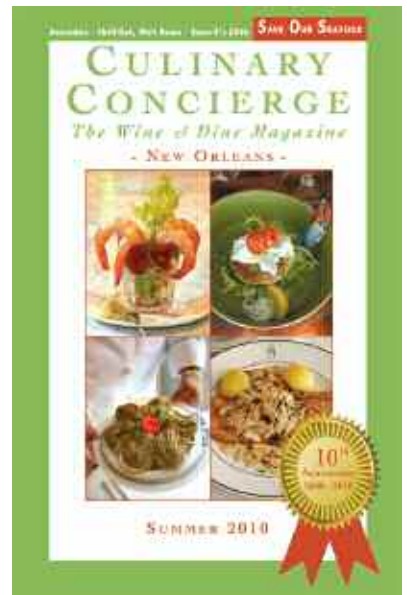


10th
Anniversary

2000 - 2010

CULINARY CONCIERGE

The Wine & Dine Magazine



Market Smart:

100% of our readers are making dining decisions!

Culinary Concierge is New Orleans' own "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 quarterly publication -- which has been touted as the "gastronomic bible of New Orleans" 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 city. 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 complimentary print circulation and on-demand via our online digital edition.

In Culinary Concierge Magazine, we do more than profile restaurants-- we track food trends, then write ingredient specific "edible" editorial. This keeps the reader updated on the "culinary current" and into the chefs' kitchens to find out what they are cooking and why, so they can make a dining decision based on compelling cuisine.

As an advertiser, Culinary Concierge Magazine provides opportunities as a multi-faceted marketing vehicle that is designed to create an impact and drive consumers to your business by using creative marketing tools to "whet some 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"**- bridge between the editorial and menu items from local restaurants; **New! "On the Menu" pages**, a distinctive **restaurant directory** and **rich media enhancements** on the **digital edition to include web-linking and real-time restaurant reservations.**

TAKE ADVANTAGE OF THESE DELICIOUS ADVERTISING OPPORTUNITIES TODAY!

I look forward to speaking with you soon.

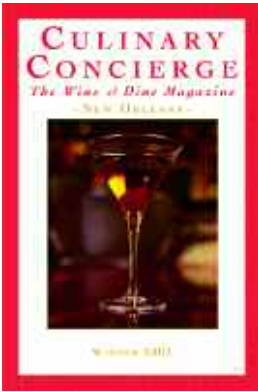
A handwritten signature in black ink that reads 'Kendall Collins Gensler'.

Kendall Collins Gensler

Founding Editor / Publisher - 504.343.2092 - kendall@culinaryconcierge.com

Celebrating 10 years of serving up the "culinary current"

Culinary Concierge Magazine 5500 Prytania St. No. 437 New Orleans, LA 70115

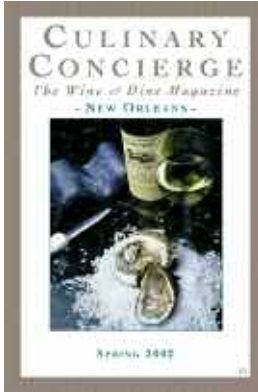


WE KNOW HOW TO DISH IT OUT!

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

LOCAL:

Targeted Direct Mail, Monthly E-Mail Campaign, Active Subscriptions Also Available as a Complimentary Culinary Amenity at :

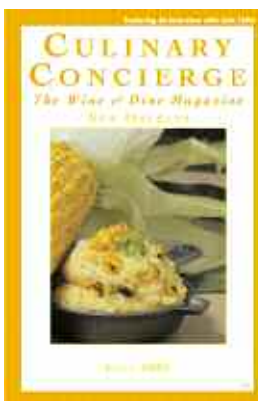
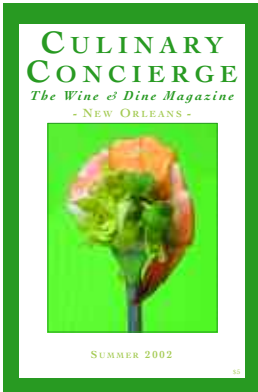


VISITOR:

