



INTRODUCING

the Alabama Coasting/Bama-Q Food Sport Report,
the premier guide to the best of the Food Sport World – highlighting the activities,
competitions, and excitement of the Food Sport Universe. Debuting this winter and
published four times annually, featured content includes:

- Highlights of the Bama-Q SCA (Steak Cookoff Association) Challenge Series, Alabama Coasting's WFC (World Food Championship) Qualifiers, and the SCA and WFC Championships.
- Reviews of the latest in food sport trends, products, and technology.
- Recommendations for the best food competitions and destinations.
- Reviews of the latest in food sport trends, products, and technology.
- Recommendations for the best food competitions and destinations of the year.
- Exploring the Food Sport Universe.



DETAILS ON THE MAGAZINE:

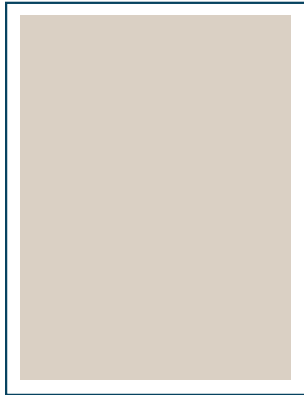
- Each issue will be full color, high quality pages at 8.375 x 10.875 inches, with vibrant images printed in four color process throughout with 80# gloss cover and 70# gloss coated inside pages.
- A minimum of 5,000 print copies of each issue will be produced with national distribution at select Food Sport events and festivals, through sponsors and advertisers, and at tourist information centers.
- A full digital version of the magazine will be produced along with the print version and distributed in a broad yet targeted campaign (including by subscription).
- The Food Sport Report will include a special feature from our sister publication Discover Coastal Alabama which will also run a FSR feature in its magazine.

FOOD SPORT REPORT MAGAZINE

YOU'RE INVITED TO JOIN US!

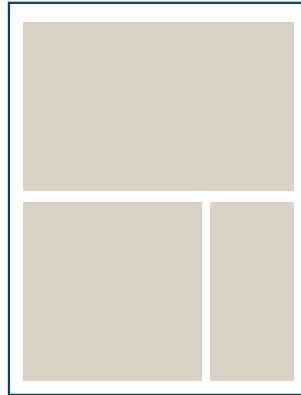
RATES AND SPECS

Full Page.....	\$800	Third Page	\$400	Outside Back Cover	\$1,100
Half Page.....	\$600	Sixth Page	\$250	Inside Front Cover	\$900
				Inside Back Cover.....	\$900



Full Page Ad - No Bleed:
7.625" x 10.125"

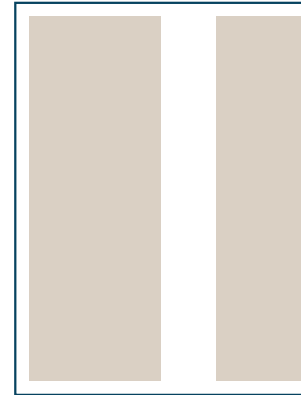
Full Page Ad With Bleed:
8.875" x 11.375
Trim Size: 8.375" x 10.875"
Live Area Size: 7.625" x 10.125"



Half Page Horizontal:
7.625" x 4.875"

Third Page Square:
4.875" x 4.875"

Sixth Page:
2.3875" x 4.875"

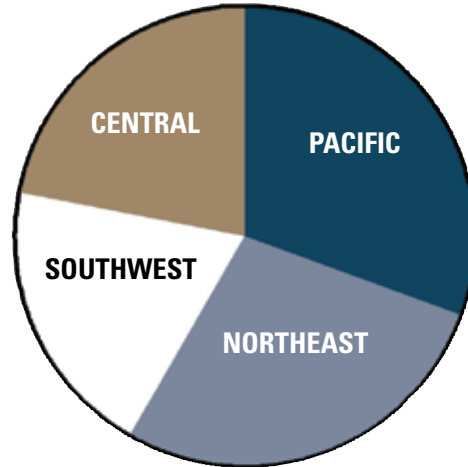
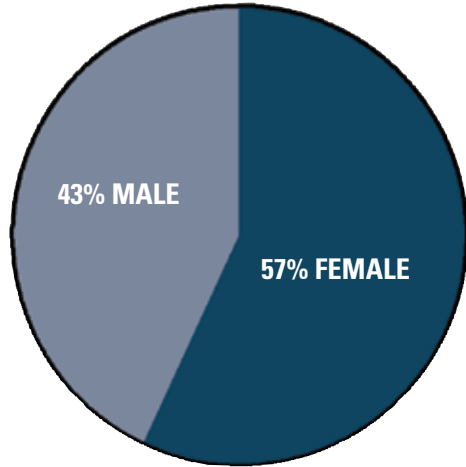


Half Page Vertical:
3.625" x 10.125"

Third Page Vertical:
2.375" x 10.125"

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31 MILLION FOODIES IN THE US



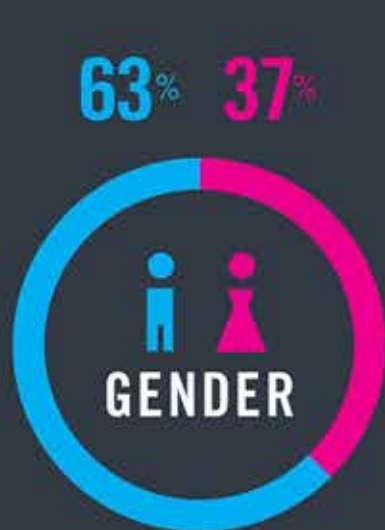
FOODIES ARE IN ALL AGE BRACKETS

THE LARGEST BLOCK IS 22-44.

58% HAVE SOME COLLEGE EDUCATION.

12% HAVE GRADUATE DEGREES LEADING TO GENERALLY HIGHER INCOMES IN THIS GROUP

FOOD CHAMP DEMOGRAPHICS

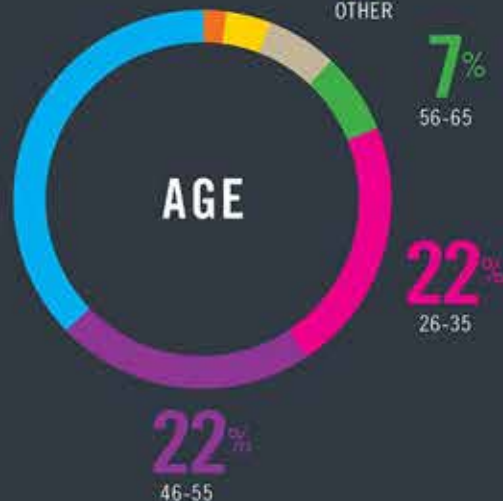


59%
HAVE A COLLEGE
DEGREE OR HIGHER



2% 66 & OVER
4% 18-25
6% OTHER

37%
36-45



48%
\$100K +



23%
\$75K - \$99K



20%
\$50K - \$74K



9%
< \$50K



ANNUAL HOUSEHOLD INCOME