



Media Kit

Contact US

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- Phone: (802) 851-7471

See our reach on
Quantcast:



quxntcast
It's your audience. We just find it.™

The Foodie Blogroll Publisher Network

Our Reach At A Glance

14K VETTED
FOOD
BLOGGERS

12 MILLION
MONTHLY
UV's*

45 MILLION
IAB MEDIA
IMPRESSIONS

Engage Your Audience

- Weekly Sweepstakes
- Product Sampling
- Coupon Distribution
- Custom Contests
- FBR Challenges
- Widget Amplification

Advertising CHANNELLS

- IAB Banner Ads
- Widget Amplification
- Sponsored Feeds
- Sponsored Emails
- Social Media Engagement
- IN-image ADs **

Demographics

Age: 25-54	75%
Gender: Female	68%
HHI: \$50K+	70%
College Educated	65%

Recent Clients



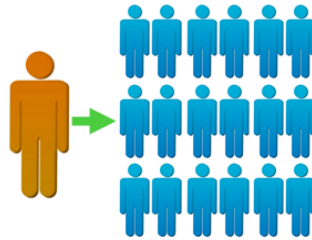
Social Media Engagement

Engage our influential users to spread your brand messages wherever they have reach

- One solution to bring your message to social media
- Foster brand loyalty
- We partner with our most influential users to amplify your brand message over Facebook, Twitter, Google+, Tumblr, Pinterest, etc.
- Great solution to raise awareness about your FaceBook page and Twitter feed
- Detailed reporting showing all activity generated

How it works – as easy as 1,2,3

**YOUR BRAND
MESSAGE**



1

Target your message to the right influencers. Enter your keywords, select a target area and provide your copy.

2

We find the best matching influencers, provide them with assets and activate them.

3

Your brand message is spread over any social media outlet our influencers have access to.

IAB Display Media Campaigns

The power of traditional display banner ads augmented by social engagement

- Geo and Topic Targeting to show your message to the right audience
- Use stand-alone or to augment your social media campaigns
- Detailed reporting showing all activity
- Custom IAB Banners – included with Sweepstakes and Product Sampling promotions
- Reach 10 million global unique users

Revenue Sharing

Revenue generated by IAB Banner ads is shared with our publishers (50/50) – thereby increasing positive brand reception and fostering brand loyalty.

Loyal Publishers = 5 fold results

Our publishers are in partnership with our advertisers – a little goes a long way to secure brand loyalty.

Our publishers routinely engage their audience to respond positively to campaigns, special offers, discounts, coupons, etc. brought to our community by our sponsors.

Sample Sweepstakes Banner Ad

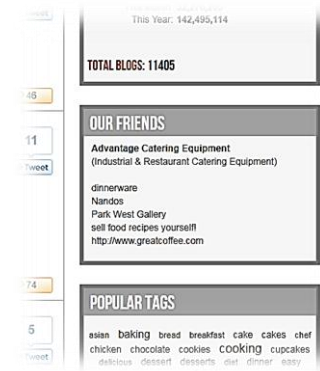


Branding

Leverage our traffic and reach to amplify your brand message

- **Text link ads on foodieblogroll.com**
 - Placed on fbr website sidebar in the “our friends” box
 - Sitewide
 - Discounts available for multiple month buys
 - 650,000 monthly page views
- **Sponsored Content Article published on foodieblogroll.com**
 - Publish article (recipes, product reviews, etc.) on our website. It will be linked from your brand page.
- **Dedicated Email**
 - Reach over 15,000 influential food bloggers
- **Brand Page**
 - Interact with our community of food bloggers
 - Your hub on foodieblogroll.com, featuring your articles, promotions, banner media
 - Link to your social media sites

Text Link Ad on FBR sidebar



Brand Page - Sample

The screenshot shows a brand page for Ghirardelli Chocolate on the FoodieBlogroll website. The page features a navigation menu with links for HOME, CONTESTS, PUBLISHERS, ADVERTISERS, CONTACT US, COMMUNITY, BLOGS, MEMBERS, FEEDS, and FAQ. The main content area is titled "GHIRARDELLI CHOCOLATE" and includes a profile picture, a description of the company, and social media links for Twitter and Facebook. Below the profile is a "GIVEAWAYS" section with two active promotions: "COMMENT TO WIN 2 MILK CARAMEL BARS" and "BECOME A FAN ON FACEBOOK TO WIN A BOX OF CARAMEL SQUARES". The right sidebar contains a banner ad for "CELEBRATE SPRING WITH AN IMPRESSIVE COCONUT TORTE", a "FRIENDS" section with user avatars, a "RECIPES" section with a list of recipes, and a "CONTESTS & GIVEAWAYS" section.

