

WWW.THECOOKSCOOK.COM



THE Cook'sCook

MEDIA KIT

A Community of Cooks, Food Writers & Recipe Testers

ABOUT THE COOK'S COOK

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.



LET OUR COMMUNITY OF FOODIES BE YOUR AUDIENCE

The Cook's Cook, founded by Denise Landis, launched in 2014 as a digital magazine. The Cook's Cook has evolved into an influential multi-media company. We reach an international audience of nearly 2 million people through our website, our social media, and our television program, *Outside & In with The Cook's Cook*.



A PLATFORM FOR BRAND BUILDING

HOW TO REACH OUR AUDIENCE:

- TWITTER MAX reaches over 5.3 million diverse followers
- TWITTER BASIC a select audience of over 1.2 million international foodies
- Digital Marketplace with a link to your company website
- Social media posts: Twitter, Pinterest, Facebook, Instagram
- Website advertisement & reviews
- 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

SOCIAL MEDIA STATISTICS



**5.3 M
MAX**



**1.2M
BASIC**



199K



89K



42.6K

OUR AUDIENCE

18K

**MONTHLY UNIQUE
WEBSITE VISITORS**

74.5%

**FEMALE
AUDIENCE**

42%

**EARN AT LEAST
\$75K ANNUALLY**

23K

**NEWSLETTER
SUBSCRIBERS**

40%

**BETWEEN THE
AGES OF 45-64**

MEET YOUR CREATIVE TEAM

The BEST in recipe development from the best recipe developers.

- Experienced
- Cutting Edge
- Impeccable Credentials
- Contemporary Content



MEET DENISE LANDIS

FOUNDER & CEO
EDITOR & RECIPE DEVELOPER



Denise Landis is the founder and CEO of The Cook's Cook, LLC. Before launching The Cook's Cook seven years ago, she tested and developed recipes for the New York Times in a career spanning twenty-five years, 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). She has written articles and developed recipes for numerous other publications, and was a columnist for Seacoast Media Group Newspapers (NH). 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, Rose Levy Beranbaum, and Matt & Ted Lee. She is a longtime member of the New England Chapter of Les Dames d'Escoffier.

MEET SELMA BROWN MORROW

RECIPE DEVELOPER



Selma Brown Morrow has a long history of influential associates and accolades. She has developed recipes for numerous brands and celebrity chefs, including Rachael Ray, Giada De Laurentiis, Trader Joe's, Lawry's, National Geographic, Organic Gardening Magazine, and Vegetarian Times Magazine, just to name a few. As a food editor and recipe developer at Bon Appétit magazine for over 30 years, she developed recipes for the *Fast Easy Fresh* column and authored over 65 articles. She has been co-host and instructor at The Bon Appétit Cooking School, and Chapter Editor on various Bon Appétit and Williams-Sonoma Cookbooks. She currently divides her time between her professional kitchens in Los Angeles and Minneapolis, Minnesota.

MEET JACOB DEAN

RECIPE DEVELOPER



Jacob Dean is a food and travel writer, with a doctorate in psychology, based in New York City. He has worked as a freelance recipe tester for The New York Times and earned the Emerging Writer award at the 2019 Food Writers' Symposium in Norwalk, CT. His work has appeared in The Washington Post, Michelin Guide (digital), Taste, Serious Eats, The Takeout, VICE Munchies, Fodor's Travel, and a variety of other publications. His posts about recipes and other culinary adventures have garnered him an enthusiastic following of almost 700,000 on his Twitter account @SchadenJake.

MEET BEN LANDIS

SOCIAL MEDIA ANALYST



Ben Landis began taking college computer courses when he was 13, leaving 7th grade one day a week for a full year to study at a community college. Multitalented, he also studied music, and eventually received a degree from the famed Berklee College of Music. After moving to Los Angeles, CA, Ben began managing social media accounts for friends, gradually acquiring clients, and founding the successful social media management company Fanbase. As an independent consultant, he is currently working on a new technology-based project. Ben has managed the Twitter accounts of some of Hollywood's and the nation's top brands, including Entertainment Tonight, CBS, International Housewares Association, SurveyMonkey, and BulletProof, to name just a few. He grew the account of YouTube star Bart Baker by over 1 million followers in less than a year. Digital Trends, a digital publication that reviews technology and products, saw a 373% increase in followers over 8 months; in a little over 2 years saw their Twitter following grow from 167,000 to 2.1 million. Ben's expertise goes far beyond Twitter, and includes Facebook, Pinterest, and Instagram analyses and consulting.

MEET DIANE ZATZ

GRAPHIC DESIGNER



Diane Zatz majored in painting at Tyler School of Art and earned her master's in English education from Temple University. She worked as a self-taught graphic designer for clients in the hospitality, healthcare, and financial sectors, until she transitioned to teaching college level art and design. A native New Yorker, Diane and her husband were urban pioneers in what has become the gentrified bohemian capital of Philadelphia, Fishtown. Eventually they started growing hops in Lancaster County, PA. Now Diane is busy teaching, freelancing, sewing dolls, baking bread and making soup and salad from her home-grown vegetables.

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