

Advertising on Foodista

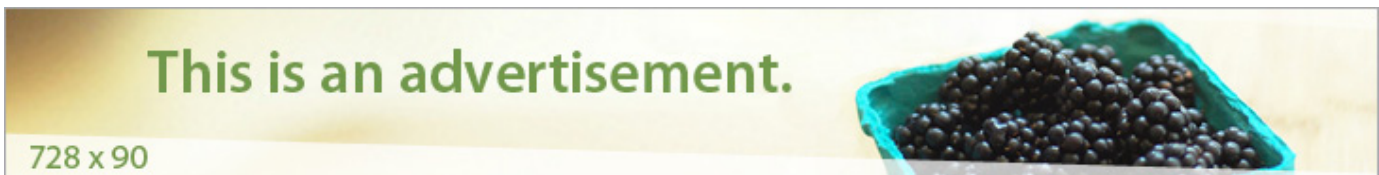
Foodista has a variety of advertising solutions to meet your company or brand's needs. Contact us at advertising@foodista.com for more information.

Interested in advertorial opportunities? Please visit our [Advertorial page](http://www.foodista.com/static/advertorial) (<http://www.foodista.com/static/advertorial>) for more information.

Ad sizes

Foodista displays ads in a few different sizes (images not to scale):

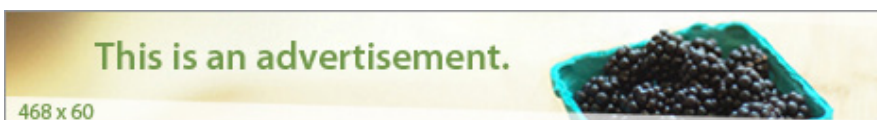
Leaderboard - 728 x 90



Block - 300 x 250

