg only. No rich media will be accepted
- Click-tracking URL’s and impression pixels ONLY for tracking purposes

E-BLASTS
(COMING SOON)
- Max pixel width 650. Size recommend as standard is 569
- All images are jpg 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 Dimensions: At least 640px wide
- 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 Expanded Panel must include a close button
- Expanded Panel must close on mouse off
## Print Specs

### File Ad Specification

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>TRIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread (Bleed)</td>
<td>N/A</td>
<td>16.25&quot; x 11.125&quot;</td>
<td>16&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 9.838&quot;</td>
<td>8.25&quot; x 11.125&quot;</td>
<td>8&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.5&quot; x 9.838&quot;</td>
<td>5.25&quot; x 11.125&quot;</td>
<td>5&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8.25&quot; x 5.5&quot;</td>
<td>8&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal Spread</td>
<td>15&quot; x 5&quot;</td>
<td>16.25&quot; x 5.5&quot;</td>
<td>16&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.36&quot; x 4.64&quot;</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.42&quot; x 9.838&quot;</td>
<td>2.92&quot; x 11.125&quot;</td>
<td>2.66&quot; x 10.875&quot;</td>
</tr>
</tbody>
</table>

### Marketplace

<table>
<thead>
<tr>
<th>MARKETPLACE</th>
<th>NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/3 Page Square</td>
<td>4.36&quot; x 4.64&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.12&quot; x 9.44&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.12&quot; x 4.64&quot;</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2.12&quot; x 2.23&quot;</td>
</tr>
</tbody>
</table>

### 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
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.

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%.

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.

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: Peter Coffin
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789

PRODUCTION CONTACT
Peter Coffin
407.571.4740
peter.coffin@bonniercorp.com
SAVEUR is a magazine for people who experience the world through food first. We’re savoring a world of authentic cuisine.
The SAVEUR Social is our flagship, multi-platform editorial program that recognizes writers, social media personalities, photographers and innovators who create and share beautiful content through their channels. The program generates industry buzz and interest in a highly competitive digital and social space.

The SAVEUR Social is also the vehicle for the SAVEUR Blog Awards. Over the course of four months, SAVEUR followers nominate and vote on their favorite influencers across various categories. The program culminates with a multi-day event complete with a welcome reception, panel discussions, tastings, workshops, demonstrations and an award ceremony.

**PROMOTIONAL ELEMENTS**
- Brand tagged on social media promotion
- Logo inclusion on promotional media and collateral
- Logo inclusion for in-book and SAVEUR.com recaps
- Inclusion in press coverage
- Tickets for priority clients, partners, etc.

**CUSTOM INTEGRATIONS**
- Product integration within workshops
- Tastings
- Prizing
- Category sponsorships
- Location partner
The SAVEUR Test Kitchen is the editorial home of the magazine—where recipes are tested, covers are photographed, and food and drinks are shared.

The SAVEUR Test Kitchen hosts many events, small and large. The space can accommodate up to 30 guests for a seated meal and approximately 75 guests for a cocktail party. The Test Kitchen is well appointed with high-end appliances, cookware, cutlery, electrics, service ware and more, so that any chef will feel as if they were in their own kitchen. These experiential events allow our clients and partners to entertain and share their brand message in an intimate yet upscale environment.
The visual storytelling style found in SAVEUR magazine brings the personalities, places, and individual dishes to life for readers.
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 Alliance for Audited Media (AAM). Total audited circulation is reported on an issue-by-issue basis in Publisher’s statements audited by the AAM. 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 under delivery 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 2020 issue-by-issue tally (IBIT) pricing system.
CONTACT INFORMATION

SALES

NEW YORK
Matt Levy
Corporate Advertising Director
matt.levy@bonniercorp.com

DETROIT
Jeff Roberge
Advertising Director
jeff.roberge@bonniercorp.com

WEST COAST
Cynthia Lapporte
Account Manager
cynthia@bba-la.com

SOUTHEAST
Kelly Hediger
Account Manager
khediger@samssouth.com

Cyndi Ratcliff
Account Manager
cratcliff@samssouth.com

Kristine Bihm
Account Manager
kbihm@samssouth.com

MARKETING
Charlotte Grima
Brand Marketing Director
charlotte.grima@bonniercorp.com

PRODUCTION
Peter Coffin
Production Manager
peter.coffin@bonniercorp.com

Send Advertising Materials To:
SAVEUR / Production
480 N. Orlando Ave., Suite 236
Winter Park, FL 32789
Attn: Peter Coffin
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. Or call toll free 1.877.717.8925