



— AT THE —  
*immigrant's*  
TABLE

ADVERTISING &  
BRAND OPPORTUNITIES





## WHAT IS AT THE IMMIGRANT'S TABLE?

At the Immigrant's Table is a personal food and wellness blog that adapts traditional recipes to suit modern diets, food sensitivities and allergies. The focus is mainly, though not exclusively, on vegetarian Jewish and Russian dishes.

My recipes provide options for healthy and delicious dairy-free, vegan, gluten-free, paleo, nut-free, diabetic-friendly, and candida-friendly dishes. In other words, delicious food that will make you feel good, without compromises.





## WHO DO I WORK WITH?

Because I only work with businesses I truly love, my readers know that any product I write about is worth their time. I am happy to partner with high-quality products and brands that are healthy, accessible and inspiring.

Previous brands I've worked with include NaturSource and the Little Potato Company, among others.

If you think your brand would be a right fit for At the Immigrant's Table's readers, read along.





# WHO READS AT THE IMMIGRANT’S TABLE?

At the Immigrant’s Table enjoys a dedicated readership of people who are passionate about healthy food that suits modern food sensitivities. My readers engage with the blog through comments, shares, and various social media outlets.

Don’t believe me? Here are some statistics to back it up:

Posts per week:	1
Social media posts per week:	3-6
Daily unique visitors (average):	1,000+
Monthly unique visitors (average):	30,000`
Monthly page views (average):	40,000+
Instagram followers:	3,286
Pinterest followers:	1,500
Facebook followers:	2,000

# AUDIENCE

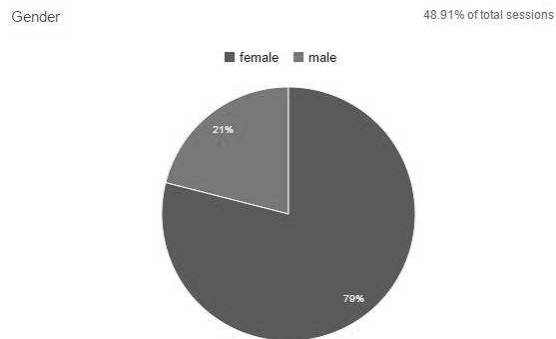
## LOCATION

United States	58.60%
Canada	12.47%
Australia	6.65%
United Kingdom	6.7%

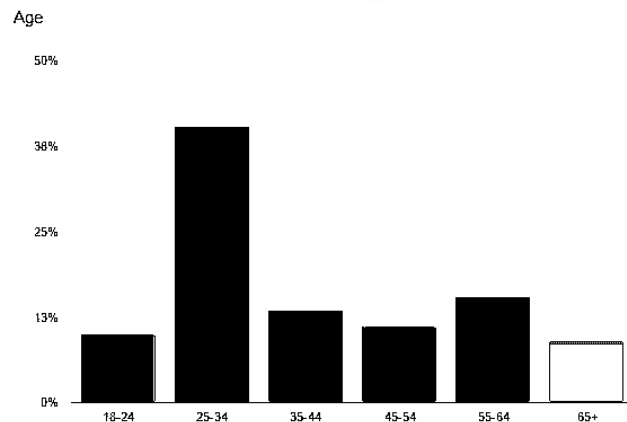
## AFFINITY GROUPS

Cooking Enthusiasts/ Aspiring Chefs	6.71%
Health & Fitness Buffs	5.67%
Movie Lovers	5.08%
Home Decor Enthusiasts	4.95%
TV Lovers	4.56%
Shoppers/Shopaholics	4.26%
Technophiles	4.03%

## GENDER



## AGE



## INTERESTS

- › Food & Drink/Cooking & Recipes
- › Food & Drink/Food/Baked Goods
- › Apparel & Accessories
- › Gifts & Occasions
- › Home & Garden/Home Decor
- › Home & Garden/Home Furnishings



## DISPLAY YOUR BRAND: ADVERTISE AT THE IMMIGRANT'S TABLE

Interested in having thousands of unique visitors see your ad? Looking for exposure to a dedicated group of awesome people who are passionate about healthy food that suits modern food sensitivities? Got a beautiful product you want the world to know about?

You've come to the right place!

At the Immigrant's Table offers several ad sizes and placements.