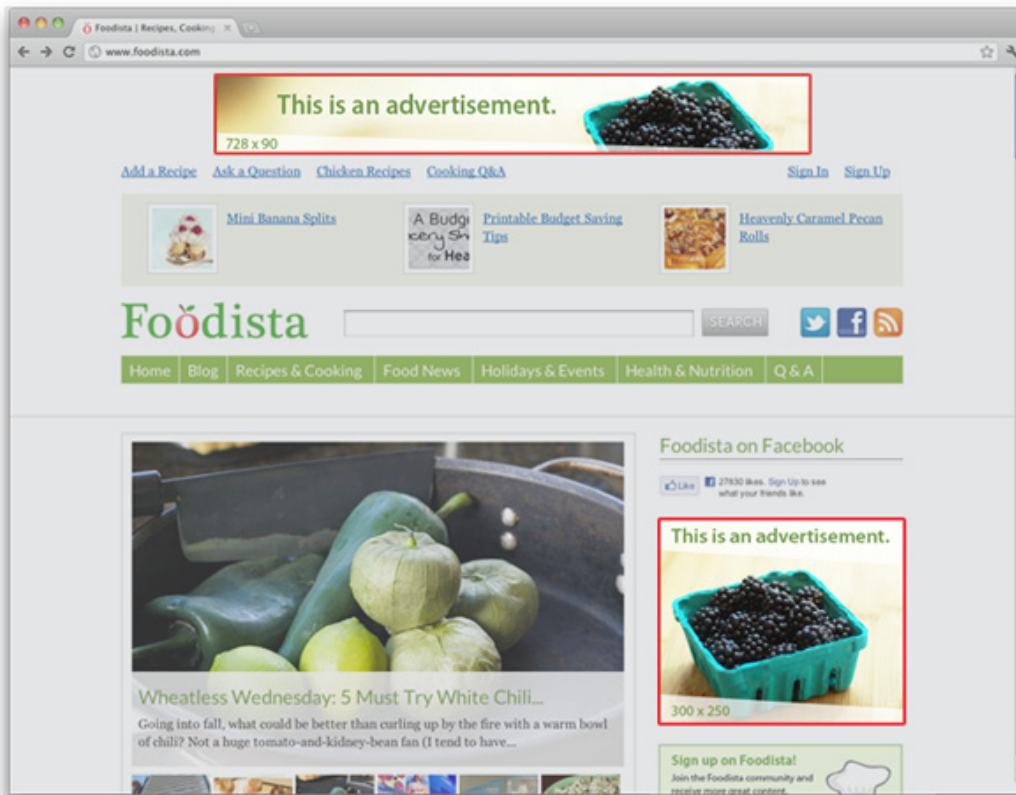


468x60

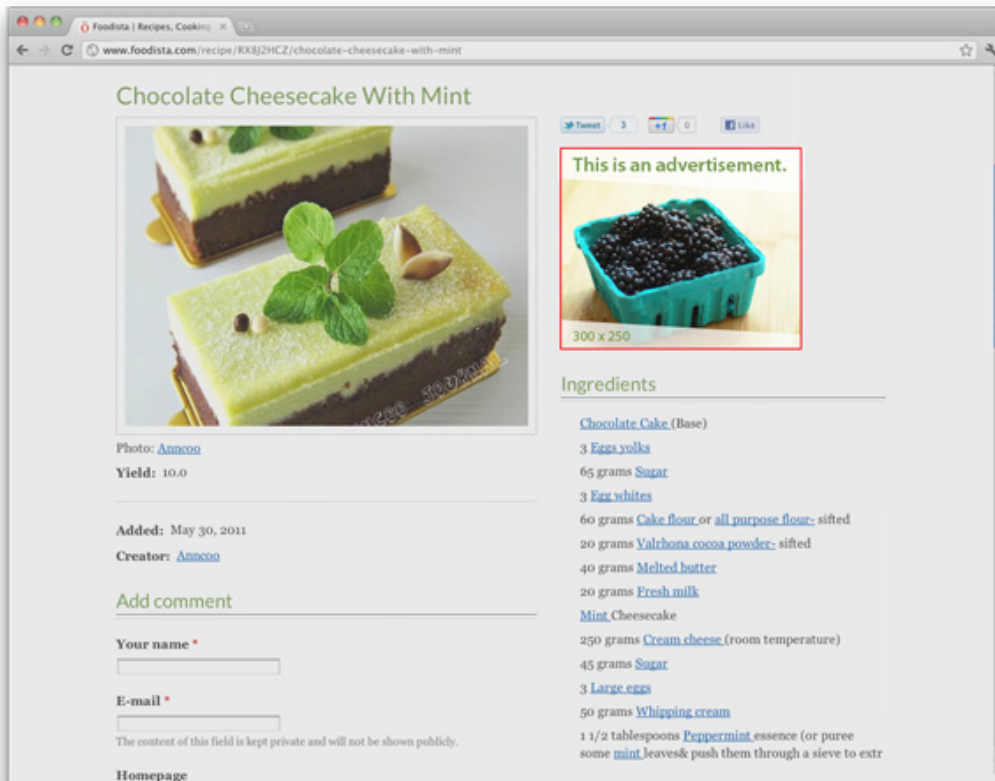


Possible Placements

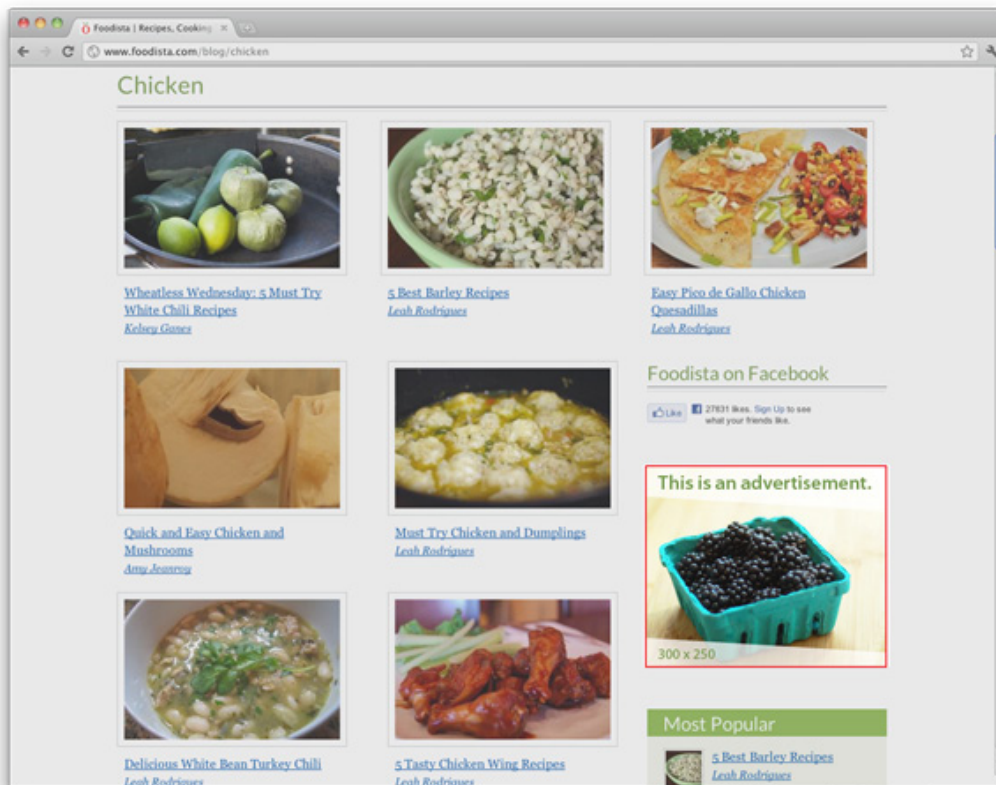
Homepage



Encyclopedia Pages (ex: Recipe page)



Landing Pages



Creative types

Third Party

Flash (SWF)

Image (GIF, JPG, PNG)

DoubleClick tag

Text ad

Flash Expandable

Flash Pushdown

Rates

\$8-\$12 CPM range

We can work with you to create custom campaigns for your company or brand. Contact us at advertising@foodista.com to find out more about building custom advertising opportunities.

