the adventure bite

2018 BRAND MEDIA KIT

CREATIVE RECIPES. UNIQUE COCKTAILS. FOODIE ADVENTURES.
CREATIVE RECIPES FOR TIME CRUNCHED FOODIES

Our readers have spoken loud and clear...it's out with the canned fake food casseroles and in with fresh, easy meals made with real ingredients.

With the explosion of global cuisine, the demand for well balanced recipes and unique flavors in home cooking has continued to rise.

Catering to time crunched foodies, we bring global flavors and unique twists to the home kitchen. Unique cocktail inspiration helps our readers to impress when they entertain.

Our food travels keep our recipes fresh and inspired, while introducing our readers to unique "must visit" foodie destinations.
## 2018 Editorial Calendar

### January
- Healthy Smoothies
- 30 Minute Dinners
- Romantic Valentine’s Day Recipes

### February
- Boozy Desserts
- Spring Vegetables
- Super Bowl Recipes

### March
- Easter Recipes
- St. Patrick’s Day
- One Pot Dinners

### April
- Spring Vegetables
- Wedding Cocktails
- Mother’s Day Brunch Recipes

### May
- Grilling Recipes
- Graduation Recipes
- Camping Recipes/Travel Inspo
- Backpacking Recipes/Travel Inspo

### June
- Summer Bounty/Farmers Market
- 4th of July Recipes
- Father’s Day Recipes
- Hiking/Travel Inspiration
2018 Editorial Calendar

**JULY:**
- BERRIES, BERRIES, BERRIES!
- SUMMER NO BAKE DESSERTS
- EASY GRILLING RECIPES

**AUGUST:**
- LAZY SUMMER ENTERTAINING
- OVEN FREE MEALS (SKILLET/SLOW COOKER/INSTANT POT/NO COOK MEALS)

**SEPTEMBER:**
- SWEET & SAVORY PUMPKIN RECIPES
- COMFORT FOOD RECIPES
- BACK TO SCHOOL LUNCHES

**OCTOBER:**
- THE MAGIC OF ROOT VEGETABLES
- COZY COMFORTING CORN (POLENTA, HOMINY, CORNMEAL)
- SLOW COOKER/INSTANT POT RECIPES

**NOVEMBER:**
- CLASSY MAKE AHEAD DESSERTS
- INSTANT POT HOLIDAYS
- GIFT GUIDES FOR FOODIES
- TBD TRAVEL INSPIRATION

**DECEMBER:**
- COMFORT SOUPS
- HOLIDAY MAIN COURSES
- COOKIES FROM AROUND THE WORLD
- TBD TRAVEL INSPIRATION
Sponsored Travel Campaign:
Visit Organic Valley Farm with kids and provide coverage.
Create custom recipe with product.
3 Sponsored Post Campaign:
Promote Ocean Mist Artichokes & Brussels Sprouts
ENGAGING VIDEOS

Our in-house professional video team creates dynamic engaging video tutorials. We pride ourselves on producing top quality videos with viral potential!

CLICK IMAGES TO VIEW VIDEOS

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**Blackberry Lavender Champagne Cocktail:**
- People Reached: **30+ million**
- Video Views: **13+ million**
- Reactions, Comments & Shares: **1.4+ million**

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**Pink Champagne Margaritas:**
- People Reached: **24+ million**
- Video Views: **8.2+ million**
- Reactions, Comments & Shares: **725,000+**

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**Spicy Pineapple Cilantro Margarita:**
- People Reached: **1.1+ million**
- Video Views: **441,000+**
- Reactions, Comments & Shares: **45,000+**

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**Easy Homemade Teriyaki Sauce:**
- People Reached: **1.1+ million**
- Video Views: **251,000+**
- Reactions, Comments & Shares: **12,000+**

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**5 Min. Blender Guacamole Salsa:**
- People Reached: **500,000+**
- Video Views: **128,000+**
- Reactions, Comments & Shares: **3,000+**
Brand Ambassador Program

We believe that sponsored content should be better...

