



**Gastronomic**  
SALT LAKE CITY

## Working With Gastronomic SLC

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# Options Overview

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? These questions are being asked hundreds of times each and every day in SLC – and hungry diners find their way to our site to answer that question. Put your business right in front of these highly qualified consumers actively seeking for what your business can deliver.

## **Priority News Partner - build brand awareness**

Use the reach of Gastronomic Salt Lake City to share the story of your business over the year. Events, menu updates, specials, you name it – you have a story you need to tell – we want to help share it with thousands of engaged Utah diners.

## **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**

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 brewpubs** – Red Rock Brewing

**Best Mexican restaurants** – Alamexo

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 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.

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See some examples of what can be deployed:

**[Pop up banner with three second delay](#)**

**[Bottom scroll in banner, no delay, time limited](#)**

**[Full screen take over after five seconds](#)**

**[After post insertion](#)**

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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# Priority News Partner

A steady flow of news about your business is key to building awareness and increasing your sales. As a Priority Partner we will ensure that your businesses latest news is given priority across our website.

Unlike print, TV, radio or other online media, this is an ongoing year long relationship. We want to learn about what makes you tick and help you succeed. We'll work with you over a full year on an ongoing basis to understand your business goals and communicate them with our readers. When you drop us an email or call us on the phone – you'll be our number one priority.

Gastronomic Salt Lake City will be your online platform for sharing the story of your business with engaged Utah diners. This means we'll guarantee all the information about your business goes out to our readers in the most appropriate fashion. Pertinent information might be:

## **Special events**

If your business offers special events such as wine dinners, tastings, festivals, product launches or otherwise – we will help you spread the message. Not only do we have a prominent event calendar across our website that's indexed by Google, we also routinely recap the best events for our readers.

## **Holiday menus and seasonal specials**

Thanksgiving, Easter, Mother's Day and more. Launching a new Spring menu and opening your patio? What about something comforting for the cooling Fall weather? Maybe you hooked up with a local farm to supply seasonal produce? Whatever the reason, we know there are moments through the year that drive changes on your menu. We want to tell that story to our readers.

## **Remodels**

Updates to your kitchen, your dining room, bar or patio – these are all news worthy stories that diners want to know about. Just send the information our way and we'll gladly let them know.

## **Staffing**

Restaurants are a fluid and ever evolving environment. As your staff changes, let us tell our readers. Head chefs, great bartenders, an award winning service team, people love to know about the people behind the scenes. Any news you have about your businesses staffing, we'll gladly share with our readers.

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We have a series of recurring monthly articles to that ensure your business message is gently mixed into our larger output. Moreover, when businesses work with us we also use our social media platforms to showcase them throughout the year.

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# General sponsorship / banner ads

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.

## **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 40% 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.

## **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:

- 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 25-30K above the fold impressions each month. Our sister site [SLCmenu.com](http://SLCmenu.com) can provide an additional 50K+ if bigger volume is needed.

## **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.

## **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:

\* Local or regional product launches of a national brand

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\* 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 us?

## **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.

## **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 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 15,000+ 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 times 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.

## **Technically adept**

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

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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 15,000 engaged, organic followers:

Facebook

5,396 followers

Instagram

5,643 followers

Twitter

4,215 twitter followers

Other distribution platforms:

Flipboard

657 viewers (18,000+ flips)

Mailing list

765 recipients (39.8% open rate)

RSS

308 subscribers

The above data was calculated on January 21st, 2019

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## 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%

In 2017 we saw approximately 225,000 page views on 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 page views.

### **2018 page view 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

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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
Priority News Partner	\$30 per month
Priority News Partner (additional location/business)	\$10 per month
Mailing list sponsor	\$150 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.

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# Contact Us

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