

# ***Feast***

THE FOOD MAGAZINE FROM  SBS

**MEDIA KIT 2014**

**PACIFIC<sup>+</sup>**



# Feast

THE FOOD MAGAZINE FROM  SBS

*Feast* magazine is all about experiencing life through food. We cook with some of Australia's best chefs, share in intimate family celebrations, enjoy authentic recipes from around the world and hear the stories behind the food. It's a deliciously real blend of old and new, tradition and innovation – all drawn from the vibrant food culture we have here in Australia. Our readers enjoy rich and rewarding food-based content that opens the door to new cultural experiences.

*"Feast is about discovering the flavours of all that life has to offer – tasting and enjoying everything that crosses our path, even if it gets a little bit messy."*

**Alix Clark – Editor**

PACIFIC<sup>+</sup>



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## QUICK FACTS

Frequency: Monthly

Australian Circulation: 35,658\*

Readership: 159,000\*\*

Core Market: Women 30+, ABC, GB's\*\*

Content: Food, Travel

## ONLINE AND iPad VERSION AVAILABLE

\*Circulation Audit - Sept. 2013

\*\*Roy Morgan Single Source Aust. Oct 2012-Sep 2013



PACIFIC+



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- 76% of Feast's total audience are women
- Average HH income: \$108,470
- 'Exclusive readers' - 54% of Feast readers do not read Gourmet Traveller, Delicious or Donna Hay
- 78% of Feast readers are the main Grocery Buyers
- Feast readers spend an average of \$185.83 on groceries p/w
- 56% of Feast readers class themselves as Big Spenders
- 73% of Feast readers agree if they see a new type of food they will try it

Source: Roy Morgan June 2013



PACIFIC+





## ADVERTISING DEADLINES

DEADLINES	BOOKING DEADLINE	ADVERTORIAL BRIEF	MATERIAL DEADLINE	ON SALE
<b>Dec/Jan 13/14</b>	15 Oct	30 Sep	17 Oct	11 Nov
<b>Feb 2014</b>	10 Dec	25 Nov	12 Dec	6 Jan
<b>Mar 2014</b>	7 Jan	25 Nov*	9 Jan	3 Feb
<b>April 2014</b>	4 Feb	20 Jan	6 Feb	3 Mar
<b>May 2014</b>	11 Mar	24 Feb	13 Mar	7 Apr
<b>Jun 2014</b>	4 Apr	24 Mar	8 Apr	5 May
<b>Jul 2014</b>	6 May	21 Apr	8 May	2 Jun
<b>Aug 2014</b>	10 Jun	19 May	12 Jun	7 Jul
<b>Sep 2014</b>	8 Jul	23 Jun	10 Jul	4 Aug
<b>Oct 2014</b>	5 Aug	21 Jul	7 Aug	1 Sep
<b>Nov 2014</b>	9 Sep	25 Aug	11 Sep	6 Oct
<b>Dec 2014</b>	7 Oct	29 Sep	9 Oct	3 Nov

\*Early requirement due to Christmas period





# Feast

## RATE CARD COSTS

	Casual	x3	x6	x9	x12	x24
<b>DPS</b>	14,400	14,040	13,680	12,960	12,240	10,800
<b>FP</b>	7,200	7,020	6,840	6,480	6,120	5,400
<b>HP</b>	4,320	4,212	4,104	3,888	3,672	3,240
<b>TPV</b>	2,880	2,808	2,738	2,596	2,453	2,159
<b>IFC Spread</b>	18,720	18,252	17,784	16,848	15,912	14,040
<b>IBC</b>	8,640	8,424	8,208	7,776	7,344	6,480
<b>OBC</b>	9,360	9,126	8,892	8,424	7,956	7,020

## POSITION LOADING

<b>OPPOSITE CONTENTS</b>	15%	<b>RHP 1<sup>ST</sup> HALF</b>	15%
<b>OPPOSITE ED'S LETTER</b>	20%	<b>1<sup>ST</sup> HALF</b>	10%

