

CULINARY CONCIERGE

The Wine & Dine Magazine

- DALLAS / FORT WORTH -

Whet some appetites!

Culinary Concierge is a unique "wine and dine" magazine that exclusively showcases delicious food and wine editorial by notable writers and enjoys a local, visitor, regional and national readership. The publication -- which has been touted as a "gastronomic bible" by Decanter Magazine -- is non-pretentious and interactive in nature -- sharing bits of history, ingredients, recipes, people and pleasures that culminate to create the cuisine and the dining experience in an ever-evolving culinary marketplace. The attractive four-color layout and design of the magazine is enhanced by custom photography which translates the flavor of the food and the passion of the people for a print medium--available via traditional print circulation and on-demand via our onlinedigital edition.

As an advertiser, your participation with Culinary Concierge solidifies a unique marketing opportunity that is designed to create an impact and drive consumers to your business by using creative marketing tools to "whet their appetites!"

Unique features of Culinary Concierge Magazine are: "gourmet a go-go" - a local culinary calendar of events (both on-line and print formats); "à la carte chalkboards"- visual bridge between the editorial and menu items from local restaurants; a distinctive **restaurant directory** and **rich media enhancements** on the **digital edition to include web-linking and real-time restaurant reservations.**

Take advantage of this delicious opportunity Today!

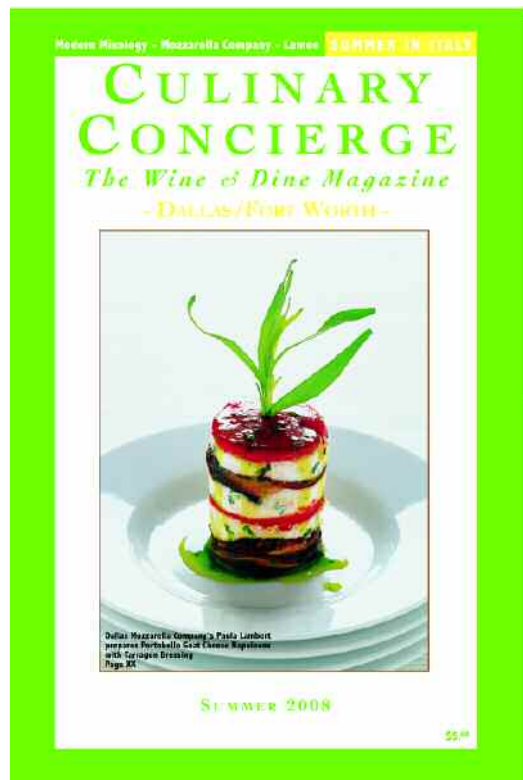
Culinary Concierge Marketing checklist:

- Send your special event information for **Gourmet a go-go culinary calendar of events**
- Send your updated menus **and/or special features**
- Advertise in **Culinary Concierge Magazine**

We look forward to speaking with you soon.

Catherine Collins

Catherine Collins
Managing Editor/Publisher
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Culinary Concierge Magazine 25 Highland Park Village No. 100-398 Dallas, TX 75205

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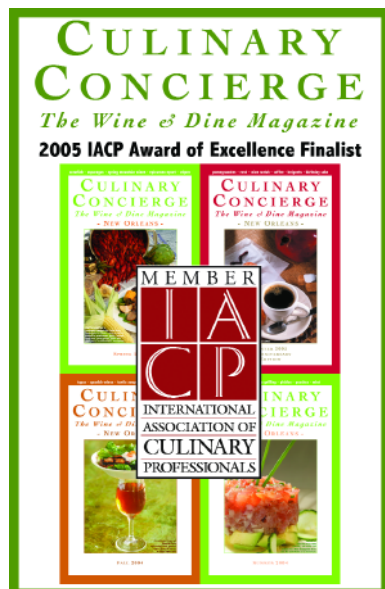
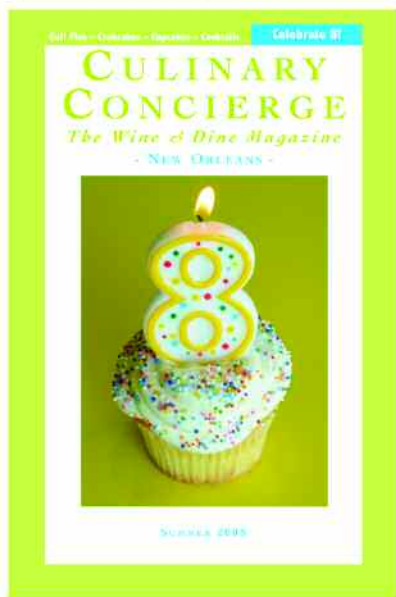
Culinary Concierge Magazine celebrates eight years of serving up the “culinary current”

