

## OFFICIAL FESTIVAL GUIDE



### READER DEMOGRAPHICS

**\$200K+**

HHI

**25-54**

Age -

**42%**

Male

**57.5%**

Female

In 2017, the Festival held 85+ events with **over 65,000 attendees**

The Festival returns to South Florida from **Wednesday, February 21 through Sunday, February 25, 2018**, with a star-studded cast of characters, from world-renowned chefs and sommeliers to pastry chefs and celebrity television personalities, all showcasing their talents for thousands of Festival-goers.

Attendees will enjoy one-of-a-kind events and interactive culinary experiences. With more than 80 events spanning five days and more than 350 celebrated chefs, culinary personalities and winemakers and spirits producers in attendance, the Guide will serve as the go-to publication for more than 700,000 qualified readers.

Readers will engage with the guide—which will have a 2x pass-along rate—for all of their Festival needs, and a digital edition of the guide will be sent to opt-in subscribers across both HCP/Aboard and the **Food Network & Cooking Channel South Beach Wine & Food Festival**. Advertisers can enjoy special features with the digital edition, like live links to advertisers' websites (display ad must include an active URL/website address).

### PRINT DISTRIBUTION

- ◆ Miami Herald
- ◆ INDULGE Magazine
- ◆ Palette Magazine
- ◆ Visitors Guide Magazine
- ◆ Miami New Times
- ◆ The New York Times
- ◆ Boca Magazine
- ◆ Biscayne Times
- ◆ Books & Books
- ◆ Florida International University
- ◆ Luxury Hotel Concierge

### DIGITAL DISTRIBUTION

- ◆ SOBEWFF® e-newsletter subscribers: **380,000**
- ◆ Dedicated email/subscription offer with a contest opportunity to win tickets to the Festival

# RATES & SPECIFICATIONS

## ADVERTISING RATES

Full Page.....	\$6,930
Full Page (Non-Sponsor Rate).....	\$9,240
Half Page.....	\$3,475
Half Page (Non-Sponsor Rate).....	\$4,675

\*Sponsors rates only applicable to clients who are official sponsors of the Food Network & Cooking Channel South Beach Wine & Food Festival. Barter and/or trade rates are not applicable to the guide. Any deviation from stated rates are subject to approval.

## COLOR DISPLAY SPECS

Full Page (Trim): 7" x 9"
Full Page (Bleed): 7.25" x 9.25"
Half Page: 3.125" x 8.5"

\* Live text area for full page ads should be 6.5" x 8.5".

## CLOSING DATES

Deadline for Space reservation: **Oct. 7**

Deadline for Materials: **Oct 21**

### Full Page

TRIM: 7" X 9"  
BLEED: 7.25" X 9.25"  
LIVE AREA: 6.5" X 8.5"

### 1/2 V

3.125" X 8.5"

## AD MATERIAL REQUIREMENTS\*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop and Adobe InDesign. Include all PostScript and screen fonts. Include all images as JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.\*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Live matter in the facing-page subject cannot be closer than 3/8" to the gutter.

\*If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.

## ADVERTISING INQUIRES

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