## CONTACTS

**NSW**  
**National Advertising Manager**  
 Carla McLaughlin (02) 9394 2980

**Account Manager**  
 Joyce Chircop (02) 9394 2994

**VIC**  
**Advertising Manager**  
 Philip Normansell (03) 8636 7594

**WA**  
**National Advertising Manager**  
 Carla McLaughlin (02) 9394 2980

**QLD**  
**Senior Account Manager**  
 Megan Clarke (07) 3368 7488



**2014 FEATURES AT A GLANCE**



**FEB - CHINESE NY**



**MAR - BREAD ISSUE**



**MAY - EASTER**



**JUNE - AUSTRALIAN MADE**



**JULY - WINTER FAVS**



**JULY - WORLD CUP BRAZIL**



**AUG - TOUR DE FRANCE**



**SEP - GROW, COOK & EAT**



**NOV - BBQ**



**DEC - XMAS**





# Feast

## Display Advertisements

Insertion	Bleed	Type	Trim
FP	285h x 238w	255h x 208w	275h x 228w
HPV	N/A	137.5h x 208w	N/A
1/3PV	280h x 81w	265h x 71w	275h x 76w

## Technical Information

Pacific Magazines will only accept advertising material via Quickcut. Supply of media via other means such as FTP, CD or Email is forbidden and will be rejected by Pacific Magazines.

The supplier of the digital media is responsible for all aspects of the files supplied.

For more information regarding Quickcut please contact:

Quickcut: (02) 9467 7500 Tech Support: (02) 9467 7599 Web: <http://www.quickcut.com.au/>

## General Specifications:

- Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 6mm outside of the trim)
- Avoid running type across the gutter of a double page spread.
- All type must be a minimum of 8pt and 10pt for reversed type
- All fonts need to be embedded into the PDF file
- Files must be saved in CMYK format. RGB or LAB colour formats will be rejected
- Images need to be of a minimum 260dpi at print size.
- Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
- Total ink limit should be 290% with a black limit of 90% (medium GCR)
- All 4 colour black and white images should use UCR

## 3DAPv3 Colour Proofs:

To ensure accurate colour reproduction, Pacific Magazines recommends a 3DAPv3 approved digital proof.

Please Check Publication Specifications for Correct Paper Type

- Colour proofs must be created at 100% in size and accompany any supplied material.
- In order to verify the proof, it will need to contain the 3DAPv3 control strip
- Tearsheets or colour laser prints are NOT acceptable forms of proofs and will not be relied to for colour matching at press.
- If a 3DAPv3 colour proof is not supplied, Pacific Magazines or the Printer will not accept responsibility for the printed result of the supplied advertising.
- The proof must be setup to the correct paper type of the magazine and section
- We do not accept artwork supplied via E-mail and/or Disk under any circumstances.



# Feast

THE FOOD MAGAZINE FROM 



## SBS FEAST REVEALS THE INAUGURAL SBS FEAST IPAD APP – A DIGITAL EDITION OF SBS FEAST MAGAZINE.

Alix Clark, Editor, SBS Feast said “Our new app takes Feast magazine across borders and now food lovers all over the world can access the magazine anywhere, anytime.

Our extremely colourful food and travel photography comes to life on the iPad with extended picture galleries, exclusive video content that further enhances our stories, connects readers directly to relevant websites and offers an interactive experience with the magazine.

“We are excited to launch our digital app and extend the SBS Feast brand experience onto the iPad,” she added.

Georgina Brujic, Managing Director Pacific+ adds: “We strive to deliver the most compelling magazines to our readers and advertisers and as the market evolves in digital form, it is only natural we provide new brand offerings.

This powerful medium not only allows us to reach global audiences, it complements our existing print and online offering by taking readers beyond the printed page and offers a truly unique and engaging experience,” Brujic added.

The magazine is all about celebrating Australia’s huge wealth of food and culture. Feast discovers the stories behind the food to bring its readers delicious recipes, fascinating snapshots and an insight into the many cultures that make up Australia today.

In every issue, Feast features delicious recipes made for sharing along with kitchen secrets from some of Australia’s best chefs and families share their tradition behind the food.

The SBS Feast iPad app is available through the Apple Store whereby users can purchase 11 issues for only \$49.



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## SBS iPad APP ENHANCEMENT OPPORTUNITIES

The SBS Feast iPad app is visually related to the magazine but the app's features allow us to showcase the best of our food and travel photography. We have enhanced the readers experience by creating easy access entry points to recipes, and have included exclusive video and SBS content for further reader engagement.

