

FLAVOR

Northeast

New England's food and wine magazine

2012 MEDIA KIT

A NOTE FROM THE EDITOR



Welcome to the bold world of Northeast FLAVOR! As the former editor of *Taste of the Seacoast* magazine, I had dreamed of launching a New England-based food, wine and dining magazine, including not only great chefs and restaurants, but great tips and techniques, as well as simple and delicious recipes for home cooks. Now, we are bringing you the best of the Northeast: great seasonal tastes, great travel destinations, great restaurants, and the freshest local and seasonal ingredients. Join me and FLAVOR's editorial and creative team for a fun and delicious tour of our beautiful part of the world.

Jean Kerr * Editor-in-Chief
editor@northeastflavor.com



FOR MORE INFORMATION, CONTACT:

Bonnie Cartwright * Sales Manager
bonnie@northeastflavor.com, 978-609-1048



Editorial Mission

Flavor is not just about eating good food. It's about finding out where your food comes from, its cultural history, its connection to community, the planet and our future . . . and sharing with those in need.

Publishing Schedule 2012/2013 (frequency: 4x per year)

SUMMER: MAY/JUNE/JULY
THE SIZZLE ISSUE

Ad Materials Due: April 13, 2012

FALL: AUG/SEPT/OCT
THE HARVEST ISSUE

Ad Materials Due: July 13, 2012

WINTER: NOV/DEC/JAN
THE HOLIDAY ISSUE

Ad Materials Due: October 12, 2012

SPRING: FEB/MAR/APR
THE CABIN FEVER ISSUE

Ad Materials Due: January 11, 2013



@northeastflavor



Find us on:
facebook

www.facebook.com/northeastflavor

WHY NORTHEAST FLAVOR?

WE ARE the Northeast's only dedicated food and wine magazine

WE PROMISE reliable, timely and strategic distribution

WE DELIVER to our advertisers, more than 60,000 highly qualified, highly motivated readers who appreciate good food, good wine and the New England lifestyle

WE PROVIDE added value and bonus distribution through hotels, inns, transportation companies, high traffic destinations, and our website

WE MAINTAIN the high standards of quality we've set for our editorial, design and advertising content

WE SUPPORT our local farms and fisheries, restaurants, chefs, inns, farmers and gourmet markets

WE DONATE time and money to hunger charities and we offer competitive rates and special discount programs for charter advertisers

CIRCULATION & DISTRIBUTION

Northeast FLAVOR's distribution and coverage area reaches all six New England states and beyond. With each issue, 20,000+ copies are made available to readers and potential customers through:

Direct mail: we direct mail to a carefully selected number of households.

High traffic areas: magazines are made available at select high traffic destinations in our target markets including boutiques, hair salons, spas, gyms, coffee shops, hotels, inns and real estate offices.

Flavor related establishments: Restaurants, inns, bakeries, gourmet food and gift shops, kitchen gadget and supply stores, wineries, breweries, ice cream shops and more!

In addition, copies of the magazine are available on newsstands in all six New England states and available for subscription to anyone in the world. Look for copies of the issue at Barnes & Noble, Costco, CVS, Hannaford, Market Basket, Rite Aid, Roche Bros., Shaw's, Stop & Shop, Target, Walgreens, Walmart, Whole Foods and at independent newsstands, bookstores and specialty markets.

ADDITIONAL PROMOTION

We promote each issue through food and wine festivals, home and garden shows, industry tradeshows, sponsorships, and charitable events. We also have an active presence on Facebook and Twitter.

Digital Edition (available at www.zinio.com/NortheastFlavor)

We are proud to be working with Zinio, the global leader in digital publishing. Each issue of our digital reader is enhanced with table of content links, the ability to link directly from URLs in the editorial and advertising, and the ability to search. There are opportunities to enhance your advertisements with flash animation, audio and video clips. And, to protect your content, each issue is encrypted to prevent unauthorized distribution over the web or extraction of content (text, images, etc.).

PRINT ADVERTISING RATES

All advertisers receive a listing in our directory section in print and on www.northeastflavor.com. Directory listings are arranged by category in geographic region. Rates are based on 20,000+ copies distributed or 60,000 readers.

AD SIZE	1X (per year)	2X (per year)	3X (per year)	4X (per year)	5+ (consecutive)
Full page	\$2,400	\$2,160	\$1,920	\$1,680	\$1,440
2/3	\$1,920	\$1,728	\$1,344	\$1,344	\$1,152
1/3 square	\$1,080	\$972	\$756	\$756	\$648
1/3 vertical	\$1,080	\$972	\$756	\$756	\$648
1/6	\$600	\$540	\$420	\$420	\$360

MARKETPLACE

AD SIZE	1X (per year)	2X (per year)	3X (per year)	4X (per year)	5+ (consecutive)
1/6	\$375	\$350	\$300	\$275	\$250
1/12	\$200	\$185	\$170	\$120	\$100

DIRECTORY LISTING

All advertisers receive a listing in our directory section in print and on www.northeastflavor.com. All listings are arranged by category in geographic region.

