



Taste & flavors

Eat • Live • Inspire

Your tailor-made
media kit 2019

Lebanon's ultimate food and lifestyle reference

Taste & Flavors is the authority on what's new in food, drink, entertainment and travel. With the support of its celebrity chefs, foodies, food bloggers and experts, the publication and online platforms give access to the world of food and lifestyle like no other.

Taste & Flavors is the only English cookery & lifestyle reference in Lebanon with **26 years** of experience in the industry



The annual Salon du Chocolat & Beirut Cooking Festival **Special edition** will also be sold at bookshops

Over **90,000** targeted food lovers receive digital copies of the magazine and bimonthly newsletters



Why advertise with us?



There are almost **120,000** real followers on our social media platforms



65K+ followers



56K+ likes

Taste & Flavors is the **official magazine** of all major F&B exhibitions and events in Lebanon

SALON DU CHOCOLAT BEIRUT

BEIRUT COOKING FESTIVAL

The Garden Show & Spring Festival

HORECA LEBANON

WHISKY LIVE

Top choice of celebrity chefs, food professionals and the industry's key players

* as of January 2019



Rates & specifications

Special edition

	Height x Width (cm)	Price + 11% VAT
Half page ad - horizontal	12 x 21,5	\$1,100
Full page ad	27,5 x 21,5	\$1,730
Feature full page - advertorial	27,5 x 21,5	\$1,200 + \$150 production
Inside back cover	27,5 x 21,5	\$2,100
Single page sponsorship	27,5 x 21,5	\$1,300
Double page sponsorship	27,5 x 43	\$2,250
Flyer (up to 250g)		\$2,360
Facing editorial	27,5 x 21,5	\$2,520
Hard bound page	27,5 x 21,5	\$2,450 + \$500 production
Double page spread	27,5 x 43	\$3,150
Back cover	27,5 x 21,5	\$3,150
3 rd double	27,5 x 43	\$3,450
2 nd double	27,5 x 43	\$3,650
Center double page spread	27,5 x 43	\$3,780
1 st double	27,5 x 43	\$3,850
Double page with ribbon	27,5 x 43	\$4,500
Double spread gate fold cover	27,5 x 43	\$4,500 + \$500 production



Online Advertising

tasteandflavors.com   tasteandflavors

Taste & Flavors is published by those who understand the F&B industries, that's why, in addition to our standard content, we provide e-marketing solutions to help you reach your target audience.

Online	Details	Price (USD)+ 11% VAT
Website		
Homepage takeover	1 Day	1,000
Homepage takeover	1 Week	5,000
Homepage takeover	> 1 Week	Ask for price
Native article	1 Article	500
Social Media		
Facebook & Instagram posts*	1 Post	250
	4 Posts	800
Insta stories	1 Story (up to 4)	150
Social media contest*	1 Contest	250
Targeted E-mail Campaign		
E-mail database	90,000+ targeted emails	1,000
Combined Packages		
Bronze bundle (1 month)	Run of Site 100,000 Impressions + 2 Facebook & Instagram Posts + Article + Targeted email campaign	1,950
Silver bundle (6 weeks)	Run of Site 150,000 Impressions + 4 Facebook & Instagram Posts + Article + Targeted email campaign	3,000
Gold bundle (6 weeks)	Leaderboard + Mid Page Unit 150,000 Impressions + Run of Site 150,000 Impressions + Homepage Takeover 1 Day + 4 Facebook & Instagram Posts + Instagram Highlight for one week + 2 Articles + 1 Social Media Contest + Targeted email campaign + 1 photoshoot with art direction	5,500

* Pictures should be provided exclusively for us without logo



Editorial Calendar 2019



JANUARY

Theme: Trends
It List: Trendy This Month



FEBRUARY

Theme: Love
It List: Spas



MARCH

Theme: Spring Wine
It List: Luxury Dining



APRIL

Theme: Easter
It List: Italian Restaurants
Event: HORECA Lebanon



MAY

Theme: Mediterranean Diet
It List: Street Food



JUNE

Theme: Detox
It List: Beach Restaurants/
Roof Top
Event: Garden Show



JULY

Theme: Outdoor Cooking
It List: Happy Hours/
Apperitivo/
Seafood Restaurants



AUGUST

Theme: Lebanese Cuisine
It List: Sandwich Places



SEPTEMBER

Theme: Back to School
It List: Waffles & Pancakes



OCTOBER

Theme: Coffee
It List: Best Pizza Places
Event: Whisky Live Beirut



NOVEMBER

Theme: Chocolate
It List: Healthy Eating/
Steakhouses
Event: Salon Du Chocolat &
Beirut Cooking Festival
+ Printed special edition



DECEMBER

Theme: Festive Holidays
It List: Lebanese Breakfast/
Weekend Brunches

In addition to the monthly focus, Taste & Flavors has the following sections, delivering our passionate readers all that is fresh and exciting:

- Resto Star • Chef of the month • Recipes: gourmet, healthy, desserts • Beverages
- Table setting / home entertainment • Household accessories

A publication of



Tel: +961 1 480081 - Fax: +961 1 482876
P.O.Box 90155 Jdeidet-El-Metn 1202 2020 Beirut - Lebano
info@hospitalityservices.com.lb - hospitalityservices.com.lb

Other publications

