



THE
COOK'S COOK

MEDIA KIT 2021

digital
marketing
building
brand
recognition

*Photo credit:
Annette Wendland*

www.thecookscook.com

Who we are



The Cook's Cook, LLC is an international community of people with an interest in food. Our contributors are home cooks, professional chefs, food writers, scientists, agriculturists and foragers who write from, and about, adventures on all continents. Our readers are just as diverse as our writers, with interests in every aspect of food and preparation.

a community of home cooks and professional chefs

Our story

Denise Landis is the founder and CEO of The Cook's Cook, LLC. She launched The Cook's Cook seven years ago to bring together the like-minded communities of professional chefs and avid home cooks. For over twenty-five years Denise tested and developed recipes for the *New York Times*, contributing articles, the Q&A column Food Chain, and authoring a New York Times cookbook, *Dinner for Eight: Forty Great Dinner Party Menus for Friends & Family* (2005). Much of her work involved adapting chefs' recipes for home use. The Cook's Cook was launched to teach professional chefs how to write for home cooks, and educate home cooks about professional food writing and recipe development.



In addition to her work for the New York Times, Denise has written articles and developed recipes

for numerous other publications, and was a columnist for Seacoast Media Group Newspapers (New Hampshire). She has tested and edited recipes and cookbooks for some of the world's most acclaimed food writers and chefs, including Dorie Greenspan, the Pollan family, Jacques Pepin, Niloufer Mavalvala, Ana Patuleia Ortins, and Rose Levy Beranbaum. She is a longtime member of the New England Chapter of Les Dames d'Escoffier.

advertising@thecookscook.com

LET OUR COMMUNITY OF 2 million FOODIES BE YOUR AUDIENCE

42%
EARN
AT LEAST
\$75K

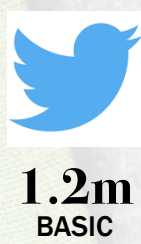
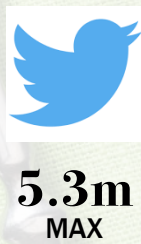
40%
BETWEEN
THE AGES
OF 45-64

74.5%
FEMALE

18k
MONTHLY
UNIQUE WEBSITE
VISITORS

23k
WEEKLY
NEWSLETTER
SUBSCRIBERS

What we do



199k

89k

42.6k

TWITTER MAX

reaches over 5.3 million diverse followers

TWITTER BASIC

an engaged audience of over 1.2 million international foodies

Digital marketplace

driving our followers to your company website

Social media posts

Twitter, Pinterest, Facebook, Instagram

Website advertisement & reviews

Professional recipe development

with appealing cutting edge photography

Customized packages

specific for your company and products

Brand collaborations

Sponsored product contests

Custom video demos

of your product

TV product placement & sponsorship

Real-time restaurant tastings & tweets

Live-streaming & event coverage

Editorial Calendar 2021

January

NEW BEGINNINGS

Great storage ideas, refresh your spices, renew with linens, paint, decorating ideas

February

HEALTH & WELLNESS

Eating for energy & wellness, nutrition for family, easy healthy recipes, Meatless Mondays

March

TAKE IT OUTSIDE

Foraging, starting a henhouse, outdoor cooking in spring, tapping maple trees

April

PARTY FLAVORS

Gatherings, recipes, disposable environmentally friendly servingware



May

A GREENER WORLD

Gardening, beekeeping, indoor edible plants, farmers' markets

June

ON THE ROAD

Summer travel, family camping, picnics, events, travel tips

July

EASY LIVING

Convenience foods, appliances, easy recipes, beverages

August

HARVEST HOME

Canning and preserving, dehydrators, cider presses

September

KITCHENS, LARGE AND SMALL

Design, appliances, decor, organizing, comfort

October

THE BEST IN COOKWARE

Our Editors' Picks, small appliance roundup, gadgets, tools

November

BAKING

Recipes, appliances, cookware, technique

December

HOLIDAYS AROUND THE GLOBE

Gifts, decorating, books, toys, inspiration



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www.thecookscook.com



Our creative team



Contributing Editor

Selma Brown Morrow

was a food editor at Bon Appétit magazine for over 20 years. She is a freelance recipe developer and tester for restaurants, products, celebrity chefs, and numerous publications. She is known affectionately as “The Kitchen Bully” for her high standards and attention to detail.



