



Celebrating 20 years of promoting locally owned restaurants in Lafayette Parish.

2024 EatLafayette | Media Kit



EatLafayette.com

BRAND VISION

To be the leading source for promoting locally owned restaurants in Lafayette Parish, inspiring a community of food enthusiasts to explore and support the region's unique flavors.

BRAND PROMISE

At EatLafayette, we believe that the heart of our brand is YOU - the locally-owned restaurants and the community of food lovers that support them. Our promise is to utilize our digital reach to help convert our audience into your customers.



Website

(EATLAFAYETTE + LAFAYETTE TRAVEL)

91k⁺

Monthly Sessions

69k⁺

Monthly Users

133k⁺

Monthly Pageviews

35-44

Age Range

46.4%

Male

53.6%

Female

Affinity

Food & Dining/Cooking
Enthusiasts/30-Minute
Chefs + Arts & Entertainment

Country

1. United States 2. Canada
• Louisiana
• Texas



“EatLafayette works, it brings customers in the door and awareness to local restaurants.”

—Tim Metcalf | Dean-O’s Pizza

“The money you spend in a local restaurant a lot of it stays in town.”

—Charles Goodson | Southern Hospitality Kitchens

“EatLafayette is a strong supporter of local businesses and they let us showcase who we are and what we do.”

—Mandy Osgood | Graze Acadiana



“It’s a really great opportunity to meet other restaurant owners, but also the community at large!”

—Heather Degeyter | Bonne Vie Macaroons

Promotional Opportunities

- *Allons Inspiration Journal*
- *Social Media Collaborations*
- *Blog Feature with Photo Shoot*
- *eNews Feature*
- *Social Media Promoted Post*
- *Morning Show Features*
- *Editorial Features with Print Partners*

General Benefits

One-year membership to EatLafayette & Lafayette Travel grants you access to our membership directory, monthly luncheons, member portal with a messaging board, meetings, and convention calendars for catering opportunities and advertising opportunities in print and online.

Year-round listing, landing page, and user account on EatLafayette.com where you can update the restaurant name, images, address, phone number, hours of operation, social links, website link, and map, as well as attach deals, specials, and upcoming events to your account.

Listing in the Allons Quarterly Inspiration Journal in the restaurant section includes the restaurant name, address, phone number, and website.

Listing in the annual EatLafayette Passport includes restaurant name, address, phone number, and website.

Inclusion in print, radio, digital, social, and television advertising campaigns held annually from June – September.

At least two mentions in EatLafayette's monthly newsletter with over 13,000 subscribers.

At least three dedicated posts on EatLafayette's social media channels throughout the year.

One sponsored post on EatLafayette's social channels for one day during the summer campaign.

The opportunity to participate in the Taste of EatLafayette, which launches the summer campaign in June.

Special content, advertising, and PR opportunities from our media partners.



“It gives the local restaurants a chance to advertise and compete against the chains and other restaurants that are in town.”

—Gerald Judice | Judice Inn

Allows Inspiration Journal



Pricing

Advertising Sizes and Rates 2024

FREQUENCY	4X	1X
2-Page Advertorial: (ONE AVAILABLE PER ISSUE)	\$1,000 (PER ISSUE)	—
Back Cover (Bleed): 4.375"(W) X 8.5"(H) = BLEED 4.125"(W) X 8.25"(H) = TRIM 3.75"(W) X 7.625"(H) = SAFETY	\$1,133	\$1,267
Inside Cover: 3.75"(W) X 7.625"(H)	\$1,055	\$1,178
Inside Back Cover: 3.75"(W) X 7.625"(H)	\$977	\$1,090
Full Page Category Listings: 3.75"(W) X 7.625"(H)	\$899	\$1,000
Full Page: 3.75"(W) X 7.625"(H)	\$821	\$913
Half Page: 3.75"(W) X 3.6875"(H)	\$548	\$603
Quarter Page: 3.75"(W) X 1.75"(H)	\$404	\$439

How to Register

The cost of an annual EatLafayette & Lafayette Travel membership with the above perks is \$250. Visit EatLafayette.com/Join to fill out the registration form. Once your registration form has been submitted, you will be redirected to the payment page. Once your payment has been confirmed, we'll contact you with more details!