

the whole smiths.



ABOUT THE AUTHOR

I'm Michelle Smith, the blogger behind the Whole Smiths. The Whole Smiths is a food blog focused on minimally processed, nutrient dense foods and modern day family life. While I have a corporate background in business development and sales, I realized shortly after my children were born that my true passion lies in delicious food and creating a healthy food system. Fortunately, I've been able to use my background and past experiences to grow this blog and platform rapidly and can help do the same for you and your company. I'd love to collaborate on ways that we can work together to get the word out about your products to a targeted audience all the while making our food system a better place.

BLOG STATS

21,000+
MONTHLY UNIQUE VISITORS

50,000+
MONTHLY PAGEVIEWS

2,000+
EMAIL SUBSCRIBERS

92.7%
FEMALE READERS

49.64%
25-34 AGE GROUP

POPULAR TOPICS

- Gluten-Free
- Paleo
- Whole30
- Fitness
- Family
- Natural Foods
- Sustainability
- Product Reviews
- Recipes
- Travel

FEATURED BY

Whole Foods Market • Yahoo! Foods • Whole30 •
Huffington Post • Paleo Magazine

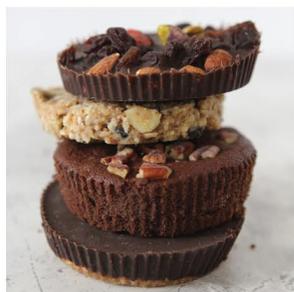


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PARTNERSHIP OPPORTUNITIES



RECIPE DEVELOPMENT: \$150 + COST OF FOOD PER RECIPE

There's nothing I love more than being creative in the kitchen and would love to help improve your content. You will have ownership over each recipe and each will come with three professional photographs that you can use however you'd like.

SPONSORED POST & GIVEAWAY: 1% OF INSTAGRAM FOLLOWING

I will review your product and create a comprehensive blog post for you along with photographs spotlighting your product while using my social media platforms to promote the post and share your product with my audience. In addition, I will happily host a giveaway on my Instagram account that will drive new followers to your account.

BRAND AMBASSADOR PROGRAMS: FEES VARY

Let's collaborate on different strategies to get your name in front of more consumers. By creating a comprehensive partnership we can create a campaign that draws consumers to your brand. This can be anything from showcasing your products via cooking classes, telling your story via an ongoing series of blog posts, field trips, videos, giveaways, or coordinating a cook-off! Let's talk about your goals and create a plan that will bring you exposure and results. Fees will vary depending on the scope of the project.

PHOTOGRAPHY & FOOD STYLING: \$50 PER RECIPE + MATERIALS

Maybe you already have some new recipes ready to go but need some professional shots of them and find the costs of commercial photography and studio fees prohibitive. I can deliver high quality, styled food images to you from my studio. Each recipe will come with 3 different photo orientations for you to use however you'd like.

TRAVEL REVIEWS / PRESS TRIPS: FEES VARY

Do you have a destination that an eco-minded, health conscious audience should know about? Then let's talk about ways we can share what you're up to.

ADDITIONAL INFORMATION

Please note that I only work with companies and products that I feel passionately about and that align with the Whole Smiths' goals. While I am compensated for the work I do, my opinions and bad jokes are 100% my own.