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# Gastronomic SLC

## 2019 Media Kit

Version 1.11 - October 18, 2019

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## Introduction

Gastronomic Salt Lake City has a proven track record of helping local businesses to improve awareness, engagement and sales. With more than a decade of marketing experience in the food and beverage industry, we know what works. We'd love to work with you directly to grow your own business and increase your sales.

We offer a number of different tools and options, these can be used independently or together for maximum effect. Just get in touch so we can help advise what will work best for you. We succeed when you succeed!



### **Page Sponsor - increase your sales**

Where's the best brunch this weekend? Who has the best burger? Where can I eat downtown right now? Put your business right in front of these highly qualified consumers actively seeking for what your business can deliver.

### **Global Site sponsorship - persistent presence**

Available to any business that wants large scale coverage across our website – hundreds of thousands of ad impressions per year guaranteed.

### **One off promotions - make an immediate impact**

If you have a standalone event, promotional activity, contest, product launch or other time limited action – this option lets you reach our readership and social media followers on a one time basis.

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## Page Sponsor

Utah diners, business travelers and tourists are searching every single day for critical information. Using one of our targeted site pages, we can prominently promote your business to qualified diners immediately. Do you rock breakfast like no one else? Are your burgers the bomb? Should you be the first and last destination for diners in your neighborhood?

Our page level sponsorships are aimed at businesses who have a clear message they want to communicate. As a Page Sponsor we will place information about your business at the very start of a targeted page. See some existing examples here:

**Best brunch** – Avenues Proper

**Best brewpub** – Desert Edge Pub

**Best Mexican restaurants** – Alamexo

**Best Sugar House Restaurants** - BGR

Page Sponsors can connect with highly targeted leads using a clear and concise message: we have exactly what you're searching for. We work with each Page Sponsor to showcase their business in the very best possible light. We can include any text or images that you like, which you can provide directly if you choose. We can also create the content and copy too.

As a free bonus option we can also implement interactive elements to your Page. A call to action to reinforce your brand message or drive diners to your doorstep. We can deploy popups, drop downs, slide ins and more - tailored to your specific needs.

We can display trackable coupons, offers and promotions. We can create email lead generation forms that ask for a readers name and email address. This in turn can connect to your own email lead generation system. As a Page Sponsor we can create a range of animations, graphics and sound effects to hook a user's attention. These can be as dramatic or as subtle as you like. These can be triggered by anything from the time the reader stays on the page to how far down the the page they scroll. Just ask us for more info.

These pages are some of our most popular pages on our website and visited by 1000's and 1000's of people looking for actionable information. Demand for placement on these pages is very high, book your spot today.

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## Global site sponsorship

We have general ad inventory across both our site and mailing list that you can take advantage of to put your business in front of tens of thousands of Utahns every month.

### Ad placement

For businesses who want to generate instant awareness and reach 10s of 1000s of Utahns each month, we offer a broad ad inventory across every page of our website:

1 x 728x90 ad unit above the fold, in the page header

1 x 300x300 / 300x250 ad unit, below the fold, in the page side bar

1 x ad unit below the fold in ad content, customizable configuration

We can typically provide 30-40K above the fold impressions each month. Our sister site [SLCmenu.com](http://SLCmenu.com) can provide an additional 60K+ if bigger volume is needed.

### Mailing list sponsorship

Looking to spread your businesses message to our readers? Sponsor our highly engaged newsletter. The newsletter goes out every time a new post is issued on our site to hundreds of readers. Our open rate is over 30% which is exceptionally high for a newsletter in this industry. This speaks to the engagement of our readers.

Your business name, suitable picture, link and text will go into each and every email we send out to this list. We issue 1-2 stories each week, your brand will top each and every email that goes out. We only accept one mailing list sponsor at any time to ensure your message isn't lost in the noise.

### Global sponsorship

Take both of the above options and be our singular site sponsor. Your message will resonate strongly with some of Utahs most discerning and engaged diners. Only one global sponsor is available at any one time.

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## One off promotion

If you have a one off promotional item you want to communicate with our readers please get in touch. Over the past decade we've helped small businesses through International brands communicate their message with a local Utah audience. Standalone stories might include:

- \* Grand opening events
- \* Local or regional product launches of a national brand
- \* Contests, giveaways and competitions
- \* Promotional pricing or coupons
- \* One off events within Utah
- \* Special appearances or celebrities
- \* Announcements
- \* National brand exposure at a local level

We'll work with your PR and/or marketing teams to put together approved copy, links and images for your one off piece on our site. You'll have final say on the complete article before it goes live on our site at a time and date of your choosing.

All articles on our site are automatically sent to our newsletter subscribers within 24 hours too.

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## Why work with Gastronomic SLC?

We know that you're inundated by different offers to grow your business. Local influencers, national websites, local press, SEO and PR companies; we know how many companies are chasing your limited marketing dollars. We like to think we're a little different, here's why.

### Traditional media is vanishing

One by one, print publications are falling by the wayside. Even in San Francisco, food criticism is floundering as media institutions can't fund their legacy cost structures.

The same is happening here as well, just cast your eye across any mainstream print publication and look at the depth and quality of the information about the local food scene. Without a strong independent platform with engaged readers, no one will be telling the story of the food scene in Utah. This leaves fragmented and non local platforms such as Facebook and Yelp to tell your story.

### Professional, respected journalism

We've been at this for more than a decade winning critical awards along the way. Search for us in Google News, you'll find our stories right there alongside other respected publications. Search for other food blogs that don't have our history and respect – do you see them in Google News?

