

East End Taste

MAGAZINE

The Hamptons /
Culinary Sustainable Travel

eastendtastemagazine.com

@EASTENDTASTE #EASTENDTASTE

@HAMPTONSINTERACTIVEBRUNCH



East End Taste

MAGAZINE

ABOUT

East End Taste is an elevated digital publication covering food trends and events on the East End of Long Island. It also covers destinations around the world with a focus on food & culture with a refined angle.

East End Taste serves as the premier online publication that brings the world to the Hamptons reader and to those who appreciate the upscale Hamptons lifestyle.

CATEGORIES

- Restaurants & Chef Interviews
- Sustainable Travel
- Events
- Specialty Food
- Fashion
- Wellness
- Interior Design

EAST END TASTE MAGAZINE'S SOCIAL NETWORK



50k+

@EastEndTaste @HamptonsInteractiveBrunch



2k+



13k+



20k+



6k+



2k+

AUDIENCE

East End Taste speaks to an affluent audience of those who live or who appreciate a sophisticated Hamptons lifestyle. These readers are business professionals, artists, writers, entrepreneurs, teachers, restaurant owners, and philanthropists who enjoy coverage of food, travel, lifestyle, specialty food, fashion, wellness, and events.

East End Taste has a combined reach of over 275k monthly viewers including social media, newsletter subscribers, digital platform, and our bi-monthly radio segment with Long Island Radio Broadcasting.



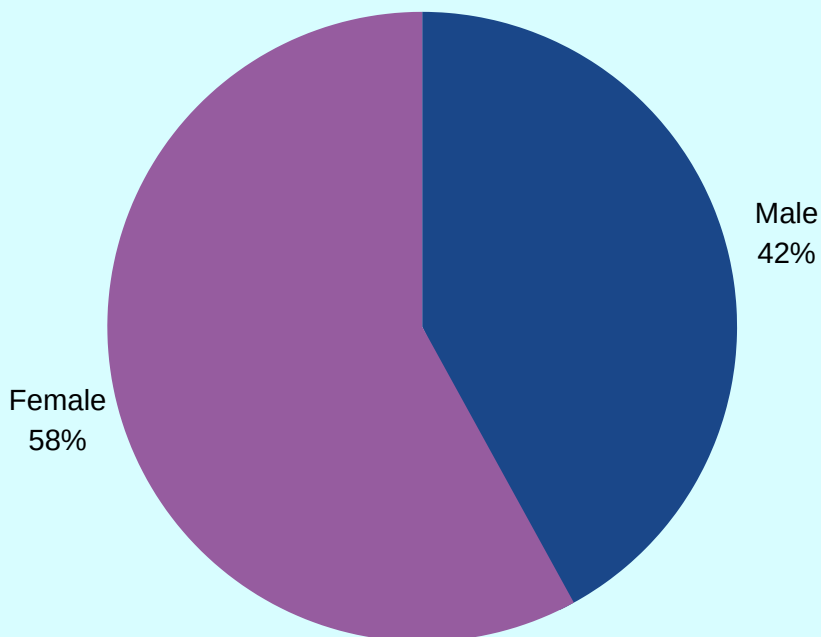
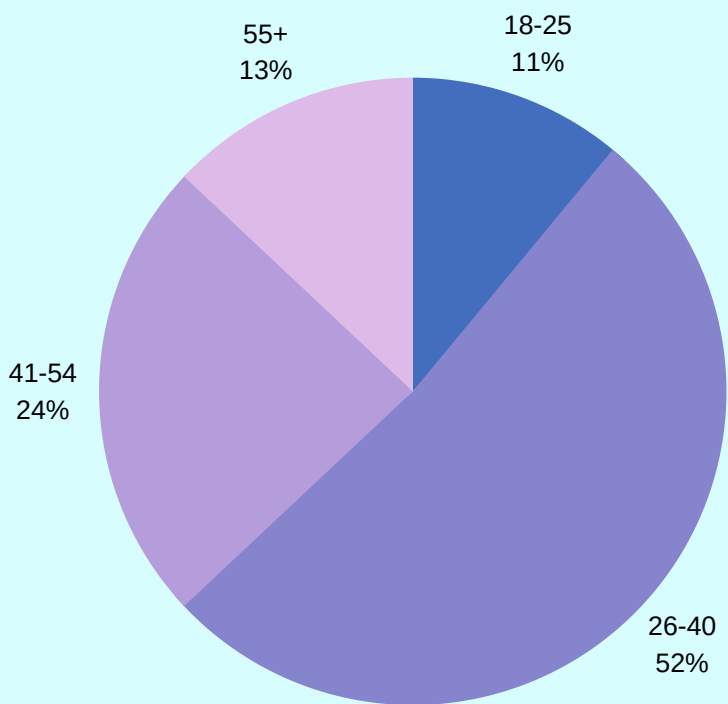