It is with great pride that we mark the 8th anniversary year of publishing **Culinary Concierge Magazine**. Headquartered in New Orleans, we have overcome many hurdles--from hanging participles to major hurricanes--and achieved many successes --recognition by the International Association of Culinary Professionals as a finalist for the distinguished Award of Excellence--and, along with this illustrious recognition--the offering of Culinary Concierge Multi-Market Media to bring Culinary Concierge Magazine to other markets across the U.S and Abroad.

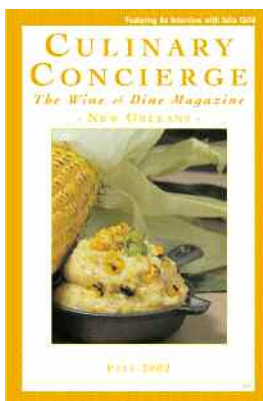
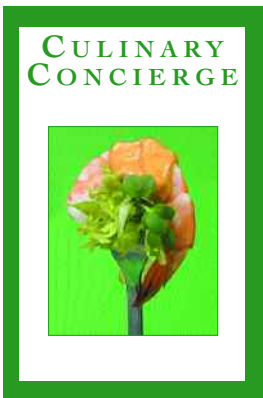
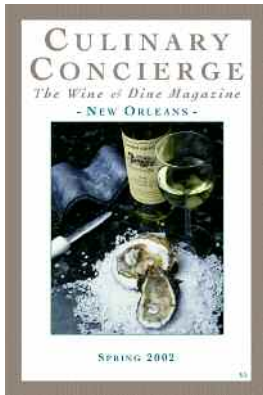
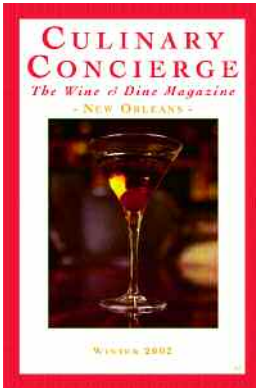
The multi-market magazine concept was developed to bring the coverage of the wine, dine and lifestyle scene in a specific area to the front burner-- in a focused forum specific to a designated region as it relates to the national/global culinary scene. In addition to New Orleans, Culinary Concierge Magazine are now available in Dallas/Fort Worth and Northwest Florida Gulf Coast editions. Tampa Bay and Atlanta are slated to be added to the portfolio in 2009.

In Culinary Concierge Magazine, we do more than profile restaurants-- we track food trends, then write ingredient specific “edible” editorial. This keeps the consumer updated on the “culinary current” and allows the reader to go behind the scenes with the chefs in their kitchens to find out what they are cooking and why-- so the consumer can make a dining decision based on compelling cuisine. By doing so, Culinary Concierge Magazine is recognized as the “go to” culinary lifestyle key to in each market that it serves.

Another appeal of the publication is as a unique marketing and advertising venue that creates an impact and drives consumers to local businesses. The multi-tiered circulation and distribution system ensures that each markets’ publication accesses a local, visitor, regional and national readership to include annual subscription and retail sales; as a guest amenity in fine hotels; as well as, available “on demand” in a digital edition format with rich media enhancements at culinaryconcierge.com.



Contact Catherine Collins 214.536.1647 - catherine@culinaryconcierge.com



WE KNOW HOW TO DISH IT OUT!

