

## ABOUT FOODLOVE.COM



FoodLove.com is a new food and recipe website featuring simple recipes with natural ingredients. We're dedicated to making it easier for our readers to create healthy, enjoyable homemade meals for themselves and the people they love.

### MEET MARSHA AND ALLISON

Marsha Maxwell and Allison McGee are the mother-daughter creative team behind FoodLove.com. We've been blogging partners for 4 years, but FoodLove is our first independent venture. We're both busy moms who understand how challenging it can be to prepare tasty, nutritious meals quickly on a budget, without fuss or frustration.



## DEMOGRAPHICS

95% are women  
45% are 24-35  
23% are 36-44  
88% are from U.S  
7% are from Canada

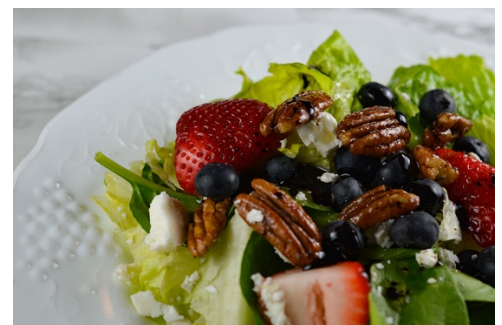
## SITE TRAFFIC

**20,000**

Monthly Page Views (1200% increase in the past 90 days)

**11,000**

Monthly Unique Visitors (1500% increase in the past 90 days)



## SOCIAL MEDIA



**94 Followers**  
[@foodlovecooks](#)



**52 Likes**  
[@foodlovecooks](#)



**450 Followers**  
[@foodlovecooks](#)



**59 Followers**  
[@foodlovecooks](#)

## SPONSORSHIP AND CAMPAIGN OPTIONS

We would love to discuss ways we can help your brand get more love from our thousands of readers. Please contact us for more information on any of the following brand connections:

- Sponsored Posts
- Product Placement
- Recipe Development
- Product Reviews

## CONTACT US

### EMAIL:

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**WEB:** [www.foodlove.com](http://www.foodlove.com)

## MISSION STATEMENT

We love to cook and eat just about everything, but we strive to maximize taste, nutrition and enjoyment while minimizing calories, cost, chemical additives and processed food. Our outlook is simple. Don't be afraid to cook. Don't be afraid to eat. Just feed your body simple, healthy food that tastes great, and enjoy it. Share it with the people you love. It's one of the best gifts you can give.



## MORE ABOUT US

*Marsha Maxwell is a writer, journalist, teacher and PhD student in Communication at the University of Utah, with an emphasis in Food Studies. She's spent more than 25 years planning and preparing meals for a large family that includes her husband Mike, four daughters, one son, two sons in law, one beautiful grandson. She's a successful chicken keeper but a mediocre gardener.*

*Allison McGee is a blogger, recipe developer and busy mom with a degree in Early Childhood Education. Over the past five years, she's discovered a talent for preparing healthy meals on a budget, much to the delight of her husband Connor and their two-year-old son. She's also a talented baker whose rolls and cupcakes are always in demand.*

## OUR READERS' FAVORITE RECIPES

We emphasize simple recipes with a focus on Mexican/Tex-Mex and Italian cuisines. Our focus is on healthy recipes, but with no ingredient restrictions. Our readers have responded well to these recipe categories:

- Mexican/Tex-Mex
- Easy Weeknight Dinners
- Soups
- Salads
- Crock-Pot
- Pressure Cooker
- Vegetarian
- Cupcakes

## BRANDS WE LOVE

- Smith's/Kroger
- Winco
- Target
- Costco
- Amazon
- Ikea
- Oxo

## Ready To Get Started?

Feel free to reach Marsha by **phone: 801-755-1636** or either of us by **email: [marsha.maxwell@foodlove.com](mailto:marsha.maxwell@foodlove.com) or [allison.mcgee@foodlove.com](mailto:allison.mcgee@foodlove.com)**. We are a new and fast-growing blog, so our rates are negotiable. We're eager to work with quality brands we believe in. You can view our work at [www.foodlove.com](http://www.foodlove.com).