

DEVOUR

A circular logo with a yellow background and a red circle in the center. The word "Utah" is written in a black, cursive script across the red circle.A close-up photograph of a white plate featuring a gourmet dish. The main component is a thick, white, breaded fish fillet, likely salmon, which is topped with a generous pile of finely shredded green and white vegetables, possibly leeks or cabbage. The fish is served over a bed of green asparagus spears and a white, creamy sauce or risotto. A light-colored sauce is drizzled around the base of the dish, with a decorative red sauce drizzle on the right side. In the background, a portion of a green salad and some golden-brown fries are visible.

sales@devourutah.com

Content

DEVOUR

Utah

Bi-monthly Publication

Devour focuses on six food themes:

- **Eating Well (January)**
- **Grow (March)**
- **Journeys (May)**
- **Trends (July)**
- **Fine Dining (September)**
- **Cooking (November)**

Each issue will explore all of these themes, while taking readers on an in-depth tour of its featured topic—meaning there's something for every foodie in each issue of **Devour**.

Regular Features

Origins

explores the geographical and conceptual inspirations behind local chef creations.

The Deconstruct

visually examines a restaurant's popular dish, ingredient by ingredient.

Gourmet for All

finds the budget-friendly tastes on the menus of Utah's finest restaurants.

Spirit Guide

profiles locally crafted cocktails that share an off-the-beaten-path ingredient.

Personal Chef

brings readers up close and personal with a local chef as he or she goes step by step through a favorite personal or professional recipe.

The Spread

shows off a restaurant's décor and dishes — a visual smorgasbord.

Who we are & where we go

DEVOUR
Utah

Devour is Utah's premier food publication, focusing on dining out, eating well and culinary trends, as well as wine, beer and spirits. Each full-color issue, released six times a year, will be stuffed full of food news and how-tos, plus features on local food producers, purveyors and restaurateurs—the people and places that make the Utah eating scene so vibrant.

DISTRIBUTION

Locations:

Restaurants, coffee shops, grocery stores, retail stores, resorts, libraries, book-stores, health clubs, hotels, convention centers, welcome centers and street boxes in Park City

Areas:

Distribution of Devour's 25,000 copies will be concentrated in Salt Lake County, Park City and Ogden.

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Contact your sales representative today!

PHONE: 801-413-0929

EMAIL: SALES@DEVOURUTAH.COM

Rates

DEVOUR

SIZE	Cash Only	Cash & Trade
1/6	467	370 190
1/4	700	560 280
1/3	933	745 375
1/2	1,400	1,120 560
2/3	1,867	1,490 750
Full	2,800	2,240 1,120
Back Cover	3,920	3,134 1,570
Premium Placement*	3,360	2,692 1,340

Frequency Discounts: 2x - 10% off, 4x - 15% off, 6x - 25% off

*Inside Front, Page 3 & Inside Back

SPACE RESERVATION

Premium placement:

One month prior to space reservation

SPACE RESERVATION:

Third Friday of month prior to publication month

CAMERA READY ART DUE:

Fourth Tuesday of the month prior to publication month

FINAL ART DEADLINE:

Fourth Wednesday of the month prior to publication month

Payment must be received in full by the last day of the month prior to publication month

ILLUSTRATOR | Convert all text to outlines. Save as an Illustrator EPS. Save all color in the file as CMYK or convert to grayscale if black and white.

PHOTOSHOP | Flatten the file. Convert the file to CMYK if color, or grayscale if black and white. Save as an EPS or a TIFF. Please set up your document at 300 dpi.

ACROBAT PDF | Make sure all fonts and graphics are embedded. Please confirm in Distiller 4.0 that "Job Options" are set to "Press Optimized" and that any color is in CMYK, never RGB.

SUBMIT ADS TO

<http://adupload.devourutah.com>

SIZE

Full page (bleed)

Full page (no bleed)

2/3 Page

1/2 Page

1/3 Page

1/4 Page

1/6 Page

DIMENSION

8.375 wide x 10.875 deep

(Actual size when printed)

Dimensions of bleed

8.625 wide x 11.125 deep

(size your doc needs to be)

7.875 wide x 10.375 deep

(safe area)

7.625 wide x 9.875 deep

5.033 wide x 9.875 deep

3.738 wide x 9.875 deep (vertical)

7.625 wide x 4.863 deep (horizontal)

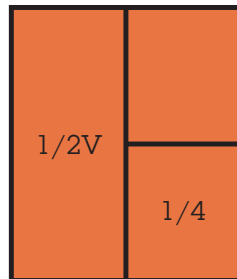
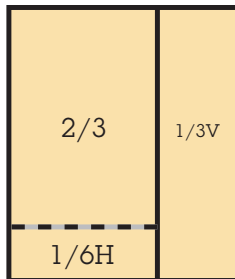
2.442 wide x 9.875 deep (vertical)

5.033 wide x 4.863 deep (horizontal)

3.738 wide x 4.863 deep

2.442 wide x 4.863 deep (vertical)

5.033 wide x 2.356 deep (horizontal)



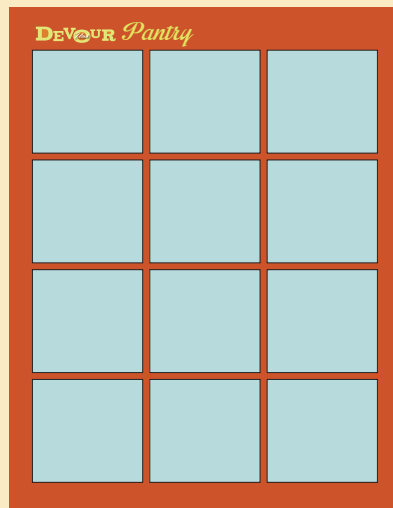
Pantry



Connecting cooks with local farmers,
purveyors, and eateries.

	1x	2x	4x	6x
Cash Only	200	180	170	150
Cash +	159	144	136	120
Trade	80	80	80	80

Pantry Squares
2.442 x 2.28



Gift Certificates

DEVOUR STORE

Reduce Your Cash Investment and Get New Customers

Rather than just paying cash for your Devour ads, you can reduce your cash outlay and pay a portion of your investment by participating in our bartered gift certificates program.

















This program offers you two clear benefits: you reduce your cash expense and you get new customers.

The Devour Utah Gift Certificate Store

www.devourutahstore.com is a local website where consumers can purchase full-price gift certificates and provide meals for those in need. Devour Utah donates 10% of the proceeds of every gift certificate purchased to the St. Vincent De Paul Dining Hall.

Annual Consumer Memberships

All gift certificates are promoted at full price. We offer our foodie audience the benefit of purchasing an annual membership that includes a year-long Store shopping savings as well as a subscription to our magazine.

FEATURED	FEATURED	FEATURED	FEATURED
			
Cafe Madrid	Ruby Snap	Squatters	Stephen's American Bistro
			
Cafe Madrid Gift Certificates	Ruby Snap Gift Certificates	Squatters Gift Certificates	Stephen's American Bistro Gift Certificates
YOUR PRICE \$50.00	YOUR PRICE \$21.50	YOUR PRICE \$50.00	YOUR PRICE \$20.00
I WANT 1 2	I WANT 1 2	I WANT 1 2	I WANT 1 2
Add to Cart	Add to Cart	Add to Cart	Add to Cart
Terms and Conditions	Terms and Conditions	Terms and Conditions	Terms and Conditions
  More Info	  More Info	  More Info	  More Info