Traffic and Audience*

Foodista receives over 1,000,000 pageviews per month

 Twitter followers: 200,000+

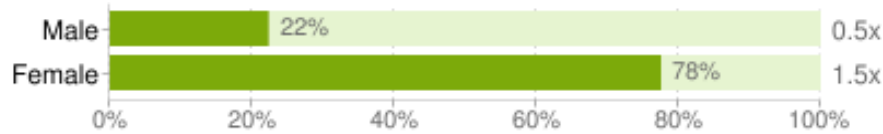


 Facebook fans: 30,000+

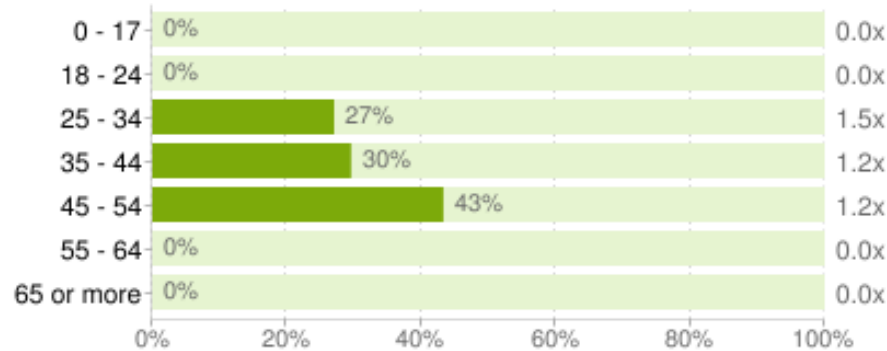
 Newsletter subscriptions: 20,000+

Demographics

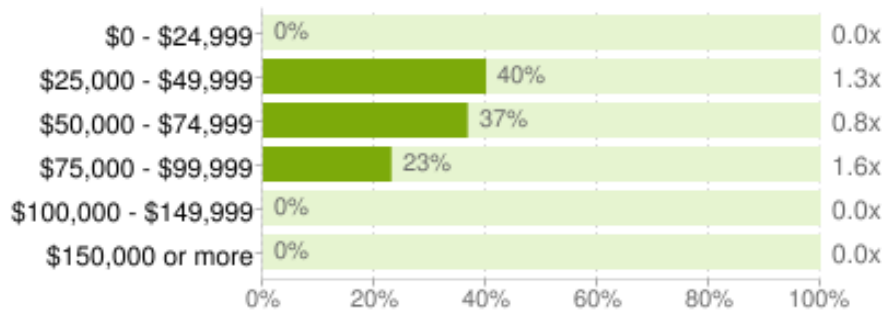
Gender



Age



Household Income



*Data via Google AdPlanner

About Foodista

Launched on December 17, 2008, Foodista is a passionate community of food lovers who want to share and exchange its collective knowledge about all things culinary. Our editorial content informs and entertains readers with a daily dose of food news, cooking tips and recipes, health and nutrition information, holidays and special events, and more. Additionally, we feature a wealth of encyclopedic content about foods, tools, and techniques, and house a growing database of user-added recipes.

We have been featured in Time, The New York Times, TechCrunch, Huffington Post, and a multitude of other publications and online media. In 2009, we organized the first International Food Blogger Conference, which has since become the premier event for food bloggers, with an emphasis on food, writing, and technology. In 2010, with the help of food bloggers around the world, we released the Foodista Best of Food Blogs Cookbook, the first cookbook of its kind.

Press

Below is a sampling of published mentions. Check out our [Press page](http://www.foodista.com/static/press) (<http://www.foodista.com/static/press>) for more.

Time

[Cooking Consensus: Will Wiki Work in the Kitchen?](http://www.time.com/time/magazine/article/0,9171,1929212,00.html)

(<http://www.time.com/time/magazine/article/0,9171,1929212,00.html>)

NY Times

[E-Kitchens Can Get Crowded](http://www.nytimes.com/2009/09/23/dining/23recipes.html)

(<http://www.nytimes.com/2009/09/23/dining/23recipes.html>)

TechCrunch

[Foodista Tries to Prove That More Cooks in the Kitchen Will Produce a Better Recipe](http://techcrunch.com/2008/12/17/foodista-tries-to-prove-that-more-cooks-in-the-kitchen-will-produce-a-better-recipe/)

(<http://techcrunch.com/2008/12/17/foodista-tries-to-prove-that-more-cooks-in-the-kitchen-will-produce-a-better-recipe/>)

Huffington Post

[New Orleans and the Whole Food Blogging Thing](http://www.huffingtonpost.com/jamie-schler/new-orleans-and-the-whole_b_950702.html)

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Contact

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