

## Media Kit - Fall 2021

### About The Salty Marshmallow

The Salty Marshmallow is a food blog for people who love practical, quick, and easy-to-make dishes. We love to feature recipes for meals and desserts that are budget friendly, creative, packed with flavor, and ready to be whipped up by the every day at-home cook.



### About Nichole

Nichole lives in Manhattan, Kansas. She is a mother of two, and her long time love of cooking has gone from a hobby to creating one of the United States' most visited food blogs in just five years. Her undying thirst for creativity in the kitchen is her passion, and her goal is to show readers food can be crazy delicious without being fussy.

### Services

- Sponsored posts & videos
- Recipe development
- Social media campaigns
- Brand ambassadorships
- Food photography & videography
- Giveaways



### Social Media

- <https://facebook.com/thesaltymarshmallow>
- [https://pinterest.com/the\\_salty](https://pinterest.com/the_salty)
- [https://instagram.com/the\\_salty\\_marshmallow](https://instagram.com/the_salty_marshmallow)
- <https://twitter.com/thesaltymallow>

### Avg. Reach

(Nov 2020 - Nov 2021)

Monthly Page Views:

**5,600,000**

Unique Visitors:

**38,000,000**

Subscribers:

**470k**

Facebook Fans:

**430k**

Pinterest Followers:

**130k**

Pinterest Reach:

**10,000,000**

Instagram Followers:

**37k**

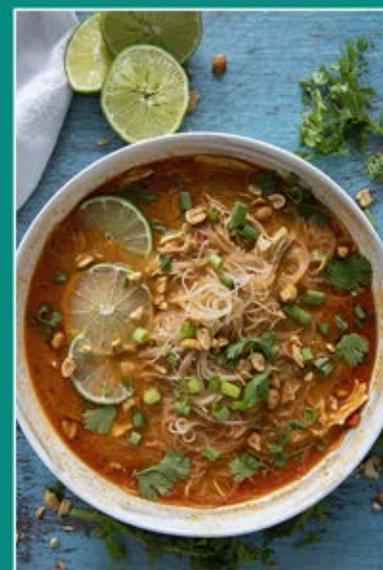
### Audience

70% of readers are women

30% are 25-34

20% are 35-44

30% are 45-64



85% are from the United States

10% are from Canada

5% are other



Contact me at [thesaltymarshmallow@gmail.com](mailto:thesaltymarshmallow@gmail.com) to find out more about how we can work together!