

MEDIA KIT 2022

THE COOK'S COOK

digital marketing building brand recognition



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

DENISE LANDIS is the founder and CEO of The Cook's Cook, LLC. She launched *The Cook's Cook* ten 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*. Much of her work involved adapting chefs' recipes for home use.

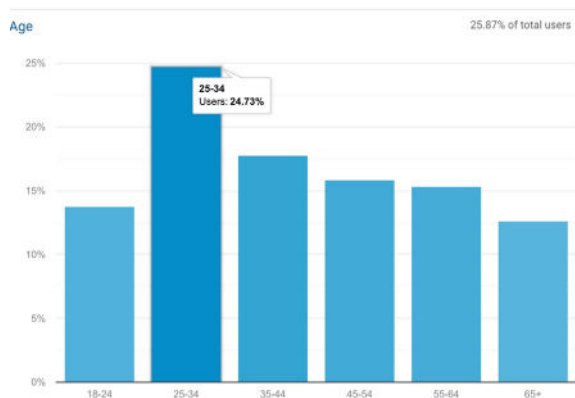
The Cook's Cook was created to teach professional chefs how to write for home cooks, and educate home cooks about professional food writing and recipe development. Denise has written articles and developed recipes for numerous other publications, and was a columnist for *Seacoast Media Group Newspapers* (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

December 2021 30 Day Metrics:

LET OUR COMMUNITY OF 2 million FOODIES BE YOUR AUDIENCE



FACEBOOK COMMUNITY FORUM

93K Total members
31K Active members
1,5K Posts
6K Comments
32K Reactions

INSTAGRAM

40K Total followers
23K Accounts reached

The Cook's Cook WEEKLY NEWSLETTER

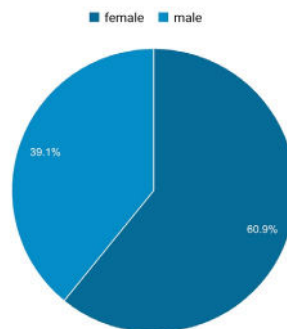
14K Total subscribers
38.5% Average open rate

The Cook's Cook WEBSITE

16K Users
23K Pageviews

TWITTER

1.2 million international followers
279K Tweet impressions
18K Profile visits



Digital Marketplace

driving our followers to your company website

Social Media

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



HOTLOGIC



Editorial Calendar 2022

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



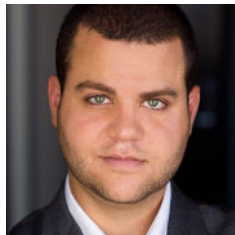
Our creative team



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.



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.



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.



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.



Digital Designer

Weekly 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.

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Some brand partners

KOHLER

NIELSEN-MASSEY
FINEST QUALITY
FINE VANILLAS & FLAVORS

J.Q. DICKINSON
**APPALACHIAN
MERCANTILE**

BRAGG
EST. 1912

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

旬
SPUN

KAI
kai USA Ltd.

frieling
fresh solutions

RÖSLE

ooni
PIZZA OVENS

WUSTHOF
defining the Edge

TOSHIBA

CHAMPLAIN VALLEY APIARIES
100% RAW HONEY
HONEY
Established by CHARLES MRAZ 1931
"The flower's fragrance is its flavor"

Berkel

NAUTICAL
SCOUT
Scouting for Boating's Best!

Magefesa

gustare
oils & vinegars

Rip
Skirt*

HOTLOGIC



RUNAMOK MAPLE



**PEDRO MARTINEZ
FOUNDATION**

What our readers and partners say

“

It's great how you explore different international cultures through friendly and personable writers & themes. –*Magdenena R., Germany*



I love all the wonderful posts about food—the very thing that connects all of us from our hearts. –*Heather S., Oregon*

Mouthwatering photos make me want to cook more. –*Barbara B., New York*

Best gluten free recipes I can find on the internet. –*Stevie M. New York*

I am a Chef and to be honest with you, your page has helped me expand my knowledge about the industry. I love the dishes you share and I always try to challenge myself to get better. Being a Chef is not just my career, it is my passion. –*Saiket P., Bangladesh*



Many thanks and we appreciate your recipes that do NOT include butter, margarine or any substitute of the above and any recipes with mayo!! You've made my family happy!! –*Laila N., Michigan*

Your Facebook group is one of the BEST out there; everyone is always so positive and I've tried many recipes from this group. –*Alicia B., North Carolina*

You are an international community, you bring like minded people together. –*Grant T., New South Wales*



Thanks for the opportunity to win awesome knives! –*Jared R., Illinois*

I truly enjoy all posts and emails from The Cook's Cook. I look forward to each email. It's a go-to for new ideas and recipes. –*Anne F., Illinois*

We are delighted with the thoughtful, detailed and professional recipe development from The Cook's Cook and appreciate the in-depth product review to their wide and enthusiastic home-cook audience. –*Ooni Pizza Ovens*

