



Toque

What's happening in the kitchen



Toque is an online magazine offering **food journalism** just the way you like it: sometimes long-form, sometimes short and sweet, always original. It's cuisine at its finest and its basest, as well as the personalities behind the plates.

Toque is all about the edgier side of creating food that delights. It's the good, the bad, and the grit of being a chef, opening a restaurant, caring about food and drink.

Video content is an important component of Toque Magazine. Featuring "What's for Dinner, America?" a mini-doc series providing a window into the dining rooms of America. Other video stories are posted on the site and on YouTube.

Toque offers a unique point of view, focusing on the people, trends, and news that isn't yet in the mainstream media. Just like our favorite restaurants, **our content is always original and fresh.**

Demographics

Cooking professionally has become entertainment that crosses multiple demographic sectors.

While culinary content and products businesses are proliferating, the market itself is growing apace.

In 2008, nearly **1,000,000 people in the U.S. were employed as chefs, head cooks, and food preparation and serving supervisors**, nearly half employed at full-service restaurants.¹ In addition, there are about 10,000 private chefs, a growing field with the show “Private Chefs of Beverly Hills” recently launched on the Food Network Channel.

There are about **31 million (14%) Americans classified as “foodies.”**²

Toque’s Audience:

Hungry, Educated, Diverse

The Toque reader is:

- A chef or other culinary professional
- Food blogger/journalist
- Consumer interested in food journalism
- Activists and advocates for food-related causes (anti-hunger, local sourcing, farm-to-table)



Traffic & Buzz

After just 4 months, Toque is showing **steady growth** and getting positive reaction from the culinary community.

Traffic

- Traffic is growing 12% every month
- Offering more than 1,800 unique visitors and **5,000 page views each month**
- High average time spent per visit: **1.5 minutes**

Buzz

- Sourced twice in Restaurant Briefs, an industry e-newsletter that reaches 85,000 subscribers daily.
- Toque's weekly e-blast newsletter reaches more than 250 subscribers (permission-based only).



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What Makes Toque Different

- Toque’s main features are long-form journalistic pieces; **no filler, no affiliate marketing froth**
- Toque covers a niche in culinary journalism between the behemoth breaking-news sites and influential individual food bloggers—a boutique magazine with bylined stories and **new content daily**.
- Recipes and cooking/chef **reality shows are not** an important part of Toque’s editorial mix.
- Toque offers **digests**—career opportunities, food apps, news—so readers stay connected to what’s happening even if they can’t linger long.
- Writers and contributors to Toque are **professional journalists** in food, business and lifestyle. They are **always** paid for their work.



Advertising Rates & Specs

Toque is ready to do business with you and is a great opportunity to get bargain prices on an engaged and growing audience.

Flat Rate

Sizes	Open Rate	6 Months	12 Months
Tower (160x600)	\$125	\$100	\$75
Box (160x248)	\$150	\$125	\$100
Banner (468x60)	\$200	\$150	\$125

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Advertising Rates & Specs

What's for Dinner, America



Original mini-doc series captures the story of putting dinner on the table. **Sponsorship includes:** brand identification with **10-second spot** before or during the episode uploaded on sponsor's YouTube channel and website. **Custom episodes** can be produced, **tailored to client's brand, product and message** (Toque maintains creative control). Ideal opportunity for product placement (check out Kikkoman, Perdue Chicken and Giant Food Stores, Folgers Coffee, Skippy Peanut Butter and Budweiser exposure in finished episodes below). Client has full license to use at will for the duration of the sponsorship.

SAMPLES:

Episode 1: Teenage chef Marshall Bennett and The Chill Grille

Episode 2: Branding Day Dinner at the Kirk Ranch

Sizes	Duration	Rates
Single Episode	6 months	\$5,000
Multiple Episode	6 months	\$3,500 per production
Custom Episode	12 months	\$10,000