

AD SIZES

Full Page7" x 9.5"

2-Page Spread14" x 9.5"

Please include .125" bleed on all sides with .75" safety margins

RATES

Please see Rate Card 2020 for open and multi-run discounted rates.

Reach 57,745+ foodies in the Triangle's Ultimate Culinary Guide
Distributed in Wake, Durham, Orange & Chatham counties

Reach 57,745+ food and beverage enthusiasts in the Triangle's premier culinary guide. This annual showcases local chefs and their new, favorite recipe alongside beautiful full and 2-page ads. Bold stories focused on our food, farm and drink scene round out this issue which readers refer to all year long.

Taste Magazine is polywrapped with the May issues of Durham and Chapel Hill Magazines and delivered to homes in Durham, Orange and Chatham counties; and distributed to visitors in our finest hotels and ticket holders at the best Triangle food festivals.

Taste Magazine is an ideal option for any business interested in advertising to our core demographic. The high majority of our readership and event attendees are college educated women (70+%) living in households earning well over \$100,000.

57,745+* print and digital readers

10,000+ direct mailed to engaged and affluent home owners and subscribers

4,500+ distributed at Triangle-wide events and retail newsstands including: hotels, restaurants and businesses in Durham, Orange, Chatham and Wake counties

*Readership based on a 3.5 pass along per copy. Total printed copies per issue is 16,000.

SIGNATURE EVENTS

For additional branding exposure pair your Taste ad with a signature event sponsorship. We leverage our events across all platforms - magazine, digital, social and on-site - giving you a true multi-media marketing package. Both events attract foodies not only from Durham, Orange and Chatham but also a large percentage of Wake residents.



Taste - A Celebration of Food & Drink

WHEN June 25 & 28, 2020 :: **WHERE** Durham Performing Arts Center (DPAC) and The Rickhouse



Sip+Savor - A Wine, Food and Music Experience

WHEN November 1, 2020 :: **WHERE** DPAC



Contact Ellen Shannon or your Account Rep today to learn more about our annual culinary guide and signature foodie events.