Voraciously Devoured by a Quarterly Readership of over 50,000 Annual Readership of over 250,000: savvy consumers that span local, visitor, regional & national markets

LOCAL Targeted Direct Mail, Monthly E-Mail Campaign, Subscriptions, Sold Citywide in Select Food, Wine, Retail Stores and on Newsstands

VISITOR

A GUEST AMENITY IN PREMIERE HOTELS AND RESORTS:

Adam's Mark Hotel – Dallas
 Belmont Hotel
 Dallas North Hilton Suites
 Doubletree Dallas Campbell Centre
 Doubletree Dallas Market Center
 Doubletree Dallas near the Galleria
 Embassy Suites Dallas Galleria
 Embassy Suites Dallas Park Central
 Embassy Suites Hotel
 Dallas DFW Intl Airport
 Embassy Suites Hotel
 Dallas Market Center
 Embassy Suites Love Field
 Fairmont Dallas
 Gaylord Texan Resort and Convention
 Center on Lake Grapevine
 Grand Hyatt DFW
 Hilton Anatole
 Hilton Dallas – Lincoln Centre
 Hilton Dallas – Park Cities
 Hilton DFW Lakes
 Executive Conference Center
 Homewood Suites –
 Dallas/Market Center
 Hotel Crescent Court
 Hotel Lawrence
 Hotel Lumen
 Hotel Palomar
 Hotel ZaZa
 Hyatt Regency Dallas at Reunion
 Hyatt Regency DFW
 Maple Manor Hotel
 Marriott Dallas Fort Worth Airport North
 Marriott Suites Dallas Market Center
 Omni Dallas Hotel Park West
 Omni Mandalay Hotel Irving
 Prava Suites by the Galleria
 Radisson Dallas Love Field
 Radisson Hotel – Central Dallas
 Radisson Hotel and Suites Dallas
 Radisson Hotel Dallas – Richardson
 Radisson Hotel DFW South
 Renaissance Dallas Hotel
 Renaissance Richardson
 Sheraton Suites Market Center
 Sterling Hotel
 The Adolphus
 The Bradford at Lincoln Park
 The Fairmont Dallas
 The Magnolia Hotel
 The Mansion on Turtle Creek
 The Melrose Hotel
 The Richardson Hotel
 The Stoneleigh Hotel
 The Westin City Center
 The Westin Hotel Galleria
 W Dallas – Victory
 Westin Dallas-Fort Worth Airport
 Westin Park Central Dallas
 Westin Stonebriar Resort in Frisco
 Wyndham Dallas North by the Galleria
 Wyndham Garden Hotel –
 Dallas Park Central

FORT WORTH HOTELS

Ashton Hotel
 Clarion Performing Arts Center Hotel
 Courtyard by Marriott, Downtown
 Hilton Downtown Fort Worth
 Fort Worth Club
 Radisson Plaza, Downtown
 Renaissance Worthington Hotel
 Stockyards Hotel
 Courtyard by Marriott, University
 Residence Inn
 Courtyard by Marriott, Fossil Creek
 Doral Tesoro Hotel and Golf Club
 Green Oaks Hotel
 AmeriSuites Arlington
 Courtyard by Marriott, Arlington
 Hilton Arlington
 Wyndham Arlington
 American Airlines Training &
 Conference Center
 Marriott Solana

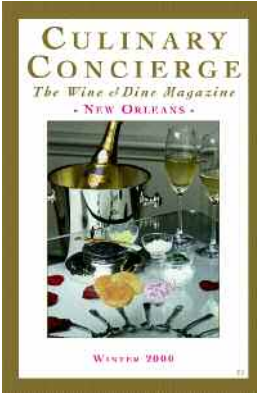
ON-LINE

DIGITAL EDITION AVAILABLE, Restaurant Directory with Links Calendar of Events, Editorial Archive, Targeted Monthly Calendar e-mail

REGIONAL / NATIONAL

Sold on Select Regional/National Newsstands and by Subscription

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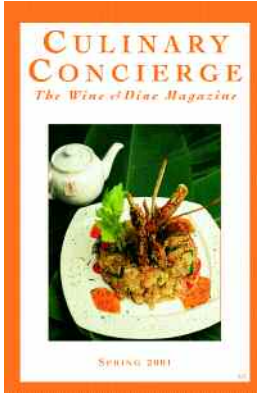


READERSHIP PROFILE

100% of our readers are making dining decisions in Dallas / Fort Worth.

