

# Feed me dearly

life, unraveled



## AUTHOR: JESSICA FIORILLO



Media  
Kit  
2013

## About the author:

Jessica Fiorillo is the author behind “Feed me dearly”, a food and lifestyle blog. She’s also one of the contributors to Big City Moms, which reaches an audience of 300,000+ women.

With an MBA from Berkeley, an undergraduate degree in Psychology from Brown University, and nearly 10 years of experience as a brand strategist with industry leader Lippincott, she has a finely-tuned understanding of how brands can best position themselves, and how she can help support their mission.

## About the blog:

“Feed me dearly” is the blog that she created in March, 2013 after realizing that cooking – and family life – are pleasures to be enjoyed, not endured, despite all of the challenges. She lives in New York City with her husband, three kids aged 2, 3, and 5, and 7-year old dog Jack, who’s been able to weasel his way into more than his fair share of posts.

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## As featured in:



The Daily Meal<sup>®</sup>  
All Things Food & Drink

POPSUGAR MOMS

ELIZABETH<sup>ST</sup>

Where Stylish Moms Meet

circle of moms

the fresh 20

Mommy  
page

## About her audience:

- Primarily female, ages 25–45
- Has children or is expecting
- College educated
- Both stay at home and working parents

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**Post category: Educational**  
**Recipes and How Tos**



## Clean eating

If you Google “clean eating”, it returns over 100 million responses. A popular term, no doubt. And why not? Don’t we all want to eat clean? Because if we’re not eating clean, are we eating dirty?

Clean eating is not just a trend. It’s a way of life for people who want to be conscious and deliberate about the way they eat.

It goes by many names, making it hard to keep track of what eating “clean” actually means. I’ve seen a laundry list of diets that are categorized under the term “clean eating”, everything from Vegetarian and Vegan to Dairy-free, Gluten-free and Paleo.

And it’s for that reason that the term “clean eating” has become so popular. It’s broad, inclusive, and somewhat ambiguous, making it easy for people to adapt the term to suit their needs.

My favorite definition comes from HuffPost Healthy Living. They describe clean eating as the consumption of “whole foods — that is, foods as close to their natural state as you can get them. This means eating fresh fruits and vegetables, whole grains and lean proteins instead of pre-packaged, processed foods or fast food.”

I’ve never been a huge fan of following strict diets of any kind. As soon as I tell myself that I can’t eat a certain type of food, I begin to obsess about it. What works for me is variety. No foods are ever restricted, no foods are demonized. I may find certain foods, such as processed junk, unappealing, and eat them rarely, but nothing is off limits.

What I do focus on is quality, and for that reason, I’ve always considered my diet to be healthy. If I’m eating dairy, it’s organic, or in the case of cheese, I’ve bought it at a local cheese store. Meats are from the butcher, not the chain grocery store around the corner. But there’s always room to grow and learn. And lately, I’ve been influenced by a growing desire to eat a bigger range of vegetables and plant-based foods.

*Continued on the blog...*

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## Post category: Entertaining Wordless Wednesday with Linky

Halloween is just around the corner. That's right parents, it's the season for getting your little ones geared up with some cute, wild, and occasionally strange outfits....



First up, the **cute** costumes. Best for babies and young toddlers – is there anything cuter than a little ones dressed up as snap peas in a pod, a bumble bee, or the quintessential Mary's little lamb....



Next in line, we have the **awesome** costumes. Parents, please make sure that your child has at least one year dressed in one of these types of outfits....



And last but not least, we have the **flamboyant** costumes. The core demographic is young toddlers, young enough to be at the mercy of their parents' costume fantasy...

Continued on the blog...

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## Post category: Inspiring

### The 52-week Challenge (one new food each week for a year)



There's a big difference between ripe passion fruit and the not-quite ripe variety. Which goes without saying. But with something like a banana you can muscle it out – peel back the greenish skin, chew a little harder, and it's tolerable. With passion fruit, a nearly-ripe fruit is so puckeringly tart that it's almost inedible. Which is a long-winded way of saying that the kids need to give passion fruit another chance. Because really, there isn't a fruit on this planet that smells or tastes better.

