



# THE MEDIA KIT 2021 COOK'S COOK

digital  
marketing  
building  
brand  
recognition

Photo credit:  
Annette Wendland

[www.thecookscook.com](http://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](mailto: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



**5.3m**  
MAX



**1.2m**  
BASIC



**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



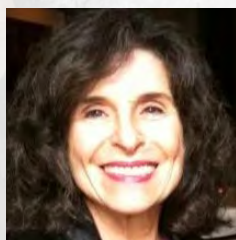
603.580.5938

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# 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.



## Wine Editor **Jim Landis**

drinks wine for pleasure and writes books for pain. He is the author of many novels for adults and children. He has worked in book publishing and was Publisher and Editor-in-Chief of William Morrow & Company in New York.



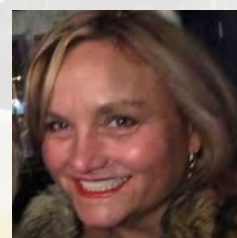
## Charitable Development **Chef Nicholas Calias**

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 of directors for the MRA Education Federation and the Pedro Martinez Foundation.



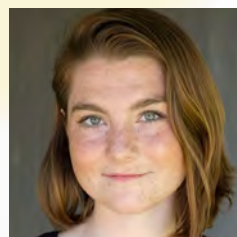
## Editor-at-Large **Jacob Dean**

is an award winning food and travel writer and psychologist based in New York. His work has appeared in *The Washington Post*, *VinePair*, *Munchies*, *Serious Eats*, *Taste*, *Wine Enthusiast*, *The Takeout*, *Fodor's Travel* and a variety of other publications. Jacob has also worked as a freelance recipe tester for *The New York Times* and was a cookware columnist and contributor for the *Michelin Guide*.



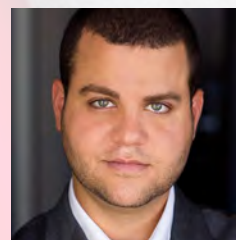
## Marketing Associate **Laurie Murray**

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.



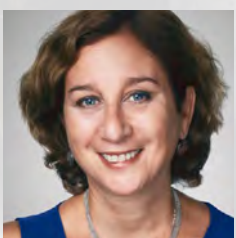
## Intern **Jessie Frizzell**

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.



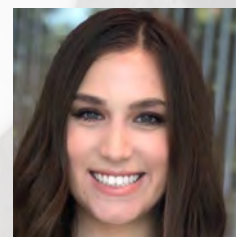
## Tech & Media Guru **Ben Landis**

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.



## Designer **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, and currently teaches college courses in graphic and digital design while growing and cooking vegetables on a family farm in Pennsylvania.



## Social Media **Kaela Werchniak**

studied International Relations and Spanish. She has eaten her way through 15 countries while letting the locals guide her to each new spot. Kaela believes there is no better way to explore than through food, as it is the heart and soul of any and every culture.





**DENISE LANDIS**

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

Some brands we've  
partnered with

**KOHLER®**

**SHARP**



**frieling**  
fresh solutions



**TOSHIBA**



**WUSTHOF®**  
defining the Edge



**RUNAMOK® MAPLE**

*Berkel*