**FOOD FOR THOUGHT:
There are more restaurants per capita in Dallas than in New York City.**

Source: Dallas Convention and Visitors Bureau



AGE:

- 8% 20-30 year old range
- 22% 30-34 year old range
- 37% 35-49 year old range
- 33% 50-65+ year old age range

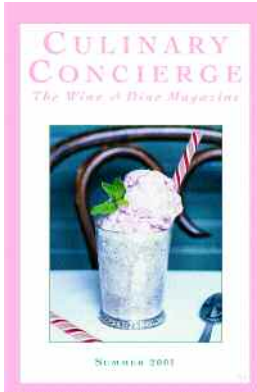
Source: Independent Survey

GENDER/MARITAL STATUS:

- 58% Female
- 42% Male

- 67% Married
- 33% Single

Source: Independent Survey



AVERAGE HOUSEHOLD INCOME:

- 6% \$25,000 - \$50,000
- 28% \$50,000 - \$75,000
- 33% \$75,000 - \$175,000
- 25% \$175,000 - 1,000,000+

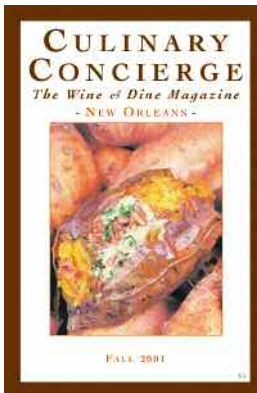
Source: Independent Survey

READER TRENDS:

On average 2 people other than the original consumer read each issue.
Longevity--readers collect and use back issues as a resource.

- 52% Receive the publication as a Visitor to the Dallas / Fort Worth area.
- 40% Reside in the Dallas / Fort Worth area.
- 8% Receive the publication as media or a consumer in other parts of the country

Source: Independent Survey



DINING HABITS:

Our Readers Dine Out on Average 6 Times per Week
(lunch and dinner)

- 92% Regularly Eat in Fine Dining Restaurants
- 46% Used Restaurant Directory to Make Reservations

Source: Independent Survey

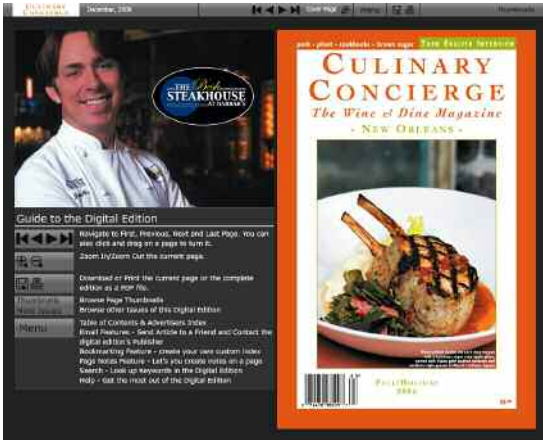
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CULINARY CONCIERGE MAGAZINE ONLINE DIGITAL EDITION

NEW!! MULTI-MEDIA OPPORTUNITY

"Our digital edition is an interactive version of our print publication that adds value not only to our brand, but enhanced opportunity for our advertisers and readers alike."

- Kendall Gensler, founding editor & publisher



KEY BENEFITS TO ADVERTISERS:

Advertisers benefit from digital editions through increased exposure and the new opportunities enriched media provides:

Advertisers are quickly located via the Advertising Index-- A complete list, linked alphabetically, displays every advertiser in the issue.

Increases exposure to advertising by utilizing new channels of distribution via the Internet.

Ads within the issue can be linked to the Advertiser's website.

"Pop-up" special offers can be created for each ad and printed for use.

Ads can be enhanced with rich media- streaming audio or video can be included within the digital edition providing advertisers new opportunities to reach customers.



SEARCH ENGINE OPTIMIZATION:

The text of each Digital Edition is converted into HTML format that is accessible to search engine spider index programs.

Individual pages of the digital edition are accessible and ready to be indexed by search engines.

KEY BENEFITS TO READERS:

Digital editions empower users to interact with the print publication:

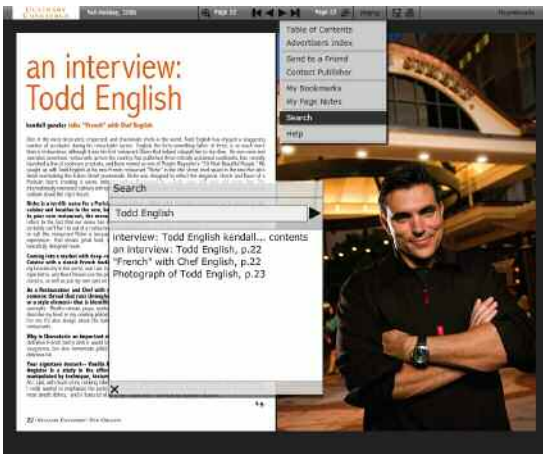
Jump to relevant articles or ads based on keyword topic searches gets readers to the content they're looking for fast.

