



# EAST END — TASTE

## *East End Taste*

MAGAZINE

The Hamptons /  
Culinary Sustainable Travel  
[eastendtastemagazine.com](http://eastendtastemagazine.com)

**@EASTENDTASTE #EASTENDTASTE**  
**@HAMPTONSINTERACTIVEBRUNCH5K**



# East End Taste

MAGAZINE

## ABOUT

EastEndTaste 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 theupscale Hamptons lifestyle.

## CATEGORIES

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

## EAST END TASTE MAGAZINE'S SOCIAL NETWORK



50k+

@EastEndTaste



2k+

@HamptonsInteractiveBrunch5K



13k+



20k+



6k+



4k+

## 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 an engaging, personable, and responsive social media presence across all major platforms.

East End Taste has a combined reach of over 500k monthly impressions on social media, our newsletter, and on the website. Our average website UVMs per month is 55k. Our current Domain Authority is 63 and our current Domain Rating is 46.





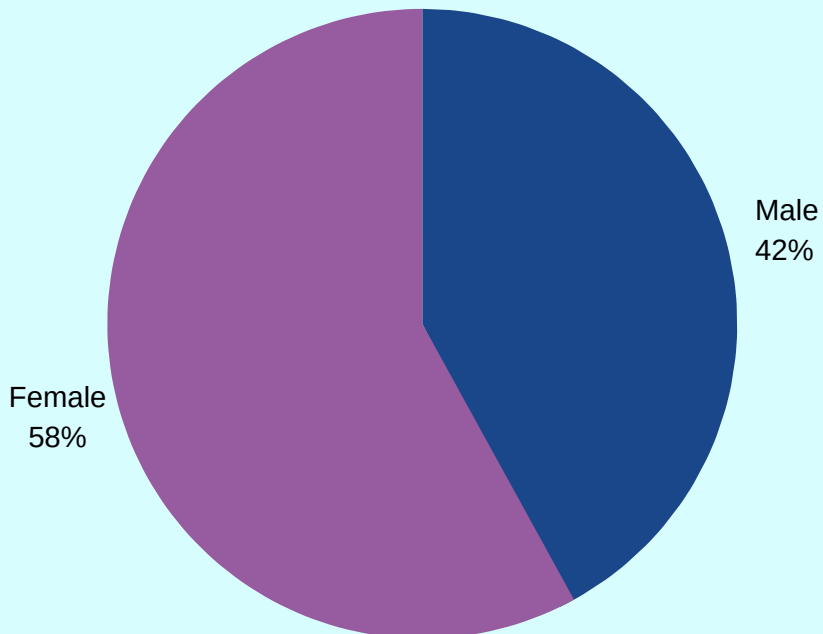
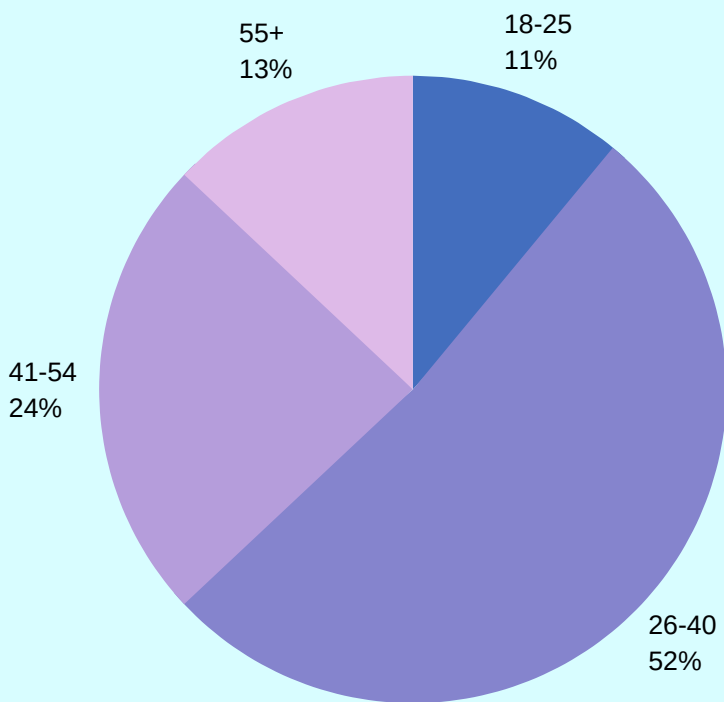
## *Mission Statement:*

- East End Taste brings the world to the Hamptons and the Hamptons to the world.