ME: Guys, What's this called?

LAUREN: A plum?

ME: No.

LAUREN: Passion fruit?

ME: How'd you guess?

LAUREN: You were talking about it before.

ME: Oh. Describe it then.

LAUREN: Hmm. It looks light.

SAM: And heavy.

LAUREN: It looks light and heavy at the same time.

ME: What do you think it's going to look like on the inside?

LAUREN: Yellow and peach.

ME: Can you shake it?

LAUREN: I feel a little shake in it.

ME: (Cutting open) Whoa, cool right?

LAUREN: I don't like the inside.

ME: What does it look like?

LAUREN: Eyes.

SAM: It looks like a monster with eyes everywhere.

ME: Well I want you to smell it because it smells like heaven.

LAUREN: Wow!

ME: Ok, I think we need spoons to eat this.

EMMA: Get it! Go there!

LAUREN: (brings spoon)

ME: This looks like a dirty spoon. Yuck.

ME: Oh, my gosh, smell it.

EMMA: Smell it!

ME: Who wants to taste it?

LAUREN: I think it's going to taste sour.

ME: (Tasting) You're right, it's really tangy.

Good, but it's a tangy. Not quite ripe enough I guess.

ME: Here, Lauren, just lick the juice.

LAUREN: No, it's too sour.

ME: OK, this doesn't taste the way that it usually does – this is really sour. But we'll try it again another time.

SAM: I don't want to lick the eyes.

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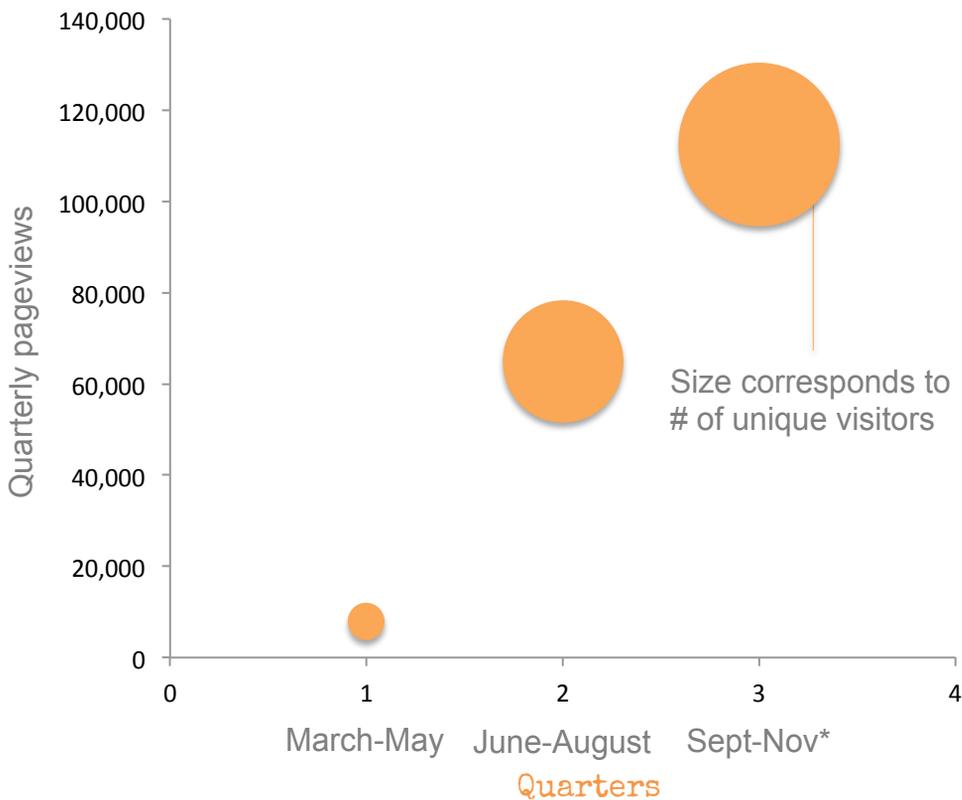


## By the numbers

### Overview:

“Feed me dearly” is a growth story. The blog has grown steadily and quickly since its inception in March 2013 by focusing on developing great content and growing its audience organically.