Contributing Editor

Michael Gardiner

is the author of *Modern Kosher: Global Flavors, New Traditions* (Rizzoli, 2020), a regular food writer for the San Diego Union-Tribune, San Diego's newspaper of record, and long-time restaurant reviewer for San Diego CityBeat. Gardiner won 2018, 2019 and 2020 San Diego Press Club awards for his contributions to both publications. He is also a freelance writer for Edible San Diego, Thrillist, and Fox News Latino, among other publications.



Designer / Content Editor

Diane Zatz

has a BFA in Fine Art and MEd in English. She has worked for clients in the hospitality, financial and medical publishing industries. She teaches college courses in art direction, graphic and digital design in Philadelphia and gardens and cooks on a family farm in Lancaster County, Pennsylvania.



Tech & Media Guru

Ben Landis

is a Los Angeles based graduate of Berklee College of Music in Boston. He founded the successful social media management company Fanbase and now is an independent consultant who has managed the Twitter accounts of some of Hollywood's and the nation's top brands. Ben's expertise also includes Youtube, Facebook, Pinterest, and Instagram.



Wine Editor

Jim Landis

has been collecting and studying wine for many years. He wrote the wine pairings for the New York Times cookbook *Dinner for Eight*, suggesting three wines for most recipes, offered, innovatively, in order of probable cost. He has worked in book publishing and was Publisher and Editor-in-Chief of William Morrow & Company in New York. He is the author of many novels for adults and children.



Intern

Jessie Frizzell

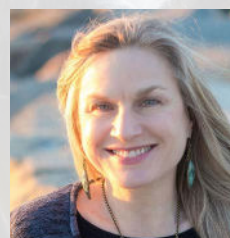
is a graduate of New York University Tisch School of the Arts who has cultivated a love of cuisine and cooking from a very young age. Her love for film and literature have propelled her to help tell people's stories both on film and through writing.



Marketing Director

Laurie Murray

has a BS in Business Administration with a background in Real Estate and Education. Working with the March of Dimes inspired a lifetime of volunteer work. She has served on various boards including the Seacoast Culinary School. A gardener, professed DIYer and lover of entertaining her friends and family with food & drink.



Marketing Associate

Michele Insley

Michele Insley is an accomplished non-profit professional and small business owner. She is passionate about food and likes to experiment with new ingredients, recipes, cuisines, and methods of cooking.



Charitable Development

Chef Nicholas Calias

CEC, WCEC, CCA (Certified Executive Chef, World Certified Executive Chef & Certified Culinary Administrator) is Culinary Director for The Lyons Group in Boston, overseeing 34 restaurants & entertainment venues with a revenue of over 150 + million. He was The Director of Food & Beverage Operations and Corporate Executive Chef for The Colonnade Hotel & Huntington Hotels. He teaches French Cuisine at Boston University, and sits on multiple culinary boards and on the board for the MRA Education Federation and the Pedro Martinez Foundation.



DENISE LANDIS

The Cook's Cook Founder and CEO
EDITOR AND RECIPE DEVELOPER

Some brands we've partnered with

KOHLER
SHARP

BRAGG
EST. 1912

frieling
fresh solutions

Magefesa

TOSHIBA

MORTON & BASSETT SPICES
M&B
SAN FRANCISCO
ALL NATURAL • SALT FREE

ooni
PIZZA OVENS

旬
SHUN

KAI
kai USA Ltd.

WUSTHOF
defining the Edge

RUNAMOK MAPLE

Berkel

RÖSLE

PEDRO MARTINEZ
FOUNDATION