A GUEST AMENITY IN OVER 60 PREMIERE HOTELS

Wyndham Canal Place
 Windsor Court Hotel
 The Roosevelt Hotel
 The Lafayette Hotel
 The Pelham Hotel
 Parc St. Charles
 St. James Hotel
 Maison de Ville
 Soniat House
 Chateau Sonesta
 Hotel Le Cirque
 Holiday Inn Express
 Holiday Inn French Quarter
 Holiday Inn Staybridge Suites
 St. Louis Hotel
 St. Ann Marie Antoinette Hotel
 Hampton Inn Garden District
 Hampton Inn Downtown
 Hampton Inn Convention Center
 Hotel Intercontinental
 Prince Conti Hotel
 Le Pavillon Hotel
 Embassy Suites
 Chateau LeMoynes
 The Ritz-Carlton Hotel
 Iberville Suites at the Ritz-Carlton
 Degas House
 Maison Orléans at the Ritz-Carlton
 Sheraton New Orleans Hotel
 W Hotel New Orleans
 W Hotel French Quarter

Hilton New Orleans Riverside
 Place d'Armes Hotel
 Hotel St. Marie
 International House
 Royal Sonesta
 Omni Royal Orleans
 Monteleone Hotel
 Bourbon Orleans
 Omni Royal Crescent
 Renaissance Père Marquette
 Renaissance Arts Hotel
 Homewood Suites by Hilton
 Astor Crowne Plaza
 J.W. Marriott
 Marriott New Orleans
 Doubletree New Orleans Canal Street
 Marriott Lakeway
 Dauphine Orleans
 Hotel de la Monnaie
 Maison Dupuy
 St. Christopher Hotel
 Loews New Orleans
 The Bienville House Hotel
 The Inn on Bourbon
 Hotel Provincial
 Concierge Desk at Saks Fifth Avenue
 Harrah's Hotel
 Marroitt Convention Center
 Wyndham Riverfront Hotel
 Dauphine Orleans
 Hotel de la Monnaie



REGIONAL / NATIONAL /ON-LINE

PAGE-TURNING DIGITAL EDITION ON-DEMAND, with rich media enhancements to include Web-Links, Culinary Calendar of Events, Recipes, Real-Time Restaurant Reservations via Open Table.com Portal

**For more information contact: Kendall 504.343.2092
e-mail: staff@culinaryconcierge.com**



READERSHIP PROFILE

100% of our readers are making dining decisions in New Orleans.

AGE:

- 10% 20-30 year old range
- 22% 30-34 year old range
- 35% 35-49 year old range
- 33% 50-65+ year old age range



GENDER/MARITAL STATUS:

- 58% Female
- 42% Male
- 67% Married
- 33% Single

AVERAGE HOUSEHOLD INCOME:

- 12% \$25,000 - \$50,000
- 28% \$50,000 - \$75,000
- 36% \$75,000 - \$175,000
- 16% \$175,000 - 1,000,000+



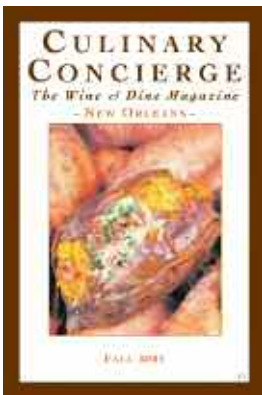
READER TRENDS:

- On average 2 people other than the original consumer read each issue.
- Readers collect and use back issues as a resource.
- 66% Receive the publication as a Visitor to New Orleans
- 28% Reside in the Greater Metropolitan New Orleans area
- 6% Receive the publication as a consumer in other parts of the country

DINING HABITS:

- Our Readers Dine Out on Average 3 Times per Week
- 92% Regularly Eat in Fine Dining Restaurants
- 76% Used Our Restaurant Directory to Make Reservations

Nationally, dining is the most popular activity for tourists once they reach their destination. Nationally, restaurants derive one-third of their annual sales revenue from visitors. Visitors account for half of these sales at table service restaurants with average check sizes of \$25 or more. Projections show that by 2010, sales will reach \$577 billion and account for 53% of the consumer's food dollar.



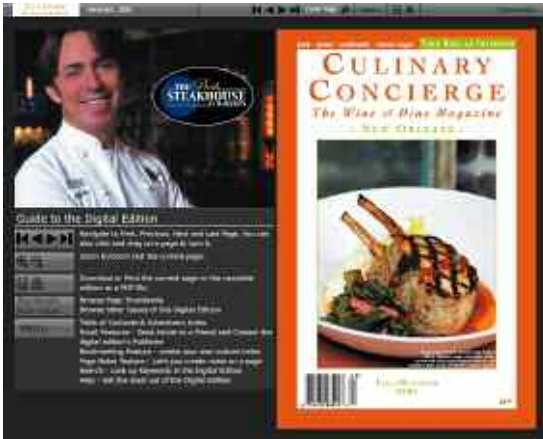
**For more information contact: Kendall 504.343.2092
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CULINARY CONCIERGE MAGAZINE ONLINE DIGITAL EDITION