### Broad reach

Gastronomic Salt Lake City reaches Utahns across a diverse set of channels. Here on the website we serve up thousands of pages each and every week. Other publications might quote higher numbers, but do you know what their readers are actually looking for and reading on their site? We write about nothing but the food and beverage scene – every reader that hits our site is exceptionally targeted and after one thing: food and drink info.

### Social media

On social media we're active on three major platforms: Facebook, Twitter and Instagram. On each of those platforms we have a strong following with zero paid followers. Each and every one of our 16,000+ followers has opted to hear what we say.

You might find an Instagram user with more followers, but ask yourself, who are those followers? Are they local Utahns, are they real? Moreover, how engaged is that personality on other platforms? Will they be here in a years time, what about five?

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## Responsive and persistent

Using our social media channels and website we can help you tell a story in as timely a fashion as you want. Have something special going on right now? Print media has lead times that prevent them from supporting businesses in an ultra time specific fashion.

Moreover, our content is persistent on the web. A story we publish today might be ready 100s and **1000s** of time over the coming months and years. That's in stark contrast to radio, TV or print that's a one time shot at a readers attention.

## Support local

Many businesses sing the virtues of supporting local, we think this applies to the media too, a business like any other. By supporting a strong, local press, you're helping to grow local business. We don't write about chain restaurants, we actively write about independent restaurants first and foremost.

## Technically adept

Gastronomic Salt Lake City is built on a technically solid foundation. We know what SEO, CTR RSS and Google AMP mean, we understand and present news for the mobile web. We're not playing catchup, we're usually at the forefront of technological adoption and change.

## Asymmetrical marketing

We offer a diverse array of channels to communicate brand messages. Instagram accounts we manage: [Gastronomic SLC](#), [Utah Burger](#), [SLC Menu](#), [New In Utah](#), [Utah Brunch](#), [Between Two Slices](#), [Meat Free SLC](#), plus several others.

Websites we manage: [GastronomicSLC.com](#), [UtahNow.online](#), [SLCMenu.com](#), [ShopSmart.guide](#), [TheUtahReview.com](#)

## About Stuart Melling

Stuart has over 20 years experience in online marketing across multiple verticals. Stuart has a particular focus on Search Engine Optimization and content marketing. Stuart's marketing activities have resulted in demonstrable sales totaling tens of millions of dollars.

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## Testimonials from our clients

### **Karen Boe**

#### **Owner, Boe Marketing**

I have worked with [GastronomicSLC.com](http://GastronomicSLC.com) for many years and highly recommend their ability to deliver extremely targeted audiences to my clients in many industries. I greatly admire their understanding of the market and trends and their ability to break down the numbers and fine-tune how each message gets into the right hands. As online audiences grow, their numbers outrank many of my traditional media outlets, reaching highly engaged and eager consumers. They're professional, responsive and on target.

### **Michael Feldman**

#### **Owner, Feldman's Deli**

Gastronomic SLC has a long track record of understanding Utah, and particularly, the Salt Lake City cuisine scene. The site keeps the community informed with what is new, what has changed, and what is trending. It has been very supportive of the owners, who have poured their hearts, souls and cash, into creating unique places to thrill your palates and taste buds, while giving readers an insider's look into what it takes to be successful within our growing culinary critical mass, motivating patrons to search out all that is great about dining here.

### **Eleanor Lewis**

#### **Marketing and events director, Avenues Proper | Proper Brewing | Proper Burger**

Gastronomic SLC is a great asset for Northern Utah. With rapidly changing demographics and the ever-growing variety of excellent food and drink options in the Salt Lake area, it can be hard to keep up - even when you're in the industry. Not only is Gastronomic a pretty comprehensive reference for the local culinary landscape, they're also super responsive to news like restaurant openings and special dinners.

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# The numbers

## Social media

Gastronomic Salt Lake City is active on a number of important social media platforms, which we can use to promote your business message. Our followers are genuine, authentic users. We never pay to acquire or artificially inflate our followers numbers like others. We currently have more than 20,000 engaged, organic followers:

Instagram  
7,120 followers

Facebook Page  
5,832 followers

Twitter  
4,239 twitter followers

Other distribution platforms:

Mailing list  
1,512 recipients (30-45% open rate)

Facebook Group  
988 members

Flipboard  
669 viewers (19,000+ flips)

RSS  
315 subscribers

The above data was calculated on October 18th 2019

## Website traffic

Gastronomic Salt Lake City talks about one thing, and one thing only: the local food scene. Our website traffic is completely driven by people wanting to explore the local food scene, locals and travelers alike.

Compare our site and traffic to other local media that has a mixed message; are the traffic and reader numbers being quoted by other publications all related to the food scene? Can the publication tell you what percentage of their readers content consumption is related to food? We can: 100%

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In 2017 we saw approximately 225,000 unique visitors our main website. Our traffic numbers continues to grow as diners are increasingly turning to the web and social media for upto the minute dining information. As a result, in 2018 we saw almost 400,000 uniques.

**2018 uniques breakdown per month:**

January 26,019

February 23,395

March 27,480

April 27,914

May 30,057

June 27,747

July 34,278

August 37,093

September 33,352

October 39,410

November 38,312

December 44,655

For 2019, we're projecting to grow to over 600,000 uniques generating more than 1,200,000 total page views.

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## Pricing

The most cost effective restaurant advertising in Utah. We encourage you to compare our pricing against other media platforms in Utah. We're certain you'll find our pricing the most competitive.

Description	Cost
Page Sponsor	\$50 per month
Mailing list sponsor	\$100 per month
Ad placement (above fold)	\$10 per CPM
Ad placement (below fold)	\$5 per CPM
Global sponsor	Contact us
One off promotion	\$250 one time

### Payment

Payment is accepted via check and card. Card is preferred, we can set your account up to bill securely on an automated basis each month.

### Contact details

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