

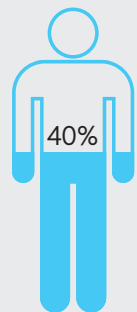
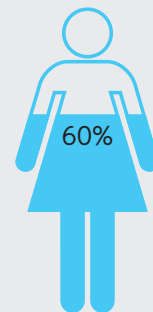
## Living the sweet life

Pinch of Sugar is the online home for those who love the sweeter things in life. Our original recipes and inspiration explore everything from childhood classics, to fun decorating concepts, to ideas for baking with the whole family. Life is better with a pinch of sugar.

## Site Statistics Highlights

>100K PAGE VIEWS  
PER MONTH

+95% AVERAGE  
MONTHLY  
GROWTH



Source: Google Analytics

# Media Opportunities

## Advertising Opportunities

300 x 250 medium rectangle (A)

728 x 90 leaderboard

15-30s full-size pre-roll video (B)

## Sponsorship Opportunities

Branded original long-form video

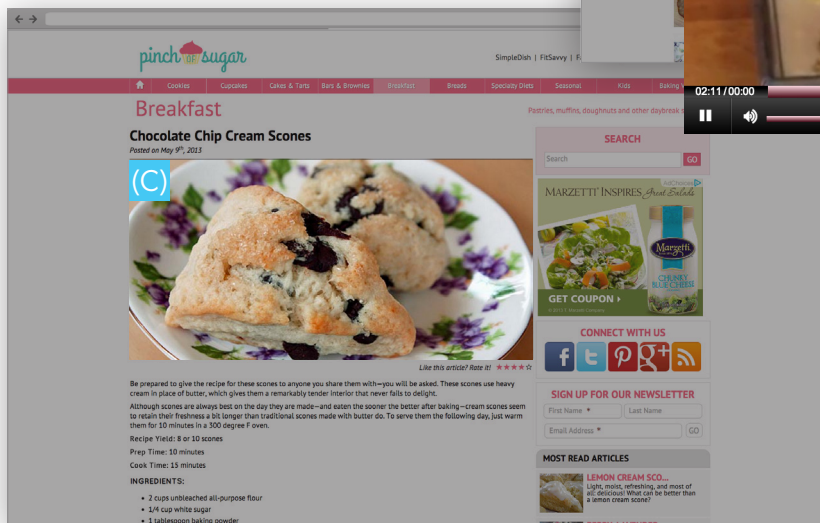
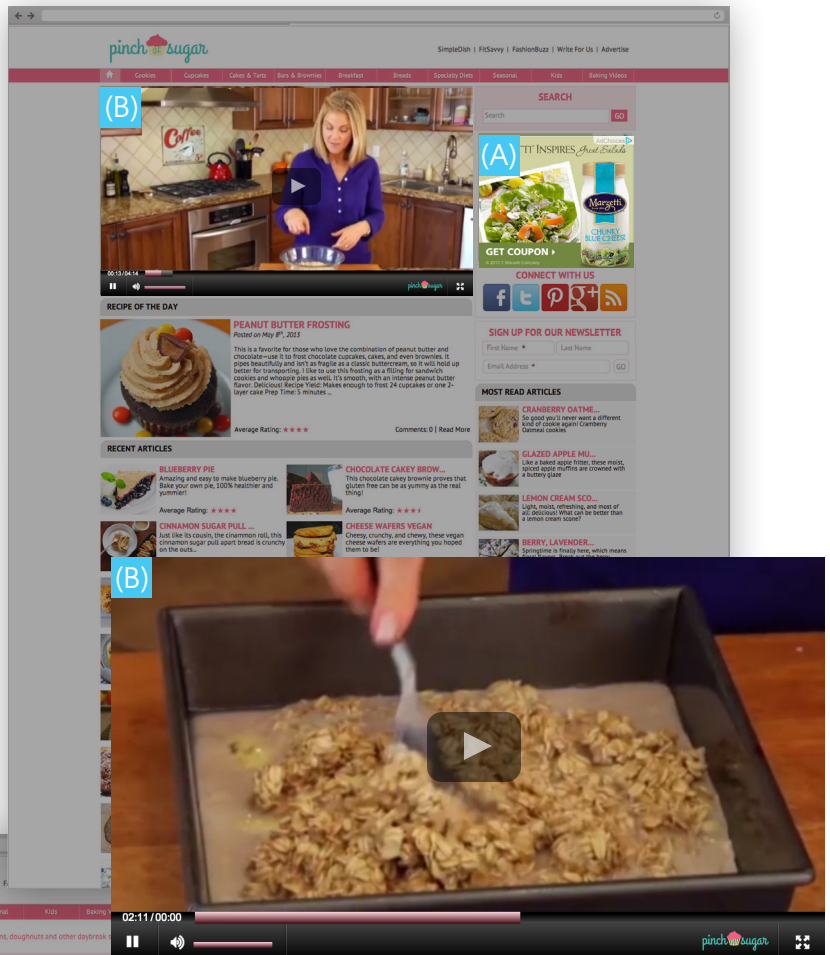
Branded recipe (C)

Article advertorial

Custom home page takeover

Email newsletter

Integrate your brand with a custom takeover of our homepage or specific category pages. We will utilize your brand graphics to make your message come to life for your target audience.



## Display Ad Unit Specifications

- > File size: 40k
- > Formats: HTML, jpg, gif, png, iframe
- > Animation: 15s max
- > Looping: 3x max

## Video Ad Unit Specifications

- > Format: flv, mp4, WebM
- > Ad size: 700 x 394 (16:9)
- > Frame rate: 29.97 frames per sec