



MEDIA PACK 2017

ABOUT US

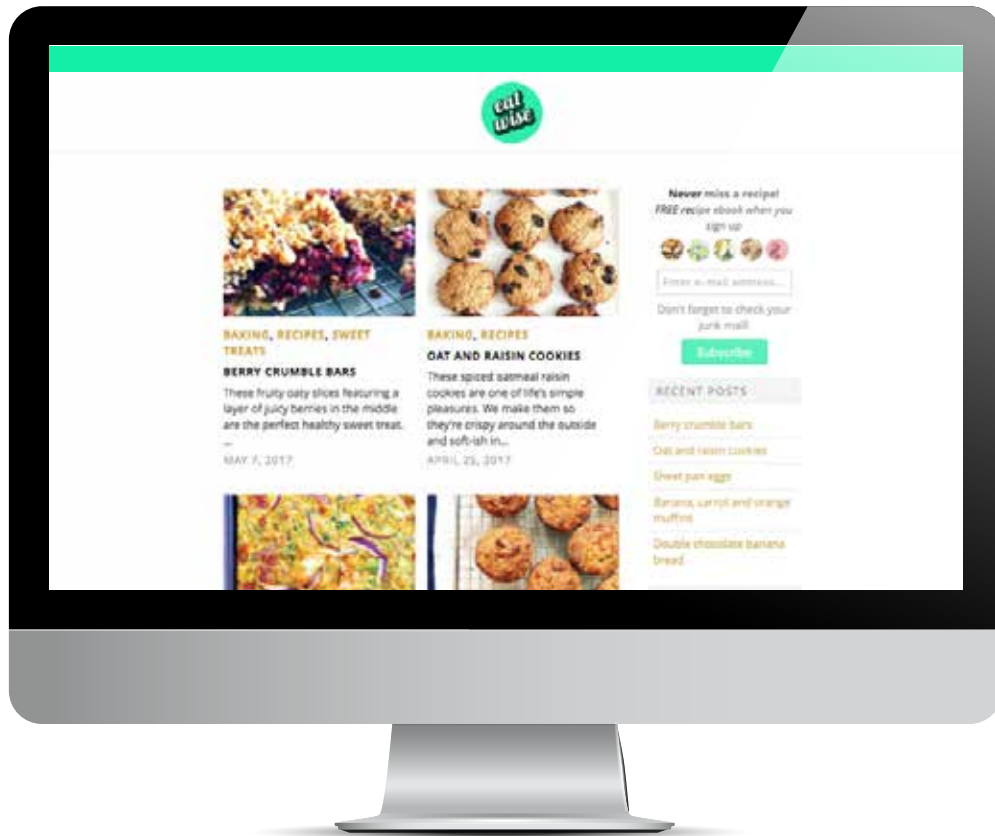
We're a brother and sister team with a passion for good, whole, REAL, nutrient-rich food. It's this passion combined with our love of cooking; some know-how gathered from a background in food and magazines (Lisa); and experience in all things digital (Tom), which led to the creation of Eatwise in 2014.

Our mission is to show that healthy eating isn't about calorie counting, elimination diets or expensive ingredients. We believe in cooking – from scratch – using real ingredients. Our ideas are designed to get more people into the kitchen to reignite a culture of cooking, and inspire wiser food choices.



eatwiseuk.com





Visitors 2,500+ / month
Page views 4,000+ / month
Email newsletter subscribers 1,400

SOCIAL MEDIA

@eatwiseuk



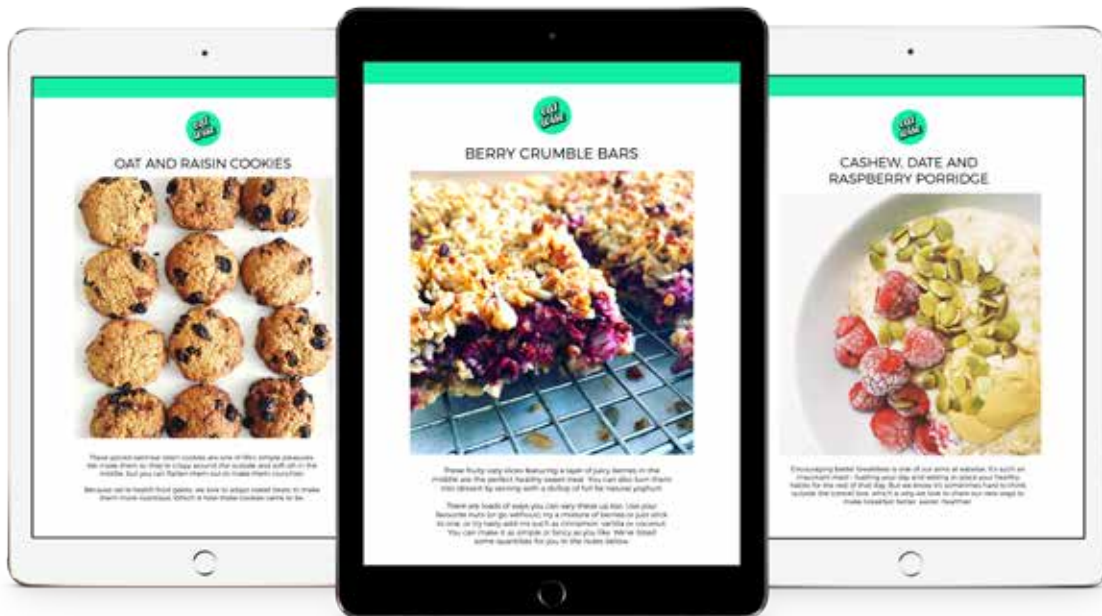
Facebook 16,400+ followers

Instagram 3,800+ followers

Twitter 2,300+ followers



READERSHIP



Female 85%

Male 15%

Ages 25-34 55%

Ages 35-44 20%

Ages 18-24 20%

UK-based 95%



WORK WITH US



Services

Bespoke recipe creation (option to feature on website/social)	from £350
Bespoke article creation	from £200
Website ad header	£150/month
Website ad footer	£100/month
Social media promotion	POA
Product reviews	POA
Competitions	POA

Contact

Tom Herriott
co-founder, digital and commercial
tom@eatwiseuk.com

Lisa Herriott
co-founder, recipe creation and content
lisa@eatwiseuk.com