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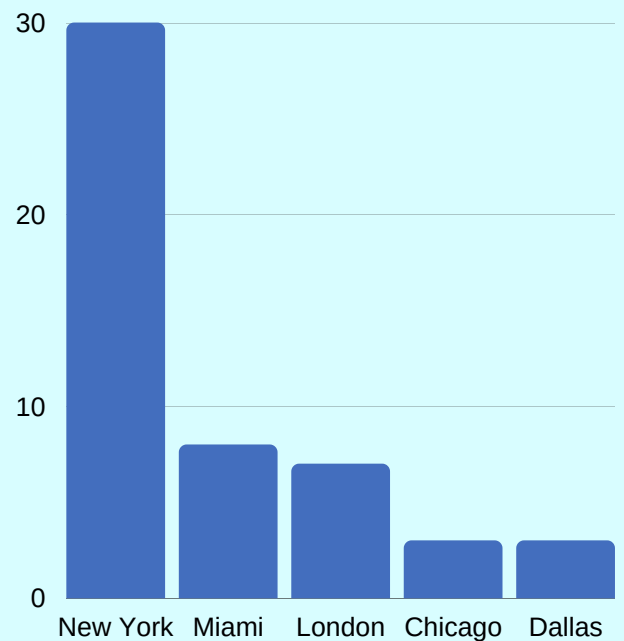
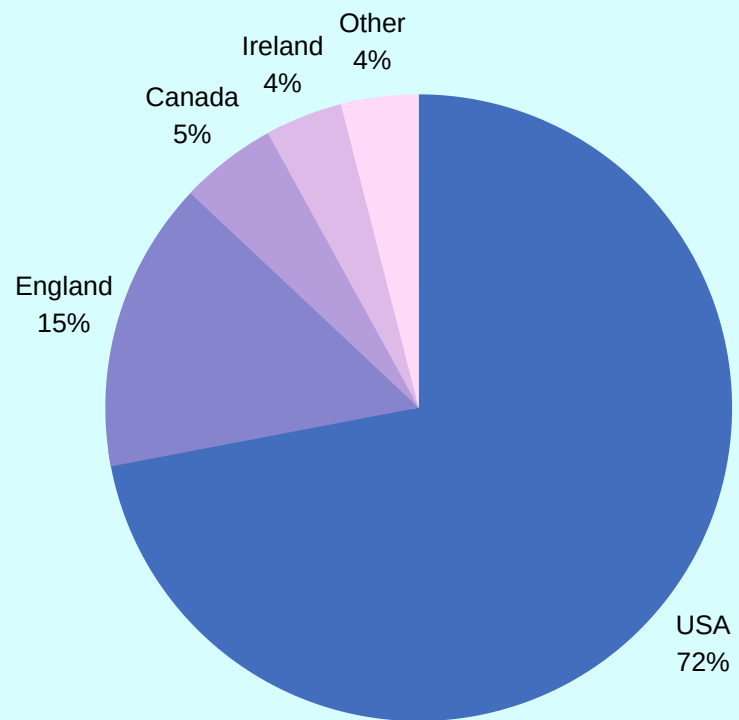
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READER PROFILE



TOP CITIES & COUNTRIES





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■ TARGET AUDIENCE

- Families with children who dine out and enjoy traveling.
- Couples and single individuals who dine out, travel, and go to events.
- Hamptons and North Fork residents who wish stay in the know with food news, trends, and events.
- Frequent and semi-frequent national and international travelers.
- Specialty Food consumers.
- Business owners across Long Island and surrounding areas including New York City, New England, and New Jersey.
- Those who appreciate and admire the Hamptons lifestyle and aesthetic.
- Those who strive to maintain an overall active and healthy lifestyle, and who still appreciate fine food and a bit of indulgence.
- Median annual household income between \$125-250k+.





