



"We aren't selling space. We're selling image, influence and action."

— Christina French, founder and publisher of TABLE

*Tell me what you eat, and  
I will tell you who you are.*

Jean Anthelme Brillat-Savarin



*“Spring Bounty” spring 2009*

At **TABLE**, food is about more than just what's on the plate. From the growing, to the shopping, to the chopping, to the dining, to the entertaining and presentation – it consumes us. For our advertisers, this focus on quality of life translates to what readers buy, whether it's a new home, car, clothing or professional services.

**TABLE** celebrates the culinary intersections that define and enrich our lives.

**TABLE** is where we share it all.

**TABLE** readers crave each season's credible, creative and inspiring content.



**TABLE** speaks to a select, regional group that has the maturity, disposable income and quality expectations to experience life to the fullest. **TABLE** is for 30,000 of the most educated, affluent and culturally-engaged people in Pittsburgh and southwestern Pennsylvania who are reached quarterly through an elegant and engaging vehicle that they anticipate and consume with passion. Readers' level of respect for the quality, character and message of the vehicle directly translates to respect for our advertisers' products and services. This translates into action, purchase and loyal pursuit that shows advertisers results.

### Recipe for Quality Content

Your advertisement will sit next to the most engaging editorial in the region keeping readers coming back for more. Our contributing food, travel, gardening and lifestyle writers all bring experience, quality and a secret ingredient making **TABLE** unlike any other publication.

### Editorial: On the **TABLE** Each Season

**Craving Quality.** Addressing food quality, everything from organics, to free-range, to gourmet. The best foods, chefs, trends, tips, dining and cooking for the season.

**Love of PA.** Regional culinary tourism – short trips and long weekends. Experiencing the food and culinary traditions of our region.

**Wishing Wellness.** Health, nutrition and fitness for our community – food's role in our wellness.

**Fresh From the Farm.** The benefits of buying locally grown foods –the freshest and finest seasonal fruits, meats and vegetables grown close to home.

### Recipe for Advertising Results

“Advertising in **TABLE** has definitely helped my business. The ad generated **new leads** from different areas of town which was great for expanding my customer base.”

– *Business owner (contracting)*

“We have found **TABLE** to be a very **sound investment** for our limited advertising budget. Involvement with **TABLE** advertising, events and their respected community helps to generate **new business** for us. The demographics covered by the magazine attract a unique clientele that will invest in quality, and appreciate custom design.”

– *Business owner (retail)*

“We recently received a call in direct response to our ad in **TABLE** magazine. We were impressed with how quickly and effectively the ad worked for us after only our first insertion. In our field of custom home building, it's extremely rare to get **qualified leads** and **proactive calls** from a print advertisement. **TABLE** is helping to directly generate new business for us. Thank you for creating a vehicle that reaches our audience in a way they respect and respond to so passionately!”

– *Marketing V.P. (architectural firm)*

“Thank you so much for copies of **TABLE**. The spring issue looks great! We've already received a call from a **prospective customer** who referenced our ad!”

– *Owner (regional resort destination)*



*“The Ultimate Bloody Mary” summer 2009*

“We received our **TABLE** magazine this weekend and I read it cover-to-cover (which almost never happens!), and I have tabbed numerous recipes to try. The photography is exceptional and, I feel, captures the beauty of what Western PA offers. Keep up the inspiring work, and thank you!”

– *TABLE* reader, Mt. Lebanon

**TABLE** advertisers benefit from our highest-quality production and selective reader base.

### Targeting Your Audience

Base household income does not determine spending habits. Lifestyle and luxury purchases are determined by disposable income criteria that is behavioral and highly selective. This is why we target readers based on disposable income and spending habits rather than on household income. By identifying a high IPA (Income Producing Assets) over \$100,000, TABLE reaches households with the maturity and means to partake in advertiser's products, services and events.

IPA is the measure marketers find most useful, as it provides the means to quantify a household's value of assets that can be more easily moved or expended. TABLE uses the IPA model as a powerful targeting tool because it more accurately measures affluent market segments.

### For Our Advertisers, This Delivers:

- More discrimination between the high and low ends of the economic spectrum.
- Clearly delineated segments in the affluent sector.
- Powerful prediction of consumer demand for important financial products.

### Qualifying Disposable Income Criteria:

- Wine Collection
- Gourmet Cooking/Gourmet Kitchens
- Antiques Purchase and Collection
- Entertaining
- Gardening
- Books/Music
- Golf
- Art Purchase and Collection
- International Travel

**Estimated readership of 4 readers per issue = 120,000 total readers**

### Total Circulation: 30,000+

- 18,500 Paid/controlled household delivery
- 4,000 Cultural opt-in, subscriber and membership programs
- 2,000 Retail
- 1,200 Medical, professional and corporate office delivery
- 3,000 Qualified VIP events each quarter
- 1,000 Marketing, promotional and advertiser venue saturation

### Retail Sample

All major booksellers carry TABLE along with respected retailers such as Giant Eagle Market District stores, Whole Foods Market, East End Food Co-Op, John McGinnis & Company, T-Bones Market in Wexford, McGinnis Sisters Specialty Food Stores and more. For a full listing of our retailers, go to [tablemagazine.com](http://tablemagazine.com).