## RECIPE DEVELOPMENT:

GET EXCLUSIVE RECIPES  
DEVELOPED FOR YOUR SITE

Here At the Immigrant's Table, if there's one thing we do really well, it's recipes.

Whether you're in the market for a...

- › Vegetarian
- › Pescetarian (fish and veggies)
- › Lactose-free/Dairy-free
- › Vegan
- › Gluten-free
- › Diabetic-friendly
- › Candida-friendly
- › Heart-healthy
- › Paleo (fish only)

...or just otherwise awesome, exclusive recipes for your website or publication, I can help you with that! I guarantee that your recipe will be original, delicious, and unique to you. Email me at [info@immigrantstable.com](mailto:info@immigrantstable.com) and we can set something up!



## SPONSORED RECIPE POSTS: FEATURE YOUR PRODUCT AS A SPONSOR AT THE IMMIGRANT'S TABLE

If you want to ensure your recipe gets exposed to the largest audience possible, then a sponsored post is the way to go.

I will not only develop a fantastic recipe around your product, but will also feature it in a dedicated blog post.

Each sponsored post will then get shared with my email subscribers and social media followers, generating more views, exposure and potential followers for your brand.

Email me at [info@immigrantstable.com](mailto:info@immigrantstable.com) and we can set something up!





## BOOK REVIEWS:

### THE PEN IS MIGHTIER THAN THE SPATULA

If you just published a great cookbook or food-related book, chances are I'd probably love to know about it.

I accept book review requests for books that are either:

- › Vegetarian-focused
- › Vegan- focused
- › Gluten-free
- › Seasonal
- › Healthy
- › Written by bloggers, or
- › Local (Quebec-based)

If you've got a great book but you're not sure it would fit these categories, fire me an email at [info@immigrantstable.com](mailto:info@immigrantstable.com) – I'm very friendly.

I prefer to pair all book reviews with a giveaway (insert link to next section). Offering even one copy of your book to At the Immigrant's Table's readers can result in exponentially more exposure for your product! Plus, I like to keep my peeps happy.



## GIVEAWAYS:

### SPREAD THE LOVE FOR YOUR PRODUCT

If you want to spread the love for your product, giveaways are a great way to introduce my readers to your brand with more than just a product review.

At the Immigrant's Table, we give our readers a chance to win your product through one of our regular posts. This builds engagement with your brand and gets people excited about trying it out. What could be better?

If you're looking to do a giveaway with an integrated review or recipe, then a sponsored post is the way to go.

Contact me via [info@immigrantstable.com](mailto:info@immigrantstable.com) to discuss doing a giveaway.





## PHOTOGRAPHY & FOOD STYLING: MAKING YOUR FOOD LOOK GOOD

Like the photographs At the Immigrant's Table? How would you like to have similar photos gracing the pages of your publication? Incorporated into your online ad? Or perhaps helping represent your brand in a print ad?

If you like a particular photo that you see on the website, contact me at [info@immigrantstable.com](mailto:info@immigrantstable.com) to discuss licensing and printing options.

I am also available to:

- › Develop and photograph a recipe with your product that can be used on product packaging or a recipe booklet.
- › Produce high-resolution photographs for a recipe that you've already developed for your website.
- › Produce high-resolution photographs for your online or print ads.
- › Whatever your needs and budget, I am always open to discussing freelance photography & food styling contracts that will suit you and your target audience.





## FREELANCE FOOD ARTICLES & GUEST BLOG POSTS:

### WRITING THAT SUITS YOUR NEEDS

I am passionate about food in all its glory, and always happy to investigate new ingredients, diets, food trends or recipes. My work has been published in many Canadian print publications, and I am a food and drink contributor with The Main and Thrillist in Montreal.

Whether you're looking for someone to examine millet, to write about the rise of dinner clubs in Canada, or to put together recipes around the hottest new spirit on the market, I would be happy to work with you to produce a freelance piece that suits your needs.

I am also open to discussing exchanges of guest blog posts. If you're a budding blogger with a great voice, let's chat!

If you'd like to hire me for a freelance piece for your publication, or if you're a blogger looking to do an exchange of guest posts, contact me at [info@immigrantstable.com](mailto:info@immigrantstable.com) with the details.