EDITORIAL CALENDAR

Spring

- Easter Gift Guide & Lifestyle pieces
- Spring Break getaways
- Hamptons Restaurant Week
- Mother's Day Gift Guide
- Passover Dining
- New Hamptons restaurant openings
- New Hamptons business profiles
- Memorial Day Weekend events
- Long Island travel and events
- Season kick off events and news
- Specialty Food: Spring Edition
- Golf Travel and Events
- Earth Day Coverage/Sustainable Travel roundups

Autumn

- NYFW
- Autumn getaways
- Expo East
- Specialty Food: Autumn Edition
- Halloween events
- Europe Travel
- NYC galas and events
- Hamptons International Film Festival (HIFF)
- Restaurant Week
- NYC dining
- Thanksgiving dining

Summer

- Summer Fancy Food Show
- Fourth of July
- Hamptons chef interviews
- New Hamptons restaurants
- Hamptons summer soirees
- Hamptons Brunch
- Summer Travel Destinations
- North Fork businesses
- New England summer events
- Specialty Food: Summer Edition
- Hamptons Galas
- Winery Tours

Winter

- New Year getaways
- NYC trade shows and events
- Winter Fancy Food Show
- NYFW
- Ski Travel
- South Beach Wine & Food Festival
- Melbourne Wine & Food Festival
- Expo West
- NYC dining
- Long Island Restaurant Week

BRANDS & COLLABORATIONS

Partnerships, sponsorships, and brand collaborations span across the following industries: food, travel, fashion, beauty, and wellness. Brands and tourism boards we have worked with include the following:





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MAGAZINE

■ MEET VANESSA GORDON

■ Vanessa Gordon is the Founder and Publisher of East End Taste. She oversees the day-to-day operations across all platforms, including social media. She originally launched the Hamptons-based online publication in 2014, where she handled every aspect of the publication including article writing, web development, social media, and marketing relations for almost three years. Now, East End Taste Magazine comprises of a small full-time, part-time and freelance staff.

Her writing has appeared in publications including Thrillist, Hamptons Magazine, Beach Magazine, Pregnancy & Newborn, Psychology Today, The Daily Meal, the Independent Newspaper, and many others.

She has been featured or quoted in the New York Times, Condé Nast Traveler, Parents Magazine, New York Post, The Daily Beast, Medium, AM New York, SELF Magazine, The Points Guy, SheKnows, ClearVoice, Reader's Digest, and many more. She also has a bi-monthly radio segment with Long Island Radio Broadcasting's 102.5 WBAZ.

Vanessa is the Founder and Host of The Hamptons Interactive Brunch, an annual event that brings together business owners, executives, philanthropists, entrepreneurs, actors, media personalities, and more. The event, formerly known as the Hamptons Interactive Brunch, has received regional and national coverage, including in such publications as AM New York, Hamptons Magazine, Resident Magazine, Life & Style, OK! Magazine, Times Square Chronicles, and many more.

Vanessa earned her Master of Arts in Education from New York University and studied abroad at the Institute of Education and at University of Oxford's St. Edmund's College.

She lives in New York with her husband, two children, and three cats.



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■ A D V E R T I S E

■ East End Taste Magazine offers a multitude of options for advertising. We have created a unique approach for advertising and integrated marketing strategies to help brands inspire and connect with our dedicated audience.

Our turnkey approach includes added value opportunities such as advertorials, sponsored articles, influencer & brand partnerships, social media, events, video, and photo.

Additional advertising opportunities includes being integrated into one of our annual events and or with our radio segment with Long Island Radio Broadcasting. All packages are customized to fit your needs and interests.



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MAGAZINE

MESSAGE FROM VANESSA



"I am thrilled to potentially having the opportunity to work with you. Many thanks for taking the time to review our media kit. East End Taste Magazine has been a true labor of love, and I am sincerely appreciative of your support. With the kindest regards, cheers!" -Vanessa Gordon



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■ CONTACT US

■ Interested in advertising or partnership opportunities with East End Taste? Wish to inquire about booking our Founder, Vanessa Gordon, for collaborations, influencer programs, speaking engagements, on-air segments, press trips, or social media campaigns? Her capabilities include digital photography and video, media and press tours, hosting events, bylines and commentary for online, print, and broadcast media. She can also provide some of the best insider tips for traveling to the Hamptons, the North Fork, New England, Miami, London, Antigua & Barbuda, and Montserrat.

■ Vanessa Gordon, Founder & Publisher: vanessa@eastendtaste.com

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Sales: sales@eastendtaste.com

Events: rsvp@eastendtaste.com

PR Team: pr@eastendtaste.com