### Region

Pittsburgh and southwestern Pennsylvania. Sample targeted ZIP codes:

<b>Pittsburgh</b> 15213, 15217, 15218, 15228, 15232, 15236, 15237, 15238, 15241, 15243, 15222, 15219	
<b>Wexford</b> 15090	<b>Rector</b> 15677
<b>Oakmont</b> 15139	<b>Stahlstown</b> 15687
<b>Presto</b> 15142	<b>Canonsburg</b> 15317
<b>Sewickley</b> 15143	<b>Venetia</b> 15367
<b>Washington</b> 15301	<b>Monroeville</b> 15146
<b>Uniontown</b> 15401	<b>Cranberry</b> 16066
<b>Somerset</b> 15501	<b>Mercer</b> 16137





*"Honey, Let's Start a Brewery" fall 2009*

"I have to advertise in several magazines, but it is a fact that I admire most what you have done with your magazine more than any other I read. You drive the reader into the high-end culinary enjoyment and give them a reason to look forward to actually reading your gorgeous product. Others can aspire to have their readers as blown away by the rich photography and unabashed love of the topics your writers display."

*– TABLE advertiser*

**TABLE's** connection with readers creates measurable results for a broad range of advertisers.

**Produce**

Size	8-3/4" x 11-3/4"
Paper Quality	Cover: 100# White Silk with Aqueous Coating Process; Text: Matrix Gloss, 80# White
Print Process	Individual Sheet Fed, printed in Pittsburgh
Binding Method	Perfect Bound

*all rates are net*

**House Specials**

	1x	4x	8x
Back Cover	\$5500	\$5000	\$4500
Inside Front Cover Spread	SOLD	SOLD	SOLD
Inside Back Cover	\$5000	\$4500	\$4000

**Cover:** 8.75" x 11.75"  
*\*add 1/8" bleed on all sides*

*all rates are net*

**Prime Cuts**

	1x	4x	8x
Full Page	\$4000	\$3500	\$3000
Two-Page Spread	\$7000	\$6500	\$5500

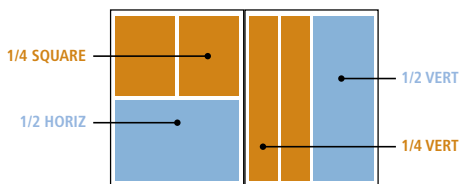
**Full-page:** 8.75" x 11.75"  
**Two-Page Spread:** 17.5" x 11.75"  
*\*add 1/8" bleed on all sides*

*all rates are net*

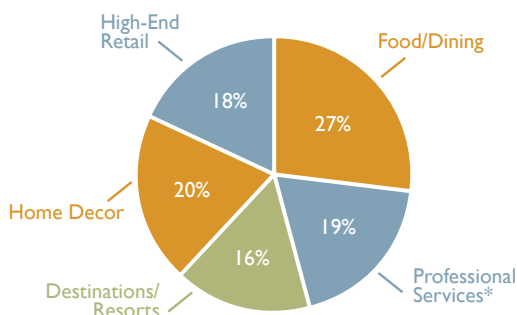
**A la Carte**

	1x	4x	8x
1/2 Page Vert. or Horiz.	\$2500	\$2000	\$1750
1/4 Page Vert. or Square	\$2000	\$1500	\$1250

**1/2 Page, Vertical:** 3.75" x 10.75"  
**1/2 Page, Horizontal:** 7.75" x 5.25"  
**1/4 Page, Vertical:** 1.75" x 10.75"  
**1/4 Page, Square:** 3.75" x 5.25"  
*\*add 1/8" bleed on all sides*



**TABLE's Family of Advertisers**



\*Financial, Medical, Real Estate, Insurance, etc.

**Web and Email Marketing Opportunities**

All print advertisers in TABLE are listed on [tablemagazine.com](http://tablemagazine.com) with a hot link to their website under Community TABLE. Additional web promotions and email outreach campaigns are available. Ask your sales representative for more information.

**Production Specs, Submission Guidelines**

See insertion order for bleed sizes. All ad materials to be sent as high-resolution CMYK PDFs. No other type of artwork will be accepted. Design services or production assistance for converting or setting up files is \$100/hour.

**Production Contact Information**

Email electronic files to [production@tablemagazine.com](mailto:production@tablemagazine.com).