That campaigns should be run with integrity.

That content should be authentic.

We believe that it is better to go deep and work harder, than to churn and burn.

That it is essential to create evergreen content that performs for years.

We believe that telling stories in video is essential.

That sponsored content...should be our best content.

We are different.

We only work with partners on long term campaigns and in limited quantities.

We produce gorgeous photography and engaging video tutorials.

We take the time to choose SEO optimized and viral potential topics.

Genuine and engaging writing that touches the heart.

And a lifetime of social media promotion in our social content queue.

We believe that a good campaign is an investment in true brand lift that will last for years.
The Adventure Bite caters to time crunched foodies through creative recipes, unique cocktails and food focused travel experiences.

www.TheAdventureBite.com
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PAST PARTNERSHIPS

SUBSCRIBERS

Traffic

Demographics

75% 25%

Combined Social Reach: 182,930

Lifetime Pageviews: 4,066,234

30 day Pageviews: 203,104

18-24 25-34 35-44 45-54 55-64 65+

0 10 20 30 40

0 375,000 750,000 1,125,000 1,500,000

2012 2014 2015 2016 2017

105,435

47,100

30,741

4,547

9,453

Facebook Twitter Pinterest Instagram Email

ABOUT

Prevention  msn  food

Country Living  PARADE  MS  delish  KitchenAid

pork  Be inspired

FredMeyer  OXO

Lamb  Kroger  IHA  ANOLON  KitchenAid

# Full Service Campaigns

Combining blog posts and video is the best investment that brands can make in 2018. Blog posts provide incredible long term evergreen content and video provides quick traffic. We repost our videos frequently to our growing audience, giving your brand recurring exposure and the possibility of going viral.

## 6 POST CAMPAIGN (VIDEO + PHOTO)

- **Price:** $27,000
- **Total Value:** $42,600

### Campaign Support

- 1 Hour Pre-Production Call with Client
- Direct email access to team (24 hour response time)

### Deliverables

- 6 Professionally Shot Recipe Videos
- 4-10 Professionally Styled High Res Images Per Post
- 6 Professionally Tested and Written Recipes (Min. 2 testings each)
- **All Grocery Costs Included**
- 12 SEO Researched Topics Presented for Client Selection.
- 6 SEO Optimized Written Posts

### Social Media Support

- Min. 4 Facebook Shares Per Post (3 videos, 1 photo)
- Min. 4 Tweets Per Post
- 2 Instagram Shares Per Post (1 video, 1 photo)
- Min. 10 Pins Per Post (Includes Large Group Boards)
- 1 Custom Email Broadcast to List Per Post

### Bonuses

- **$600 ($100x6) Targeted Boost Funds To Amplify Video Reach**
- Web Licensing for Recipes, Images & Videos on client website

### Value

- **VALUE:** $12,000+

## 4 POST CAMPAIGN (VIDEO + PHOTO)

- **Price:** $20,000
- **Total Value:** $28,400

### Campaign Support

- 1 Hour Pre-Production Call with Client
- Direct email access to team (24 hour response time)

### Deliverables

- 4 Professionally Shot Recipe Videos
- 4-10 Professionally Styled High Res Images Per Post
- 4 Professionally Tested and Written Recipes (Min. 2 testings each)
- **All Grocery Costs Included**
- 8 SEO Researched Topics Presented for Client Selection.
- 4 SEO Optimized Written Posts

### Social Media Support

- Min. 4 Facebook Shares Per Post (3 videos, 1 photo)
- Min. 4 Tweets Per Post
- 2 Instagram Shares Per Post (1 video, 1 photo)
- Min. 10 Pins Per Post (Includes Large Group Boards)
- 1 Custom Email Broadcast to List Per Post

### Bonuses

- **$400 ($100x4) Targeted Boost Funds To Amplify Video Reach**
- Web Licensing for Recipes, Images & Videos on client website

