

Simple Daily Recipes

2011 MEDIA KIT

SIMPLEDAILYRECIPES.COM
Serving a hungry online market

JILL MCKEEVER
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OUR PURPOSE

Simple Daily Recipes provides answers to that everyday question, "What could we eat?" SDR helps home cooks discover new solutions for breakfast, lunch, dinner, and dessert.

Our Market

Our target audience is comprised of working mothers, work-from-home-dads, single parents, grandparents, newly-weds, college students, and young aspiring cooks. All looking for healthy meal choices, saving money on their grocery budget, and discovering new products.

We stay connected with our readers and they have told us they want recipes, coupons, nutritional facts, food news, and special offers provided to them on a regular basis.

Visitor Traffic

Average per month
 Page Views: 142,000
 Unique Visitors: 72,000+
 Loyal Subscribers: 17,000+

Demographics

Age: 13 to 70 years
Top Regions: USA, Canada, United Kingdom, Australia
Gender: 80% Female, 20% Male
Top Searches: Simple Recipes, Healthy Recipes, How to cook...Recipes,

The screenshot shows the Simple Daily Recipes website. At the top, there's a navigation bar with links for HOME, KITCHEN STORE, RECIPES, CONTACT, GIVEAWAYS, FORUMS, and BECOME A SUPPORTING MEMBER. A search bar and social media icons (Facebook, Twitter, RSS) are also present. The main content area features a featured article for Lawrence Davis-Hollander, author of 'TOMATO A Fresh From the Vine Cookbook'. Below this are several recipe categories with images: Breakfast (Pumpkin Muffins), Breads (Soft Cinnamon-Raisin Bread), Appetizers & Salads (Sweet Potato and Cabbage Slaw), Desserts (Apple Upside-Down Cake), Soups & Stews (Chicken Stock), and a Substitution Chart. A right sidebar contains a list of categories, a 'Loyal Readers' section, and a 'Best Selling Books' section. A large 'New Ad Space' label is overlaid on the right side of the page, pointing to a Platefull advertisement.

New Ad Space

New Ad Space

OUR MEDIA

Simple Daily Recipes offers a wide selection of media sources to distribute sponsor messages.

Media offerings:


- *Daily Blog Content*
- *Email Newsletter*
- *Facebook*
- *Twitter*
- *RSS Feed*

We've dedicated a large amount of time and effort to building strong relationships with our readers and our network partners.

The Simple Daily Recipes blog serves over 600 recipes, product reviews, book reviews, and weekly giveaways to a loyal and growing audience.

New content is published daily and distributed by blog, RSS feed, Facebook and Twitter.

An email campaign sends blog content directly to double opt-in subscribers along with promotional materials that are specifically targeted to what our readers have requested.



Simple Daily Recipes

Jill McKeever

Hello My Friend!

How are you doing today? Did you make it through the week alright? Well, I have two wonderful recipes for you that your family will gobble up. Be ready to make a second batch of those Pumpkin-Apple Streusel Muffins. They are so moist and sweet with just the right amount of pumpkin spice, they're hard to stop eating.

And that Vegetable Stew recipe hits the spot for a light lunch or a hearty dinner. I love filling up the dutch oven on Saturday morning with stew then spending the rest of the weekend emptying it out. My family doesn't tire of eating it meal after meal.

I had the fun of reviewing another cookbook, DISHING UP MARYLAND. You gotta read my review. It's a wonderful book full of stories and fresh recipes. I had plans to review it then give it away to one loyal reader, but my dog ate it. Seriously, my dog ate it.

I guess he thought the cover looked good enough to eat. To make the best of it, I plan to cook from it over this next growing season as I shop farmers' markets and discover new flavors. Of course, I'll show you which recipes I cooked on SDR.