Quickly navigate to selected content or advertising using the Table of Contents or Advertiser's Index.

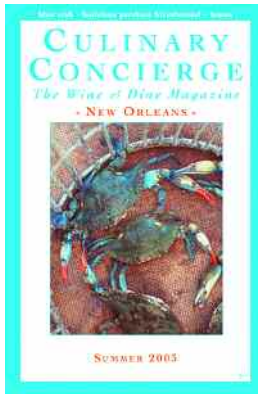
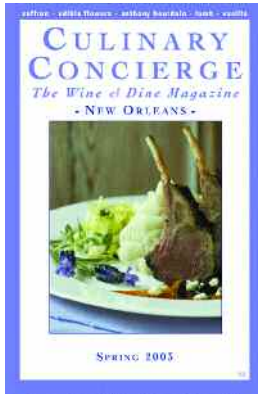
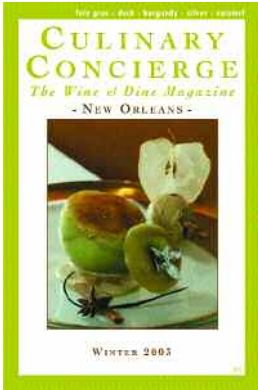
Sharing articles and commentary with friends and colleagues facilitates online collaboration.

Downloading the digital edition lets users read the issue at their convenience.

Bookmarking key articles or advertising highlights key articles and advertising for later reference.



****Please visit culinaryconcierge.com to view current digital edition and view rate card for applicable fees****
Contact Catherine Collins 214.536.1647 or catherine@culinaryconcierge.com



DALLAS / FORT WORTH RATE SHEET 2009

Culinary Concierge Magazine is a quarterly publication, all rates quoted are per quarterly issue.

DISPLAY ADVERTISING

	1X	4X
Full Page	\$3000	\$2400
1/2 Page	\$2100	\$1800
1/4 Page	\$1500	\$1200
1/8 Page	N/A	\$ 500
Directory Listing	N/A	\$ 250

PREMIUM POSITIONS

	1X	4X
Back Cover	\$6000	\$4500
Inside Front	\$4500	\$3600
Inside Back	\$3600	\$3000
Recipe Card plus 1/4 Page Display ad	\$2500	N/A

SIZES

Full Page	6 w X 9 h
1/2 page (h)	6 w X 4.4375 h
1/2 page (v)	2.9375 w X 9 h
1/4 page (v)	2.9375w X 4.4375h
1/8 page (v)	1.375w X 4.4375h

FULL PAGE BLEEDS: 6.5 x 10 trim size-
add .25 inch bleed to each side(6x9 live area)

DIGITAL EDITION

CORE LINKING SERVICES:
\$75.00 per issue
Display Advertisement and Directory Links

ENHANCEMENTS:
Sponsor Dust Cover:
\$250.00 per issue

Digital Blow-in: Special Offer Certificate
\$200.00 per issue

SPECS

Provide all files in CMYK
High Resolution - 300 dpi or higher
Please provide files on disk as:
1. PDF with imbedded fonts; or
2. Photoshop TIFF file
Provide Color Proof if Required

RICH MEDIA ELEMENTS:
Embedded Media Content with Linking
Audio Ads: \$200.00 per issue
**production fees not included
Spokesperson audio, your radio jingle or associated sound.
Audio & Video Ads: \$250.00 per issue
**production fees not included - Playing video within an ad has become a more effective method of delivering a message on the internet.

DEADLINES

Summer 2009
June, July, August

Fall 2009
September / October

Holiday 2009
November, December

SPACE

May 8

July 27

September 18

MATERIALS

May 15

August 3

September 25

MARKETING OPPORTUNITIES:

E-Mail Blast (artwork provided): \$150.00 per blast

NEW! On the Menu (menu pages):** \$500.00 full page** / \$1000.00 double truck**

** This special "on the menu" pricing available only in addition to a 1/2 or full page display ad buy-- if purchased singularly,

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