the bite
food & wine magazine

Readership

The primary audience of The Bite magazine is millennials ages 18 to 34 years old. There are 83.1 million millennials in this age range, with 52% of the population male and 48% female. They are very diverse, with the population being broken down as the following ethnicities: 19% Hispanic 14% African American 5% Asian. They are the most highly educated generation with 61% of adult millennials having attended college. Their earning power is strong with 42% of millennials making more than $50,000. Their spending power will surge to an estimated $1.4 trillion annual by 2020, but they are still somewhat economically challenged balancing student loan debt with a tougher job market and weaker economy. They are an extremely diverse group and 34% prefer to enjoy magazines about food and nutrition, and 49% made a purchase because of something they saw in a magazine. This is why The Bite will focus on food and lifestyle. The tone will be cool, hip, trendy and exclusive. There will be advertising and there will be print and digital copies.

Colors

These colors are deep and jewel toned which will give a pop and stand up against bold photos while having a rich and expensive look. Our readers expect to see hip, trend setting items in the magazine and these lush colors will help to show that.
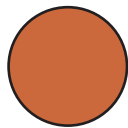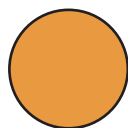
#97a144	#54354a	#99273a	#cb673d	#e89a41

Images

No border on cover photo

No border on all other photos

Forma DJR Display Regular, 9pt & Montserrat Black 9 pt.

RICARDO DEARATANHA **the bite**

EXAMPLE OF CAPTION HEADLINE (PHOTOS LEFT TO RIGHT) Example of regular caption text.

Montserrat Light, size 10

The typography for the bite magazine will be clean and bold. They are all Sans Serif fonts in a combination of bold and regular fonts to help the headings stand out against the bold use of photos.

Typography

Montserrat Font Family

COVER HEAD
Forma DJR Display Bold, 34pt size

Subhead for cover story
Montserrat, Light 24 pt size

COVER PROMO
Montserrat ExtraBold, 18 pt size

FEATURE STORY HEAD
Montserrat Semi Bold, 48 pt size 51 leading

Subhead for all stories
Montserrat, Light 13-24 pt size

ALL OTHER HEADLINES
Forma DJR Display Bold, 16-60pt size

Subhead in body of story
This is what body copy looks like

Subhead: Forma DJR Display, Bold14 pt size of font

Body Copy: Montserrat Regular, 12 size of font