### Value

- **VALUE:** $8,000+

## 2 POST CAMPAIGN (VIDEO + PHOTO)

- **Price:** $10,000

### Campaign Support

- 1 Hour Pre-Production Call with Client
- Direct email access to team (24 hour response time)

### Deliverables

- 2 Professionally Shot Recipe Videos
- 4-10 Professionally Styled High Res Images Per Post
- 2 Professionally Tested and Written Recipes (Min. 2 testings each)
- **All Grocery Costs Included**
- 4 SEO Researched Topics Presented for Client Selection.
- 2 SEO Optimized Written Posts

### Social Media Support

- Min. 4 Facebook Shares Per Post (3 videos, 1 photo)
- Min. 4 Tweets Per Post
- 2 Instagram Shares Per Post (1 video, 1 photo)
- Min. 10 Pins Per Post (Includes Large Group Boards)
- 1 Custom Email Broadcast to List Per Post

### Exclusivity

- Quoted on request

### Print & Advertising Rights

- Quoted on request

**Prices & Packages quoted are valid for 2 weeks from date received.**
Photo Post Campaigns

Blog posts provide incredible long term evergreen content and beautiful images help present your brand in the best light possible.

**6 POST CAMPAIGN**

$18,000

$24,600 Total Value!

**CAMPAIGN SUPPORT**
1 Hour Pre-Production Call with Client
Direct email access to team (24 hour response time)

**DELIVERABLES**
4-10 Professionally Styled High Res Images Per Post
6 Professionally Tested and Written Recipes (Min. 2 testings each)
**All Grocery Costs Included**
12 SEO Researched Topics Presented for Client Selection.
6 SEO Optimized Written Posts

**SOCIAL MEDIA SUPPORT**
Min. 2 Facebook Shares Per Post
Min. 4 Tweets Per Post
1 Instagram Share Per Post
Min. 10 Pins Per Post (Includes Large Group Boards)
1 Custom Email Broadcast to List Per Post

**BONUSES:**
$600 ($100x6) Targeted Boost Funds To Amplify FB Post Reach
Web Licensing for Recipes, Images & Videos on client website

**VALUE:** $6,000+

**4 POST CAMPAIGN**

$12,000

$18,400 Total Value!

**CAMPAIGN SUPPORT**
1 Hour Pre-Production Call with Client
Direct email access to team (24 hour response time)

**DELIVERABLES**
4-10 Professionally Styled High Res Images Per Post
4 Professionally Tested and Written Recipes (Min. 2 testings each)
**All Grocery Costs Included**
8 SEO Researched Topics Presented for Client Selection.
4 SEO Optimized Written Posts

**SOCIAL MEDIA SUPPORT**
Min. 2 Facebook Shares Per Post
Min. 4 Tweets Per Post
1 Instagram Share Per Post
Min. 10 Pins Per Post (Includes Large Group Boards)
1 Custom Email Broadcast to List Per Post

**BONUSES:**
$400 ($100x4) Targeted Boost Funds To Amplify Video Reach
Web Licensing for Recipes, Images & Videos on client website

**VALUE:** $6,000+

**2 POST CAMPAIGN**

$6,000

**CAMPAIGN SUPPORT**
1 Hour Pre-Production Call with Client
Direct email access to team (24 hour response time)

**DELIVERABLES**
4-10 Professionally Styled High Res Images Per Post
2 Professionally Tested and Written Recipes (Min. 2 testings each)
**All Grocery Costs Included**
4 SEO Researched Topics Presented for Client Selection.
2 SEO Optimized Written Posts

**SOCIAL MEDIA SUPPORT**
Min. 2 Facebook Shares Per Post
Min. 4 Tweets Per Post
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1 Custom Email Broadcast to List Per Post

**PRINT & ADVERTISING RIGHTS:**
QUOTED ON REQUEST

**EXCLUSIVITY:**
QUOTED ON REQUEST

**PRICES & PACKAGES QUOTED ARE VALID FOR 2 WEEKS FROM DATE RECEIVED.**
WE LOOK FORWARD TO
creating a beautiful campaign together soon!

To Book Please Contact:
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