

food & wine

Wednesday is a whole lot tastier.

AD SIZE	MECHANICAL SIZE	OPEN RATE
1/16 PAGE	2.396" x 2.312"	\$62.50
1/8 VERT	2.396" x 4.812"	\$125.00
1/8 HORIZ	4.931" x 2.312"	\$125.00
1/4 PAGE	4.931" x 4.812"	\$225.00
1/2 VERT	4.931" x 9.762"	\$400.00
1/2 HORIZ	10" x 4.812"	\$400.00
Full PAGE	10" x 9.762"	\$750.00

Full Color: \$150

ANNUAL CONTRACT DISCOUNTS	
COMMITMENT	DISCOUNT
\$1,000	10.00%
\$1,200	10.75%
\$1,500	11.50%
\$1,750	12.25%
\$2,100	13.00%
\$2,500	13.75%
\$3,000	14.50%
\$3,600	15.25%
\$4,500	16.00%
\$5,500	16.75%
\$6,500	17.50%
\$7,500	18.25%
\$9,000	19.00%
\$11,000	19.75%
\$13,000	20.50%
\$15,500	21.25%
\$18,500	22.00%
\$22,500	22.75%



Herald-Tribune Media Group's culinary publication is targeted to appeal to food & wine lovers with discriminating tastes.

Food & Wine Readers:

- Enjoy fine wine, food & other spirits
- Enjoy dining out frequently in upscale restaurants
- Are affluent & enjoy spending their leisure time outdoors, gardening, golfing and shopping

Features in Every Issue:

- Front Burner** - Bite size tips & trends
- Libations** - Local wine tastings, featured wines & spirits
- Dining Out** - Local cuisine & eateries
- Dining In** - Unique recipes & ideas for entertaining
- Healthy Eating** - What's in, What's out, What's new

Market-wide Coverage:

Reach over 218,000 readers each week in Sarasota and Manatee counties.

Space Deadline:

Noon, Monday prior to publication

Ad Sizes:



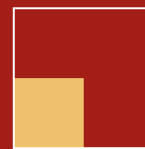
FULL PAGE
10" x 9.762"



1/2 PAGE (HORIZ)
10" x 4.812"



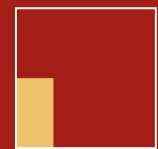
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Herald-Tribune
media group

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