### ADVERTISER ENHANCEMENTS OPTIONS:

EXECUTION	DESCRIPTION	COST	INCLUDES
Pop up box	Multi-faceted ads with multiple layers/or Metadata 1	\$1,500 - \$2500	Max 3 products (no video or animated images) 5 Clients supplies additional copy and link to URL 2
Click through	Clickable web link advertisers home page		Advertiser supplies URL 4
Video content	Embedded video	\$3,500	Client to supply video – editor has final approval on content 5
Alternative to print advertisement 3	Interactive advertising	\$2,000	Client to supply complete creative 4
Custom Enhancements	Built in conjunction with SBSFood	P.O.A	

### FEAST IPAD FEATURES & FUNCTIONALITY

#### EXTERNAL WEB LINKS

- Your iPad-friendly website (or social media page) can open up from a link on your ad without the user having to leave the app
- Please note: websites viewed on iOS devices should not have Flash elements

#### INTERACTIVE GALLERY

- Supply high res images at full-screen size, 3 images max
- Touchable photo thumbnails bring up larger versions, more of your messaging and reader engagement

#### VIDEO PLAYER

- Video hotspot/button will lead to video screen with controls.
- Maximum length for embedded videos is 30 seconds. Videos longer than 30 seconds will be streamed online.



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## ADVERTISING PRODUCTION GUIDELINES

HOW ADVERTISING WILL BE HANDLED IN DIGITAL EDITION LAYOUTS.

The previous advertising enhancements are only available to full page print advertisers. Limitations apply subject to the impact of these ad units on the digital edition file size, download time, and storage requirements

**ONLY AVAILABLE IN PORTRAIT:** digital resizing is available. Refer to digital material specs and production charges

Pacific is unable to provide 'live' interactive approvals. We test extensively internally to ensure compliance and quality, and can supply flattened "before/after" files for approval.

**ADVERTISER METADATA:** Metadata elements include: Title (name of the ad, eg the campaign/product), Company Name, Description (120 characters max, eg a campaign tagline), Tags (5 total, keywords which can be useful for future searchability). Feast retains the right to edit/alter metadata, as appropriate, subject to final approval from advertisers or their agencies. If advertisers do not supply complete metadata information, Feast retains the right to include the name of the advertiser within the metadata information listing

## INCLUSION OF URL/CALL TO ACTION WITHIN

**CREATIVE:** Advertisers can use up to 3 URLs per ad unit. Due to Apple iOS compatibility, all URL's cannot go to every destination and does not allow Adobe Flash content to be displayed. We recommend the use of mobile compliant websites, and to avoid linking to pages with long load times. URLs have limited tracking and metrics links. Redirected tracking URL's are allowed, however embedded pixel tracking is not allowed.

**DIGITAL EDITION AD CREATIVE:** Advertisers may run advertising creative in Feast that is different from the creative in the corresponding print edition as long as the same brand, campaign and product are advertised in both editions.

**RESEARCH AND INNOVATION:** Feast retains the right to approve content supply based on applicability to masthead, and useability in the Adobe DPS tablet publishing environment. Due to the developing nature of the tablet as a publishing environment, Feast and the Publisher invests in researching and developing strategies that innovate and evolve hand in hand with the technology. As such, we work with advertisers to ensure that their material is as innovative as possible, but may also recommend changes to creative executions and bookings dependent on our previous experience and dedication to making the most of the platform.

## MATERIAL SPECIFICATIONS AND CREATIVE RECOMMENDATIONS:

**IMAGE SUPPLY:** Please supply images at minimum 150dpi. RGB colour space, in PNG format without transparency. Screen size is 1536 x 2048 for full screen images.

**VIDEO:** Video supplied for embedding must be a maximum of 30seconds in length. Please supply as .MOV file format, with max. 960 width. For streaming online, we require the video to be hosted on a site with streaming capabilities (eg YouTube). Please note that streaming video requires the user to be online. For maximum impact, we do not recommend this.

**URL:** Please supply web standard URLs, including HTTP:// prefix. If a redirect and tracking are used, please note how this is used for testing reasons.

