



# the**fit**fork™

FOR A BETTER **BITE** OUT OF LIFE

**Jennifer** is an award-winning recipe creator, food & fitness blogger, healthy cooking coach, spokesperson, certified personal trainer 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 workouts and wellness strategies in a fun, approachable manner. Audiences appreciate Jennifer's friendly "know-how" and "show-how" style that makes it easy to take away inspiring new ways to eat well and live well, at home or on an adventure.



- Page Views: 20,000
- Unique Visitors: 18,000
- Domain Authority: 46
- 82% USA audience
- 68% female, 32% male

- 19.6 k follows [@thefitfork](https://www.instagram.com/thefitfork)
- 64% female, 36% male
- 61% 35 to 54 years
- 175k accounts reached/mo
- 11k content interactions/mo
- 300 avg. story page views

- [Facebook](https://www.facebook.com/thefitfork): 4.5K
- [Twitter](https://twitter.com/thefitfork): 4K
- [Pinterest](https://www.pinterest.com/thefitfork): 18.9k with 2.5M monthly views)

## {food}

## Client / Ambassador / Affiliate Showcase

## {fitness}

- Texas Beef Council (since 2010)
- Whole Foods 365
- Lighthouse Foods (7 years)
- NOW Foods (since 2016)
- National Watermelon Board (since 2013)
- Natural Delight Medjool Dates
- Daily Harvest
- Optimum Nutrition
- Great Lakes Gelatin (since 2018)



- prAna
- Spartan Race
- Dekafit
- Life Time Fitness
- Adidas
- OMRON
- Zooma & Fit Foodie Runs
- Handful Active Wear
- Power Step
- Kemtai Virtual Training



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### Featured In:

**Print Magazines:** Austin Fit, Austin Woman, Austin Lifestyle, Better Homes & Gardens, Competitor, Country Woman, Cuisine at Home, Everyday with Rachael Ray, Kraft Food & Family, Moxie, Parents, Real & Simple, Saveur, Shape, Simple & Delicious, Taste of Home, US Weekly, Women's Running, Austin Woman, + more. Dozens of cookbook contributions.

**Website Contributions:** Long-term collabs: Litehousefoods.com, BeefLovingTexans.com, Spartan.com, Watermelon.org + more. Also featured: BuzzFeed.com, Rebook.com, CaliforniaAvocado.com, Corepower.com, FeedFeed.com, Gardein.com, Kemtai.com, Pillsbury.com, Prevention.com, Target.com, Kindsnacks.com, + more

**Podcasts & Print Interviews:** My So-Called Fabulous Life, Over 50 Health & Wellness; Women of the New Generation, Badass 50, Goodmenproject.com, Spartan Women and others.

### Also Seen In:

**Appearances:** Home & Family Hallmark Channel, Good Morning San Antonio KENS5, Austin Live KEYE, Good Day Austin KTBC, Mix 94.7 + others. Fit Foodie San Diego Culinary Stage, Guest Chef or Athlete spokesperson various industry conventions (Fresh Summit, Fancy Food, The Running Event, etc.). Winner or finalist in many national cook-offs.

**Affiliate Relationships:** Great Lakes Gelatin (collagen), Spartan, Deka.fit, Nuzest, Amazon, Sitka Salmon, Love + Chew, Daily Harvest, Constantly Varied Gear, Handful, Ruckify.

**Recent Athletic Achievements:** Spartan World Championship Qualifier (3x); OCR World Championship Qualifier (4x); Texas 10 mile RRCA Championship – 1st Super Master Div (2x); National CG Games Super Finalist - Super Master Division (4x); Austin FitTest Woman 50-59; CrossFit Games Open 19th 50-54yrs, South Central US; Hyrox Fitness World Championship Qualifier; Hyrox Virtual World Championship 3<sup>rd</sup> 50-54



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*Delivering delicious results.*

### ***Benefits for your product/brand:***

- Professional representation at events, small-scale to 25k attendees
- Fitness and running community personality that can create workouts, demo content, serve and brand or motivational speaker.
- Reach targeted "fit foodie" market via 50K+ social media audience
- Creative & out-of-the-box solutions with, customized campaigns, engagement tracking
- Fun, fit & upbeat personality to represent your brand. Highly recommended and responsible.

***Connect with Jennifer today!***



### **Rates:**

#### ***Sponsored Post Package:***

300 word minimum feature recipe, workout, review or giveaway. Includes custom photos, social amplification on FB, IG, IG Stories, Twitter & Pinterest.

#### ***Blog or Newsletter Mention with Link:***

#### ***Social Media Mentions Package:***

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

***Instagram Only:*** Stories, video, Live sessions, IGTV, giveaways, takeover on client account, and other collaborations.

#### ***Areas of Interest / Experience***

Recipe development (healthy, paleo, protein, family-friendly, gluten-free), general nutrition, running, obstacle course, hybrid fitness, yoga, fitness, CrossFit, healthy living, mid-life, healthy aging, outdoors, travel, personal training.

***Other Services:*** Speaking, Panel Guest, "Food Experience" Consulting, Food Styling, Cooking Demonstrations / Classes, Media Spokesperson, Sponsored Representation at Events, Workout Development/Demo, Video, Live Appearances (virtual and in person) and Custom Campaigns.

***PLEASE CONTACT FOR RATES***

[@thefitfork](http://thefitfork) on all Social Media