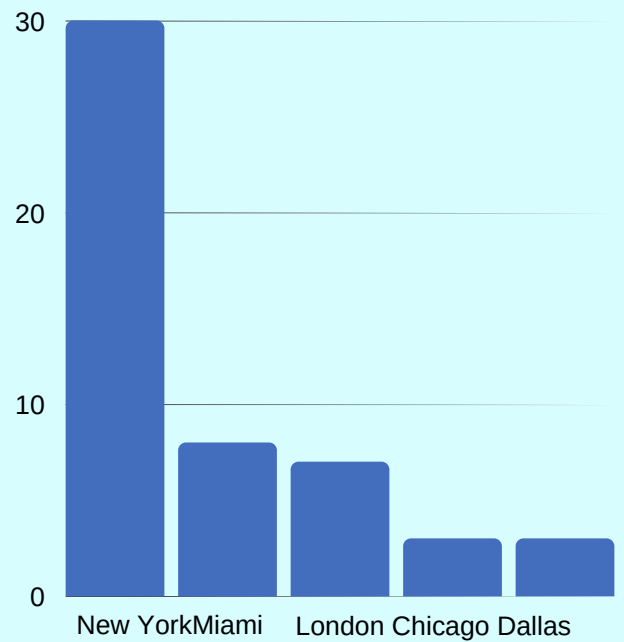
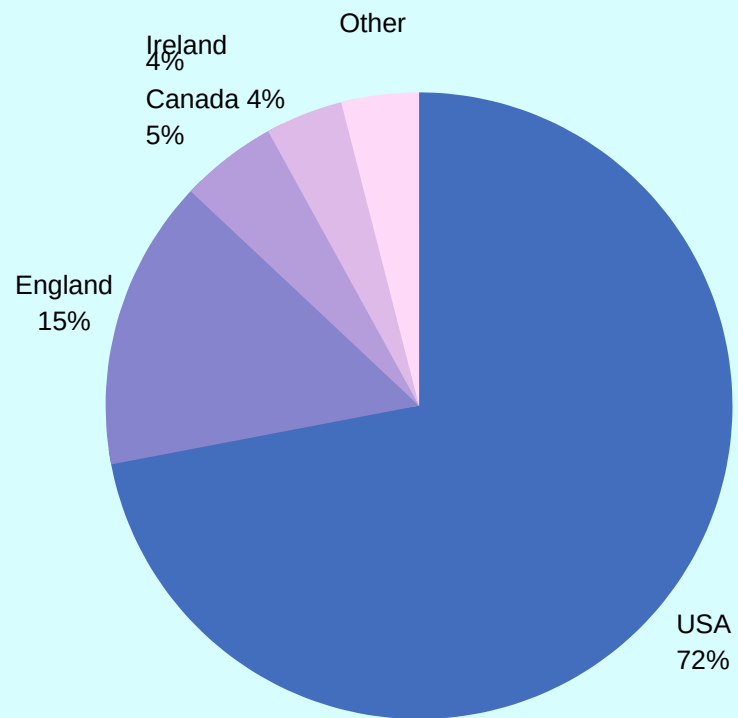
The digital publication covers lifestyle news with a culinary focus on the East End of Long Island, and internationally. Specifically referring to international culinary focused travel, we cover regions, destinations, and properties that evoke a Hamptons aesthetic: attainable, luxurious amenities; a mix of couples/family friendly properties; and destinations that have a similar allure or appeal to the Hamptons on Long Island.



## READER PROFILE



## TOP CITIES & COUNTRIES



## 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

- January Reset / New Year Wellness Wellness
- Focused Recipes and Chef Q&As
- Dry January
- Valentine's Day gift guides
- Ski Season travel
- NYFW South Beach Wine & Food Festival
- Melbourne Wine & Food Festival
- Spring Break getaways
- Hamptons Restaurant Week
- St. Patrick's Day dining and recipes
- Specialty Food: Spring Edition
- Expo West
- Easter Gift Guide & Lifestyle pieces
- Earth Day Coverage/Sustainable Travel roundups

### Autumn

- NYFW
- Autumn getaways / day trips
- Expo East
- Specialty Food: Autumn Edition
- Halloween events
- Europe travel
- South America travel
- NYC galas and events
- Hamptons International Film Festival(HIFF)
- NYC dining
- Thanksgiving dining

### Summer

- Golf Travel and Events
- Mother's Day Gift Guide
- New Hamptons restaurant openings New
- Hamptons business profiles Memorial Day
- Weekend events
- Long Island travel and events
- Season kick off events and news Summer
- Fancy Food Show
- Fourth of July
- Hamptons chef interviews
- New Hamptons restaurants
- Hamptons summer events
- Summer travel destinations
- North Fork businesses
- New England summer events
- Specialty Food: Summer Edition Hamptons Galas
- Winery Tours

### Winter

- New Year getaways
- London holiday pop ups
- European Christmas markets
- Holiday inspired recipes
- Holiday Gift Guides
- Asia travel
- NYC trade shows and events
- Caribbean travel
- Ski Season travel

# BRANDS PARTNERSHIPS

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



## MEET OUR CEO & PUBLISHER

Vanessa Gordon is the CEO & Publisher of East End Taste. She oversees the day-to-day operations in our marketing, production, and sales divisions. She originally launched the Hamptons-based digital publication in 2016, 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 comprises a small full-time, part-time and freelance staff. Her writing has appeared in publications including Parents Magazine, Cottages & Gardens, Thrillist, Hamptons Magazine, Pregnancy & Newborn, Psychology Today, and many others. She has been featured or quoted in the New York Times, Condé Nast Traveler, The Irish Times, Forbes, Parents Magazine, New York Post, The Daily Beast, AM New York, SELF Magazine, The Points Guy, SheKnows, 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 has received regional and national coverage, including in such publications as AM New York, Forbes, Hamptons Magazine, Resident Magazine, Life & Style, OK! Magazine, Us Weekly, Lucire, 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 family.



## ■ ADVERTISE

■ East End Taste 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.

MESSAGE FROM VANESSA



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

## CONTACT US

- Interested in advertising, sponsorship or partnership opportunities with East End Taste or the Hamptons Interactive Brunch? Wish to inquire about booking our CEO, 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 such destinations as Long Island, New England, Miami, London, Antigua & Barbuda, and Montserrat.
- Vanessa Gordon, CEO & Publisher: [vanessa@eastendtaste.com](mailto:vanessa@eastendtaste.com)  
Assistant: [asst@eastendtaste.com](mailto:asst@eastendtaste.com)  
Sales: [sales@eastendtaste.com](mailto:sales@eastendtaste.com)  
Events: [rsvp@eastendtaste.com](mailto:rsvp@eastendtaste.com)  
PR Team: [pr@eastendtaste.com](mailto:pr@eastendtaste.com)