Links to sponsor's website, twitter, and Facebook

Sponsor's current promotions

IAB banner ad campaign (if available)

Sponsor's submitted content i.e. recipes

Sweepstakes and Giveaways

Engage our influential users to participate in exciting sweepstakes to generate buzz and awareness for your products

- Sweepstakes and giveaways are an exciting staple within the Foodie Blogroll community
- Bloggers enter by commenting on the giveaway page and are also required to share on Facebook and Twitter
- Winners can be required to then giveaway another prize on their blog
- Customize to your needs – up to 4 winners per week

How it works – as easy as 1,2,3



1

Provide copy for your product and how many winners you'd like. We create and host the giveaway page on Foodie Blogroll.

2

Bloggers enter by commenting on the giveaway page and sharing on social media

3

We pick the winners. You ship the product. Winners then run another giveaway on their blog extending the promotion's reach.

Product Sampling

Get your product in the hands of influential food bloggers.

- A proven way to generate interest in your product by engaging our community of influential bloggers
- Provide the product or service – we find the best matching bloggers and invite them to sample and write about your product
- Besides posting on their blog, participants are encouraged to share on social media including Facebook and Twitter
- Reviews also live on brand page on Foodie Blogroll website

How it works – as easy as 1,2,3



1 Provide copy for your product and how many samplers you'd like to have. We reach out to the best matching bloggers.

2 Bloggers receive product and write a post, then share on Facebook, Twitter, etc.

3 All reviews live on the participants blogs and also on your Foodie Blogroll brand page.

The Foodie Blogroll Widget

A badge our members display with pride on their blog's sidebar.

FOODIEBLOGROLL

TODAY'S RANDOM 5 BLOGS



Mandy's Recipe Box



a-hint-of-spice



Dr. Green Cook



Just Put It In A Crockpot



All That Matters



more: 

[see all](#)

9424 Food Blogs

[Add Your Blog](#)

sponsored by **WILLIAMS-SONOMA**

- the foodie blogroll widget lives across over 15,000 food blogs on the internet, creating the largest community of food bloggers on the web
- reach: 6 million monthly US people - 40 million monthly impressions
- the widget displays the latest blog posts, in addition to the blogs of the week
- sponsored brand content can also be curated into the widget
- the sponsor logo below the widget appears on all 15,000+ blogs

Monthly Subscription Plans

Different monthly plans to suit your needs. Discounted rates for recurring campaigns.

	STANDARD	PROFESSIONAL	ENTERPRISE
IAB Display Impressions	100,000	250,000	1,000,000
Social Media Engagements engage our influentials to post about your brand/product on social media. Number indicates how many social media activities are included, such as a Tweet or a FB post.	20	50	150
Brand Page includes links to your website, social media and active promotions running on FBR.	Yes	Yes	Yes
Detailed Reporting	Yes	Yes	Yes
Outreach Program Promotions run a 4 week sweepstake or a 25 participant product sampling promotion		1	2
Publish Article(s) on FBR site article is also linked from our Twitter and Facebook pages		1	4
Branded Widget impressions sponsor the FBR widget	100,000	1 million	5 million
Monthly Newsletter mention in newsletter reaching 13K users		Yes	Yes
Dedicated Emails		1	2

Cancel or change plans anytime. No long-term commitment. Unused impressions and other features roll over to the next month.

One-Time Packages - Pricing

Influencer Activation and Display Media Campaigns –Options and Plans. Customize to fit your needs.

	SMALL	MEDIUM	LARGE
IAB Display Impressions	200,000	2,000,000	5,000,000
Social Media Engagements engage our influentials to post about your brand/product on social media. Number indicates how many social media activities are included, such as a Tweet or a FB post.	25	100	500
Brand Page includes links to your website, social media and active promotions running on FBR.	Yes	Yes	Yes
Detailed Reporting	Yes	Yes	Yes
Outreach Program Promotions run a 4 week sweepstake or a 25 participant product sampling promotion		1	2
Publish Article(s) on FBR site article is also linked from our Twitter and Facebook pages	1	2	5
Branded Widget impressions sponsor the FBR widget	200,000	2 million	10 million
Monthly Newsletter mention in newsletter reaching 13K users		Yes	Yes
Dedicated Emails		1	2

One time fee and packages . All options can be fully customized to your needs.