

A close-up photograph of several bright orange oranges and lush green leaves, likely from an orange tree, filling the entire frame. The oranges are partially obscured by the leaves, creating a dense and vibrant composition. The lighting is natural, highlighting the textures of the fruit and foliage.

# Serviette

ABOUT THE MAGAZINE → *Serviette* is a magazine about food: the people who grow and produce it, the distances we travel to eat it, and all the ways it's tangled up with culture, science, history, and design. We bring together irresistible storytelling, eye-catching design, and thoughtful contributors to explore food's journey from seed to stomach (and even out into space). *Serviette* captures the best sort of dinner-party conversation: wide-reaching, digressive, and wildly informative and entertaining.

ABOUT THE FOUNDER → *Serviette* is the brainchild of Max Meighen, a Toronto-based brewer, former chef, and founder of Avling Kitchen and Brewery. Learning about, growing, processing, preparing, sharing, and eating food is a serious passion for Max, and this magazine is a way to share that obsession with readers.



# What's Inside



## INTERVIEWS

Sharp Q&As with culinary tastemakers, including **Matt Orlando** (chef and restaurant sustainability advocate) and **Nornie Bero** (founder of Mabu Mabu, an Indigenous-run food business)

## PROFILES

Intimate looks at food personalities like **Joost Baaker** (Melbourne-based zero-waste activist), **Victoria Blamey** (New York–by-way-of-Santiago chef), and **Eric Wareheim** (actor, comedian, and cookbook author)



## CITY GUIDES

A culinary adventure through **Vancouver's Chinatown**; the freshest spots for stinky tofu in **Taipei**; the finest bodegas from **Naples** to **Berlin**

## BIG IDEAS

Informed conversations around vital subjects like **decolonizing diets**, sustainable urban planning, and reviving **lost food traditions**



## DEEP DIVES

Reported longform features on carrots that could weather the effects of **climate change** and the food we'll eat on a **mission to Mars**



## BOLD ART

Original commissioned **photography** and **illustration** from a roster of world-class artists



OUR CONTRIBUTORS → *Serviette's* contributors have written for outlets like *The New York Times*, *The New Yorker*, *Monocle*, *Bon Appetit*, *Food & Wine*, and *The Walrus*. Our photographers and illustrators have been featured in *Time*, *The Guardian*, *Wired*, and *The Atlantic*. They've won prestigious literary awards, appeared on *The New York Times* bestseller list, and taken home more National Magazine Awards than we can count. They're also based around the world, producing their *Serviette* stories from Copenhagen, Taipei, Bilbao, Vancouver, Brooklyn, and London (to name a few).



OUR REACH → *Serviette* is available at [serviettemag.com](http://serviettemag.com) and carried at brick-and-mortar stockists in 20 countries across North America, the UK, Europe, and Asia. Those retailers include major department stores, bookshops and newsstands, independent magazine stores, bottle shops and boutiques. A full list of stockists can be found on our website.

*Serviette* is part of what FIPP, the global media trade association, calls the New Wave of magazines: a small-scale, creative, premium print product that appeals to an engaged, niche, and loyal readership. Our high-quality, visually dynamic magazine has a longer shelf (or coffee table!) life than many commercial publications, and is well-suited to the luxury market.

AWARDS AND PRAISE → The first issue of *Serviette* was nominated for two National Magazine Awards: Best Magazine (Service and Lifestyle) and Issue Grand Prix, which honours an outstanding single issue.

In their citation for Best Magazine, the jury said: “*Serviette* delivered delicious content served up with a large side of travel. So satisfying! This new offering allows us to appreciate the evolution of the service magazine and makes us euphoric for the future.”

*Creative Review* said the magazine’s “design work throughout is unmistakably hip, but sitting just the right side of overly trendy; delighting in playful typography, innovative layouts and bold full-colour page treatments.”

# Book Now

## RATES

**Single**  
\$1,200

**Spread**  
\$2,000

**Outside  
back cover**  
\$2,500

## SPECS

- 230 x 300mm
- 15mm bleed
- 300dpi
- CMYK
- Export as  
Press Ready  
PDF

## ISSUE 04

**Book by**  
Mar 1, 2024

**Art due**  
Mar 22, 2024

**Issue out**  
May 15, 2024

## ISSUE 05

**Book by**  
Sep 6, 2024

**Art due**  
Sep 20, 2024

**Issue out**  
Nov 15, 2024



QUESTIONS? For inquiries regarding advertising and deadlines, email us at [hello@serviettemag.com](mailto:hello@serviettemag.com).