**Sales Contact Information**

To reserve your place at the TABLE, or for more information on advertising packages, rates and options, call Christina French at 412.491.2801.

**2010 Closing Dates**

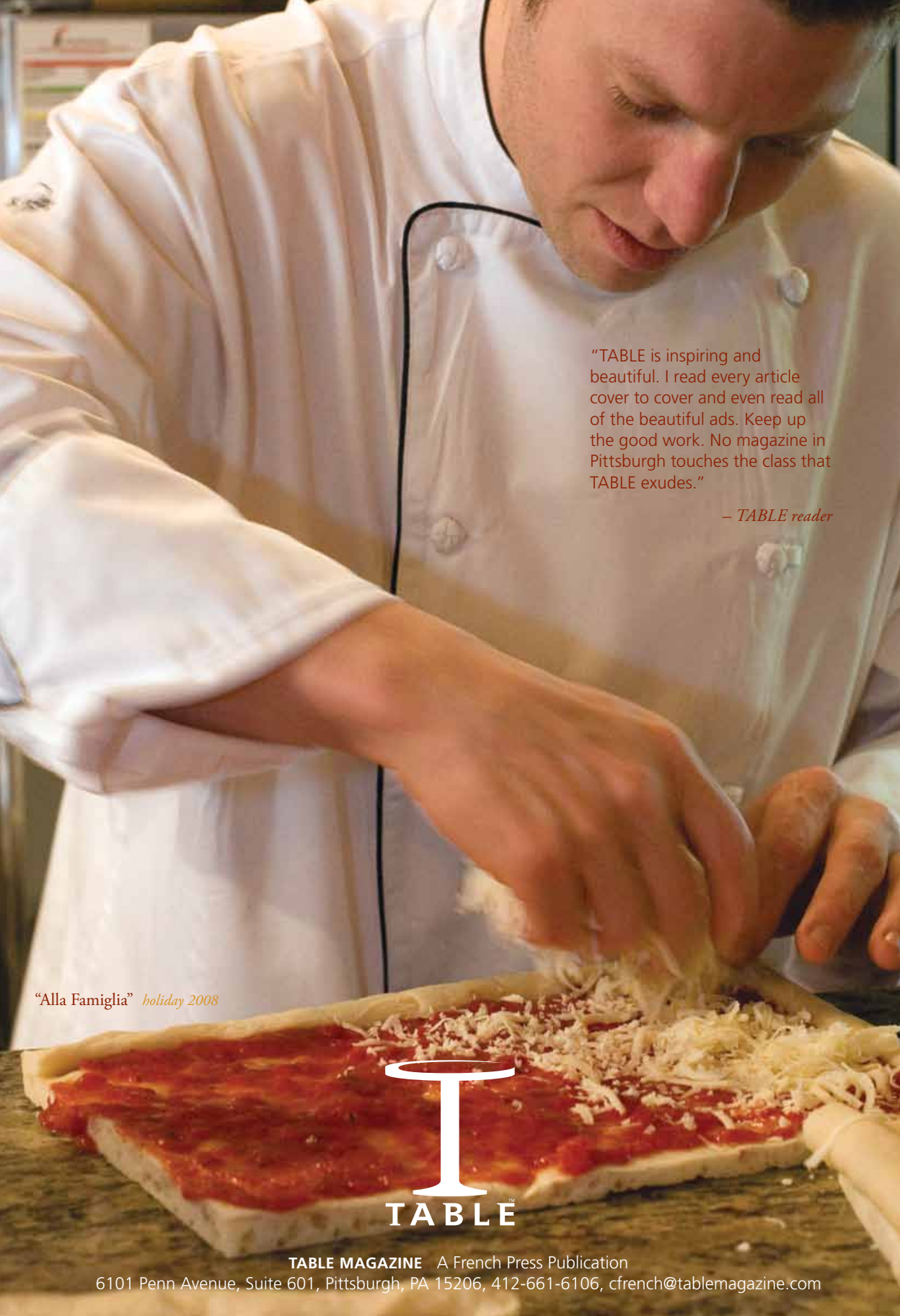
**Mailed**

**Distributed**

**Close**

**Art Due**

Spring 2010	week of Feb 15	Feb-Apr	1/15/10	1/22/10
Summer 2010	week of May 17	May-Jul	4/16/10	4/23/10
Fall 2010	week of Aug 16	Aug-Oct	7/16/10	7/23/10
Holiday 2010	week of Nov 15	Nov-Jan	10/15/10	10/22/10



"TABLE is inspiring and beautiful. I read every article cover to cover and even read all of the beautiful ads. Keep up the good work. No magazine in Pittsburgh touches the class that TABLE exudes."

— TABLE reader

"Alla Famiglia" *holiday 2008*

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TABLE™

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