The site achieved 100,000 total Page Views in its first six months without the use of heavy link exchanges, giveaways and other tactics used to gain a stronger Social media presence. Rather, fans of the blog are there for the content itself, reflected in pages/visit and average visit duration that are higher than the blogging industry average.



### Social media statistics:

Twitter followers: 2,000  
Facebook fans: 415  
Instagram followers: 410  
Pinterest followers: 230  
KLOUT score: 65

### Highlights from the first 9 months:

- 200K total Page Views
- Average 2.6 pages/visit
- Average visit duration: 2:55

### Summary:

Immense quarter over quarter growth, predicting 70K monthly page views by end of first year (March 2014)

Latest monthly stats	Pageviews	Unique visitors
November	50,000	7,000

\*November data projected based on doubling of first two weeks' performance

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## Comment love

HILARIOUS! What an awesome post!!

Oh Jessica this was both fun and fab and I thoroughly enjoyed the ride!!

You are so funny!

Love your photos. You did a great job with the presentation as well.

That was hilarious.

Such an awesome collection of photos!

OMG! I loved this post.

These photos make me laugh! A beautiful way to start the morning.

Great post! I couldn't agree more.

You are cracking me up.

You make me want to hop a plane to NYC!!!

I've started to cook more as a result of your blog – it's very inspiring.

I am your newest follower. Thanks for the laughs.

Love your humour!

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## Book/Product Reviews & Sponsored posts

I love to work with brands and on occasion will review products and books that I would in fact use myself. I also write sponsored posts.

My acceptance of a product or book from an agent, author or publisher does not guarantee that I will write a review, that my review will be uniformly positive, or that I will get to the product or book within a particular time period.

My audience is valuable to me and I will not review a book or product or write a sponsored post for books, products or services that I would not use myself.

Please contact me before sending me anything to review to make sure that there is a fit with my brand and audience.

I only write full reviews of books or products that I absolutely love. In the case where I like the product, but am not passionate enough to fill a whole post, I will either Pin it to Pinterest, or Tweet about it to my followers.

In the case of a negative experience, I simply won't review or post the product.

### **In return:**

I do not require compensation for any reviews or sponsored posts and don't accept in-kind product or service as compensation. This helps keep the number of reviews and sponsored posts to a minimum so that audience engagement on the blog continues to be high.

The price per review or sponsored post is \$200.

In addition, I would require social media support from the brand or publisher to publicize the review or sponsored post. This would include at a minimum:

- 1 Facebook fan page share
- 2 Twitter shares
- 2 Pinterest pins if brand/publisher has a Pinterest account

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## Advertise with Feed Me Dearly

I am actively seeking companies with whom to partner. The rates for advertising on the site are as follows, all are for below-the-fold placement. I'll create a free promotional post for anyone who purchases a 6-month plan.

	1 month	3 months	6 months
Small ad space	\$30	\$80	\$140
Large ad space	\$50	\$125	\$200

A screenshot of the Feed Me Dearly website. The header features the logo and navigation links. The main content area shows a featured article about living with food allergies, followed by a 'LATEST' section with several article thumbnails and titles. On the right side, there is a search bar, a subscribe form, and social media links. At the bottom, there are logos for Popsugar Moms, Circle of Moms, and Elizabeth St.

Want in?

Here are the details...

fold

Ad space

Pixels

Large

270x175

Small

130x130

Ad space available

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## Review/Promotional post example

Below is an example of what a promotional post would look like:



### 500-700 word synopsis

...The Moosewood books hold a special place in my heart. When I first started to cook years ago, I collected as many Moosewood books as I could find. To me, the Moosewood Collective always seemed to embody the principles that I was just starting to embrace: healthy, conscious eating from local, organic farms and purveyors....

## Feed Me Dearly Pinterest-optimized photography



### Actual comments received!

Great, thoughtful review. Looks like my bookshelf is going to be home to one more cookbook.

My new cookbook arrived today – it's the best best I've had in years. So excited to try some recipes soon! Thx

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We look forward to working with you!