BTW, do you have a favorite soup/stew recipe to share with me that your family gobbles up every time? Well, hand it over! ;D

Your friend,


Jill McKeever
SimpleDailyRecipes.com

FRESH COOKBOOKS

Cooking with heirloom tomatoes just got **BETTER!**



Click here to read my book review and get a glance at the list of recipes.

available at  **amazon.com**



Google reader

All items Search

Navigation Simple Daily Recipes

Show: 11 new items - all items Mark all as read Refresh Feed settings...

Megan's Sausage and Beans Recipe - This family favorite recipe comes to us from Megan W. Megan is a l

Cinnamon and Sugar Muffins - It really doesn't matter what time it is when you sink your teeth into these m

Cinnamon and Sugar Muffins

by Jill



Simple Daily Recipes

FOR ADVERTISERS

Simple Daily Recipes offers a healthy selection of advertising opportunities across all our media offerings.

- *Banners Ads*
- *Text Link Ads*
- *RSS Feed Ads*
- *eNewsletter Ads*
- *Product Reviews*
- *Product Announcements*
- *Giveaways/Sweepstakes*

Advertisers have the option of selecting banner ads, text links ads, in-line content links, featured articles with content links, featured giveaways with additional promotion across all of Simple Daily Recipes' social media channels.



BLOG ADVERTISEMENTS



Advertisements in the blog are available as banner ads, text link ads, or featured sponsor options. Text link ads can be included as part of article content or as stand alone links on the right sidebar. Featured blog sponsorship opportunities can be arranged on a per advertiser basis.

Standard Banner Sizes: (JPG, GIF or Flash)

600 X 300, 300 X 250

120 x 600, 120 x 400

120 x 60, 120 x 90

- Limited to six advertisers at any given time.
- Rotates across Homepage, site wide or placement on specific food categories pages.

600 x 60

- Limited to six advertisers at any given time.
- Rotates under all published posts in all categories.

Visitor Traffic

Averages

Page Views: 142,000

Unique Visitors: 72,000

Email Subscribers: 14,000+

RSS Readers: 1300+

RSS FEED ADVERTISEMENTS

RSS ads are included as part of the standard distribution of blog content through the blog RSS feed.

Simple Daily Recipes currently has over 1300+ RSS subscribers according to Feedburner stats.

RSS feed ads can be highlighted as featured sponsors or included as resource links at the end of the feed content.

Subscribe Now!

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[+ Google](#) [+ Pageflakes](#)

...with other readers:

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More Simple Recipes

- [Simple Lunch Salad Recipe](#)
- [Baked Yellow Squash](#)
- [Roasted Chicken Breasts](#)

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EMAIL NEWSLETTER ADVERTISEMENTS

eNewsletter sponsors can choose to be included in the weekly newsletter update as part of the newsletter content or as highlighted sponsor links.

The weekly email newsletter delivers articles, recipes, food news, coupons, and special offers directly to a growing list of double opt-in email subscribers.

Featured sponsor mailings are also available and can be mailed out once a month as part of a separate mailing.



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2011 RATE CARD

Standard rates apply for all advertising options. Custom quotes are available upon request. Please contact us to discuss your specific needs.

PRODUCT	DURATION	COST
Blog Banner Ads		
Block Ad Above Scroll	3 Month Minimum	\$ 80/month
Block Ad Below Scroll	3 Month Minimum	\$ 50/month
Standard Link	3 Month Minimum	\$ 30/month
Article Sponsorship		
Featured Article	1 month	\$185
Featured Giveaway	1 month	\$325
Email Newsletter Sponsorship		
Featured Sponsor	1 Mailing per Week	\$85/mailing
Coupon Offer Ad	10 Mailing per month	\$45
HTML Ad	10 Mailing per month	\$45
Text Ad	10 Mailing per month	\$30
Custom Banner Creation		\$85

HAVE QUESTIONS?

Contact me to discuss your advertising needs and the solutions we offer. We can provide options to fit the needs of most sponsors.

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POSTAL MAIL

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