



the**fit**fork™

FOR A BETTER BITE OUT OF LIFE

Jennifer is an award-winning recipe creator, food & fitness blogger, healthy cooking coach, spokesperson and competitive athlete. Whether in person or through her blog, TheFitFork.com, Jennifer offers ways to quickly and confidently prepare healthy, well-balanced meals with delicious taste. She also shares factual, science-based nutrition tips in an approachable, easy-to-digest, manner. Audiences appreciate Jennifer’s friendly “know-how” and “show-how” style that makes it easy to take away inspiring new ways to eat and live well at home.



Blog Metrics (Monthly)

- Page Views: 119,918
- Unique Visitors: 26,897
- Returning Visitors: 78%
- Alexa US Rank: 216,080
- Google Page Rank: 3

Blog Demographics

- 86% female
- 25% 25 – 34 yrs
- 31% 35 – 44 yrs

Social Media Reach

- Facebook: 3342
- Twitter: 2838
- Instagram: 9755
- Pinterest: 3221 with 1M + monthly impressions)

{food}

Client & Ambassador Showcase

{fitness}

- Texas Beef Council
- Jamba Juice
- Lighthouse Foods
- Nuttzo Nut Butters
- Love Grown Foods
- Hamilton Beach
- Watermelon Promotion Board
- Fairlife Milk / CorePower
- California Avocados
- Beef. It’s What’s for Dinner.



- Reebok CrossFit
- Altra Running
- Under Armour Women
- It’s Time Texas
- Garmin
- The Isopure Company
- Athleta
- Zooma & Fit Foodie Runs
- Vim & Vigr Compression
- Accumobility



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Recipes Awarded / Featured By:

Magazines: Better Homes & Gardens, Cuisine at Home, Taste of Home, Simple and Delicious, Country Woman, Real & Simple, Austin Fit Magazine

Websites: Crisco.com, Buitoni.com, Tyson.com, Target.com, Isopure.com, YahooFood.com, NektarNaturals.com, CaliforniaAvocado.com, Pillsbury.com, Hellmans.com, Corepower.com, PaleoGrubs.com, Gardein.com, Watermelon.org, and others.

Additional Awards: High Liner Foods, Gold Kist Farms, Browning Foreman, Jack Daniel's Distillery, Central Market

Monthly Featured Blogger:

Litehousefoods.com,
BeefLovingTexans.com, CorePower.com

Jennifer Also Seen In:

Television & Radio: Home & Family Hallmark Channel, Good Morning San Antonio KENS5, Austin Live KEYE, Good Day Austin KTBC, Mix 94.7 and others.

Magazines: Everyday with Rachael Ray, Saveur, Real & Simple, US Weekly, Shape, Parents, Competitor, Austin Fit, Moxie, Austin Lifestyle, Taste of Home, Women's Running, Kraft Food & Family

Guest Fit Chef Appearances: Fresh Summit (Atlanta 10/15), Winter Fancy Food Show (San Francisco 1/16), IDEA World (7/16), International Dairy Deli Bakery Assoc. Show (Houston 6/16)



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Benefits for your product/brand:

- Professional representation at events 5 to 25k attendees
- Reach targeted “fit foodie” market via 17k+ social media audience
- Creative & out-of-the-box solutions
- Engagement tracking
- Customized campaigns

Connect with Jennifer today!



Rates:

Basic Blog Ad Package:

200 x 200 Ad or 200 x 400 Ad

For additional fee, secure top spot on right bar, otherwise ads run in weekly rotation.

Sponsored Post Package:

300 word minimum review and/or feature with 2 custom photos, 1 Facebook status update day of post, 5 Instagram /Twitter shout-outs during week of post. Post with giveaway option also available.

Social Media Mentions Package:

Twitter, Instagram, Pinterest, and Facebook mentions on monthly basis with custom hashtag.

Areas of Interest / Experience

Recipe development (healthy, gluten-free, paleo, protein, family-friendly), general nutrition, running, yoga, fitness, CrossFit, healthy living and fit families.

Other Services: Speaking, Panel Guest, Cooking Demonstrations / Classes, Media Spokesperson, Sponsored Representation at Events, and Custom Campaigns.

PLEASE CONTACT FOR RATES