**CREATIVE:** Files for alternative creative should be supplied as fully packaged InDesign files. For interactivity, the use of Adobe DPS tools is required. Tap areas should be formatted as buttons with specific call-to-action messaging (i.e. 'Tap here', "press Here to View", etc...), and should lead to a specific website, item or interaction that is contextually relevant.

## PAGE SIZE:

**Trim:** 1024 x 768 pixels  
No bleed necessary  
High res flattened PDF file



# SBS Feast

## SBS Feast - Readership Profile

**Exclusive audience\*** - 86% of SBS TV program viewers do NOT read Aust Good Taste, Australian Gourmet Traveller, Super Food Ideas, Masterchef magazine, Delicious or Donna Hay  
\*News Magazine food titles = Australian Good Taste, Super Food Ideas, Masterchef magazine, Delicious or Donna Hay  
\*\*SBS' food/travel programs = Iron Chef, Anthony Bourdain: No Reservations, Gourmet Farmer, Heston's Feasts, Food Safari, Italian Food Safari, Luke Nguyen's Vietnam, Oz and James Drink to Britain



# SBS Feast

## SBS Feast - Rates

Spend	Rates					
	Casual	x3	x6	x9	x12	x24
<b>Rates</b>						
DPS	\$14,400	\$14,040	\$13,680	\$12,960	\$12,240	\$10,800
FP	\$7,200	\$7,020	\$6,840	\$6,480	\$6,120	\$5,400
HP	\$4,320	\$4,212	\$4,104	\$3,888	\$3,672	\$3,240
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# SBS Feast

## SBS Feast - Deadlines

Issue Name	On Sale Date	Booking Date	Material Date
February 2014	06 Jan 2014	28 Nov 2013	12 Dec 2013
March 2014	03 Feb 2014	19 Dec 2013	09 Jan 2014
April 2014	03 Mar 2014	23 Jan 2014	06 Feb 2014
May 2014	07 Apr 2014	11 Mar 2014	13 Mar 2014
June 2014	05 May 2014	04 Apr 2014	08 Apr 2014
July 2014	02 Jun 2014	06 May 2014	08 May 2014
August 2014	07 Jul 2014	10 Jun 2014	12 Jun 2014
September 2014	04 Aug 2014	08 Jul 2014	10 Jul 2014
October 2014	01 Sep 2014	05 Aug 2014	07 Aug 2014
November 2014	29 Sep 2014	09 Sep 2014	11 Sep 2014
December/January 2014	03 Nov 2014	07 Oct 2014	09 Oct 2014
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### Production Contacts:

**Production Manager -Rosie Dimopoulos**

ph: (02) 9394 2959

[rosie.dimopoulos@pacificmags.com.au](mailto:rosie.dimopoulos@pacificmags.com.au)

**Pacific+ Custom - Media City, 8 Central Ave, Eveleigh NSW 2015**

**Advertising Production Coordinator -Andrea Adams**

ph: (02) 9394 2989

[andrea.adams@pacificmags.com.au](mailto:andrea.adams@pacificmags.com.au)

**Pacific+ Custom - Media City, 8 Central Ave, Eveleigh NSW 2015**



# SBS Feast

## SBS Feast - Contacts

Name	Title	Location	Email Address
Helen Morassut	Publishing Director	NSW	<a href="mailto:helen.morassut@pacificmags.com.au">helen.morassut@pacificmags.com.au</a>
Andrea Janjic	Advertising & Marketing Coordinator	NSW	<a href="mailto:andrea.janjic@pacificmags.com.au">andrea.janjic@pacificmags.com.au</a>
Megan Clarke	Senior Account Manager	QLD	<a href="mailto:megan.clarke@pacificmags.com.au">megan.clarke@pacificmags.com.au</a>
Imogen Byrne	Editorial Assistant	NSW	<a href="mailto:feast@pacificmags.com.au">feast@pacificmags.com.au</a>
Callen Dellar	National Sales Manager	NSW	<a href="mailto:callen.dellar@pacificmags.com.au">callen.dellar@pacificmags.com.au</a>
Rebecca Moore	NSW Account Manager	NSW	<a href="mailto:rebecca.moore@pacificmags.com.au">rebecca.moore@pacificmags.com.au</a>