



Celebrating 21 years of promoting locally owned restaurants in Lafayette Parish.

2025 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

70k+
Monthly Users

240k+
Monthly Pageviews

35-44
Age Range

57.7%
Male

42.3%
Female

Affinity

- News & Politics/Avid News Readers/Entertainment News Enthusiasts
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs
- Shoppers/Shopping Enthusiasts

Country

- **United States**
 1. Texas
 2. Louisiana
 3. Illinois
 4. Alabama
- **Canada**
- **France**

Sources: Google Analytics previous full calendar year 2024.



“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 Degeyer | Bonne Vie Macaroons

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Promotional Opportunities

\$250

Website:

LafayetteTravel.com and EatLafayette.com featured listing where your business listing is featured before other businesses

Networking:

Lafayette Travel provides a monthly luncheon or social designed to allow its members to network with others in the tourism industry.

Brochure Display:

Partners are allowed to display brochures in Lafayette Travel’s Visitor Center.

Publications:

Allons™ Inspiration Guide (markets: meeting planners, sports tournament directors, travel agents, group tour planners, media, and film).

Sales Missions, Sales Leads, and Convention Calendar:

Partners within a 30-mile radius of Lafayette Center can access the convention calendar, participate in sales missions, and access sales leads.

\$2,500
(LIMIT 6)

- Native Blog Post
- Photo Shoot
- Social Post

\$5,000
(LIMIT 6)

- Native Blog Post
- Photo Shoot
- Website & Email Banner
- Social Post
- Quarter Page Ad in Allons™ Journal (Quarterly).

\$7,500
(LIMIT 6)

- Native Blog Post
- Reel Creation
- Photo Shoot
- Website & Email Banner
- Social Post
- Half Page Ad in Allons™ Journal (Quarterly).

\$10,000
(LIMIT 6)

- Native Blog Post
- Reel Creation
- Photo Shoot
- Website & Email Banner
- Social Post
- Full Page Ad in Allons™ Journal (Quarterly).

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. 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.

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

Allowns Inspiration Journal



How to Register

The cost of an annual *EatLafayette™* & *Lafayette Travel™* membership with the above perks is \$250. Visit LafayetteTravel.com/eatlafayette/registration/ 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!

Pricing

Advertising Sizes and Rates 2025

| 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 |