

# SHARED APPETITE



EAT. COOK. SHARE.

# MEDIA KIT



I love food. Cooking it. Eating it. And most importantly, sharing food with loved ones.

Eating a fantastic meal is one of life's greatest joys. But what makes food incredibly special is its ability to bring us together. Sharing it with friends and family. Creating lasting memories.

Shared Appetite is a tribute to tried and trusted recipes for quick weeknight cooking, those occasional fancy weekend dinner parties and extravagant family meals, and party recipes for entertaining made easy.

One of my favorite feelings in the world is getting an email or comment from a reader in the Shared Appetite family telling me how much their loved ones enjoyed a recipe. That's what it's all about.

Eat. Cook. Share.

-Chris

**Husband.** Jesus Follower.

**CONSTANTLY HUNGRY.** Food Photographer.



**1,323 Email Subscribers**



**5,507 Facebook Fans**

<https://www.facebook.com/SharedAppetite>



**1,717 Twitter Followers**

<https://twitter.com/sharedappetite>



**3,391 Pinners**

<http://www.pinterest.com/sharedappetite/>



**1,800 Instagram Followers**

[http://instagram.com/chris\\_sharedappetite](http://instagram.com/chris_sharedappetite)



**150,000+ Pageviews**

monthly average



**100,000+ Unique Visitors**

monthly average

\*all stats current as of December 2015

## Shared Appetite Quick Facts

- approximately two newly published recipes per week.
- high-quality professional photography for all images.
- a large variety of personally-developed entertaining recipes to appeal to a diverse readership, including seasonal, holiday, gluten-free, vegan, vegetarian, paleo, budget friendly, slow cooker, weeknight cooking, easy entertaining, and more. For a full list of recipes, visit my [recipe index](#).
- reviews of restaurants throughout New York City, as well as places traveled throughout the years. For a full list of reviews, visit [Where I Eat](#).
- an active readership with an average of 30 to 50 comments per post and numerous social media shares.
- Pinterest average daily viewers 73,000.
- Pinterest average daily impressions approximately 115,000.
- Organic google search is the highest form of referral traffic, which shows Shared Appetite's recipes are optimized for SEO traffic and are rank highly in search engines.

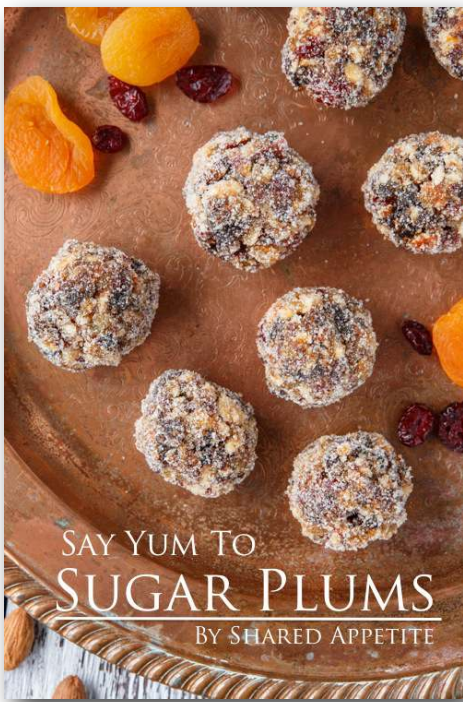
SHARED APPETITE



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To begin sponsorship with Shared Appetite, please contact:

[chris@sharedappetite.com](mailto:chris@sharedappetite.com)



A BlogHer program  
for KitchenAid®



“Shared Appetite has a huge and loyal foodie following. The positive post on the website brought many knowledgeable and excited new customers to the shop. I am now also a reader and am always happy to discover new interesting places that Chris posts about.”

-Antonio Biagi  
A.B. Biagi Gelato, NYC

Featured on...



Worked with...



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# Sponsorship Opportunities

## Sponsored Posts + Recipe Development

Chris will happily work with companies, brands, and products that he believes would be a good fit for Shared Appetite readers. The sponsored post package includes a high quality post by Chris highlighting the benefits of your product or brand, and several mentions on social media outlets. If appropriate, a recipe can also be developed using your product. Recipe will live on Shared Appetite.

Posts are optimized for great search engine results and include photos that get a lot of attention on Pinterest. The sponsored post package can also include a giveaway of your product if desired.

Starting at  
**\$300**

## Visual Advertising

There are several advertising opportunities available for every budget, all offering maximum exposure for your product or service.

Ad space in varying sizes are available in the sidebar and can be fully customized to fit your needs. Ad spaces are seen on every page of the site.

Available visual ad space:

- 300 (width) by 250 (height) sidebar ad spaces. 30 days (\$30) or 90 days (\$80).
- 300 (width) by 600 (height) sidebar ad spaces. 30 days (\$50) or 90 days (\$130).

Starting at  
**\$30**

## Giveaways

Giveaways are a very personalized and well-received method of advertising for Shared Appetite readers. Depending upon the product being offered, giveaways may receive up to around 6000 entries with over 1000 entrants. A product sample must be provided for review prior to giveaway. Only products and services Chris truly believes in are eligible for giveaways, as an honest seal of approval is important to readers. Product samples sent for review will not be returned.

Starting at  
**\$100**

## Social Media Sharing

Social media sharing is a wonderful advertising opportunity for your product or service. Social media sharing can be through Facebook, Twitter, Pinterest, Instagram, and Google+.

- 5 social media shares \$85
- 10 social media shares \$150

Starting at  
**\$70**

## Monthly Sponsorship

A full month of advertising, including:

- one dedicated post, with a review of your product or service, including recipe development if appropriate, with social media sharing of post.
- giveaway of product/service, if desired.
- multiple social media sharing
- one prominent 300x250 ad for 30 days

Starting at  
**\$375**

## Restaurant Reviews

Have a restaurant in NYC or Long Island? Chris is available to dine at your restaurant, take photographs documenting the entire meal and restaurant ambience, and write a full, honest review post. Posts are optimized for search engine results, and will be shared on several social media outlets and to email subscribers.

Starting at  
**\$100**

**Have another idea? Let's hear it!**