Email the following information to: directory@northeastflavor.com

- Business name
- Category (restaurant, retail shop, etc.)
- Address (including city and state)
- Website
- Phone number
- Description (45 words or less, may be edited for length, content and/or clarity)

PREMIUM PLACEMENT: +25% (inside covers)

SEMI-PREMIUM PLACEMENT: +15% (other requested position, on a first-come basis)

BACK COVER: +50% (minimum 2 issue placement)

DOUBLE TRUCKS: +15%

FREQUENCY: 4X per year (quarterly)

PRINTING: Web offset, 4 color

PAYMENT:

10% discount for pre-payment

Monthly payment plans available, divide cost of ad by 3 (not applicable to Marketplace ads)

NON-PROFIT DISCOUNT: Approved non-profit rates begin at 5X rate

WEBSITE ADVERTISING RATES

OPEN RATE	SIZE	WEEK	MONTH	QUARTER	NEED TO GET THE WORD OUT FAST? Get exclusive placement with a Half page ad, and appear on every page of www.northeastflavor.com for \$100/day.
Half page	300 x 600	\$45	\$150	\$450	
Med. Rectangle	300 x 250	\$22.50	\$75	\$225	
Square Button	125 x 125	\$15	\$50	\$150	

FOR MORE INFORMATION, CONTACT:

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PRINT AD SPECIFICATIONS

All dimensions below are show in inches, width by height.

SIZE	BLEED	NON-BLEED
Full page	8.875 x 11.375	7.625 x 9.875
2/3	5.4 x 10.875*	4.67 x 9.875
1/3 square	n/a	4.67 x 4.875
1/3 vertical	2.875 x 10.875*	2.25 x 9.875
1/6	n/a	2.25 x 4.875
MARKETPLACE		
1/6	n/a	2.25 x 4.57
1/12	n/a	2.25 x 2.2

PAGE TRIM SIZE: 8.375w x 10.875h

Bleed: 8.875 x 11.375

Non-Bleed: 7.625 x 9.875

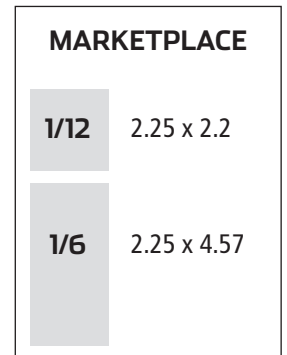
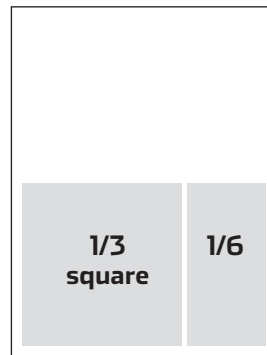
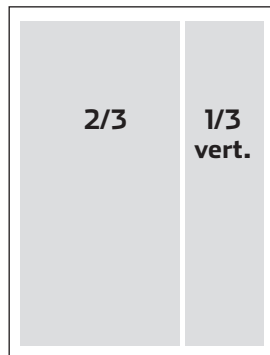
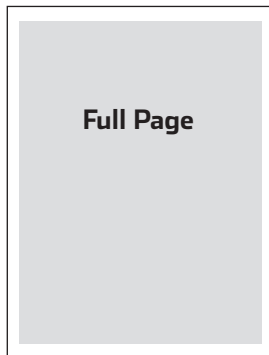
SAFETY:

- All type and graphics not intended to trim should be positioned 0.38" in from trim size. (i.e., live area of full page bleed ad is: 7.625 x 9.975).
- Be aware of spine, give 0.5" allowance.

BINDING: Perfect bound

PRINTING: Web offset, 4 color

* Add extra .25 on all sides for bleed, and keep live matter within 1/4 – 1/2" of margin.



FILE & DELIVERY SPECIFICATIONS

REQUIREMENTS:

File format: Adobe PDF files version 6.0 or higher with fonts embedded.

Resolution: High resolution (300 dpi) at actual printed size. Images from websites (screen resolution) are not accepted.

Color mode: CMYK only (no Pantone or other spot colors). We are not responsible for any color shifts during the conversion process if files are submitted differently.

Proofs: Full color, 100% size, indicating bleed and proper placement should be provided. Advertiser accepts responsibility for any printing errors resulting from not providing proof.

Note: Any file submitted that does not exactly match published ad dimensions will be floated, resized and/or, bordered at the publisher's discretion.

ELECTRONIC SUBMISSION:

Include your name, contact info, ad size, preferred placement (if applicable) and issue of insertion for each submission.

Email: For files under 5MB, compress (zip or stuff) and email to: graphics@secretagencygroup.com.

FTP: For files over 5MB, open a web browser and go to the FTP site <http://www.secretagency.net/graphics>. Follow instructions on the site to upload files.

MEDIA SUBMISSION:

CDs, DVDs and hard-copy proofs can be mailed to:
The Secret Agency, attn: Northeast Flavor Production
PO Box 289
Somersworth, NH 03878

Return of materials: Disks and proofs will not be returned unless clearly indicated. Submissions with proper ID and a SASE will be returned within thirty (30) days of publication. We are not responsible for returning items without proper identification and postage paid.

AD PRODUCTION:

Ad design and layout changes are not included in the insertion price. Design services are provided by the Secret Agency. There is a \$65 hourly charge associated with this service, two-hour minimum. Copywriting, photography, illustration, image sourcing, scanning and other graphic services are available and can be quoted upon request.

PRODUCTION QUESTIONS:

Production questions should be sent to graphics@secretagencygroup.com or contact your sales rep.