



# 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](http://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)

- Please contact for current metrics including unique visitors, monthly page views, Alexa US Rank, and Google Page Rank

## Blog Demographics

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

## Social Media Reach

- Please contact for current social media followers on Facebook, Instagram, Twitter and Pinterest

## {food}

- Texas Beef Council
- Jamba Juice
- Lighthouse Foods
- Sun-Rype
- Nuun Hydration
- ZonePerfect
- Hamilton Beach
- Vitafusion
- Green Giant
- National Cattlemen's Beef Association

## Client Showcase



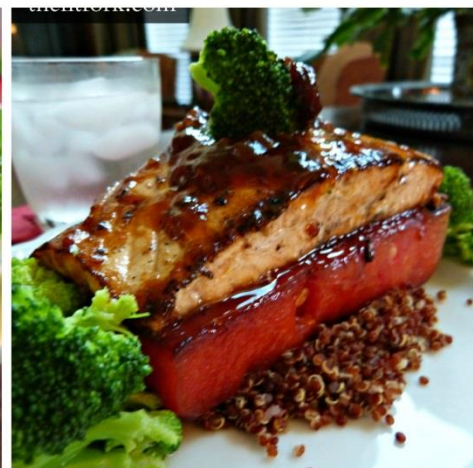
## {fitness}

- Mizuno Running
- Altra Running Shoes
- Under Armour
- Zooma Race Series
- Fitmark Bags
- YMX By Yellowman
- Designer Whey
- Athleta
- CorePower
- Swiftwick



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### Recipes Awarded / Featured By:

*Better Homes & Gardens*  
*Cuisine at Home*  
*Taste of Home*  
*Simple and Delicious*  
*Country Woman*  
Crisco.com  
Buitoni.com  
Tyson.com  
High Liner Foods  
Gold Kist Farms  
Browning Foreman Corporation  
Jack Daniel's Distillery  
Central Market / HEB  
Texas Beef Council  
Pillsbury  
Hellmann's / Best Foods

### Jennifer Also Seen In:

#### **Magazines:**

*Everyday with Rachael Ray*  
*Saveur*  
*US Weekly*  
*Shape*  
*Parents*  
*Competitor*  
*Austin Fit*  
*Austin Lifestyle*  
*Women's Running*  
*Kraft Food & Family*

#### **Featured Blogger:**

Litehousefoods.com  
BeefLovingTexans.com  
TabataTimes.com  
Cooking Light Blogger's Connection  
CorePower.com



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**Benefits for your brand:**

- Professional representation of product/brand
- Reach a large, targeted audience
- Creative & out-of-the-box solutions
- Engagement tracking
- Customized campaigns

**Connect with Jennifer today!**

<http://www.facebook.com/thefitfork>

<http://twitter.com/thefitfork>

<http://instagram.com/thefitfork>

<http://pinterest.com/thefitfork>

**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:**

400 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.

**Writing & Recipe Development:**

Original content on food, nutrition, running, fitness, healthy lifestyle and travel. Custom recipe creation also available with or without sponsored product.

**Other Services:** Speaking, Panel Guest, Cooking Demonstrations, Sponsored Representation at Events and Custom Campaigns.

**PLEASE CONTACT FOR RATES**