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:

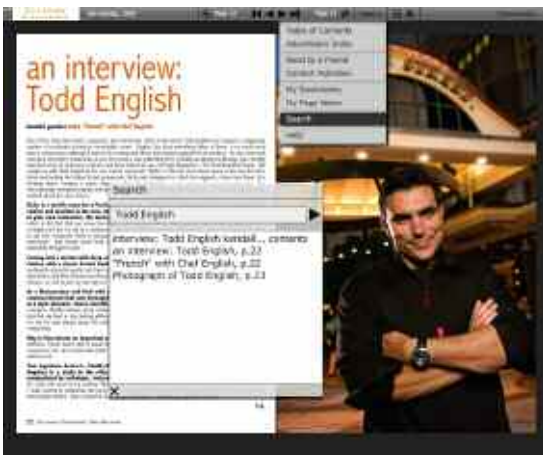
Jump to relevant articles or ads based on keyword topic searches gets readers to the content they're looking for fast.

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.



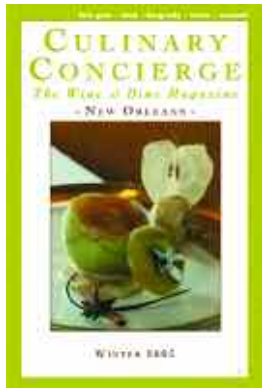
****Please visit culinaryconciierge.com to view current digital edition and view rate card for applicable fees****
For more information contact: Kendall 504.343.2092 e-mail: staff@culinaryconciierge.com

RATE SHEET 2011

Culinary Concierge is a quarterly publication, all rates quoted are for quarterly insertions.

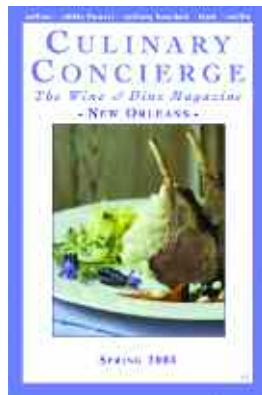
DISPLAY ADVERTISING

Print and Digital Edition Directory Listing Included



	1X	4X
Full Page	\$3000 (\$1000 per month)	\$2400 (\$800 per month)
1/2 Page	\$2100 (\$700 per month)	\$1500 (\$600 per month)
1/4 Page	\$1200 (\$500 per month)	\$ 900 (\$400 per month)
1/8 Page	NA	\$ 500 (Paid Quarterly)

PREMIUM POSITIONS



	1X	4X
Back Cover	\$5000 (\$2000 per month)	\$4000 (\$1500 per month)
Inside Front	\$4000 (\$1500 per month)	\$3200 (\$1200 per month)
Inside Back	\$3000 (\$1200 per month)	\$2600 (\$1000 per month)

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, pricing will revert to standard full page display ad rates **

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: \$200.00 per issue

Special Offer Certificate

EMBEDDED RICH MEDIA ELEMENTS:

**production fees not included

Audio Ads: \$200.00 per issue
Spokesperson audio, your radio jingle or associated sound.

Audio & Video Ads: \$250.00 per issue

Playing video within an ad is the most effective method of delivering a message on the internet.



DEADLINES:

Issue

Winter 2011

Pub Date : February 15

Spring 2011

Pub Date : April 15

Summer 2011

Pub Date :July 1

Fall/Holiday 2011

Pub Date : October 15

Space

January 14

March 18

May 20

September 16

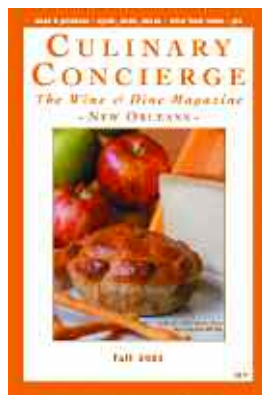
Materials

January 21

March 25

May 27

September 23



SIZES

Full Page

1/2 page (h)

1/2 page (v)

1/4 page (v)

1/8 page (v)

6 w X 9 h

6 w X 4.4375 h

2.9375 w X 9 h

2.9375 w X 4.4375 h

1.375 w X 4.4375 h

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

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

**For more information contact: Kendall 504.343.2092
e-mail: staff@culinaryconcierge.com**