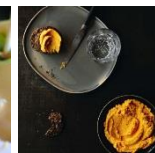


SavvyFork

Feast Your Eyes

2013 MEDIA KIT





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Blueberry, Honey, and Mint Smoothie

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Pumpkin Doughnuts with Buttermilk Spiced Glaze

By Mom, What's For Dinner?
Savory, Easy and Healthy
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Spicy Hushpuppies

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Grilled Chicken with Blackberry Sweet and ...

By Savvy Fork

Our visual homepage displays 60 recipe cards per page. Every fourth card is a sponsored recipe.



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Savvy Fork Home > Drinks > Blueberry, Honey, and Mint Smoothie

Email this recipe to a friend

Blueberry, Honey, and Mint Smoothie



A refreshing and filling smoothie that's great for a post-workout drink or a breakfast on the run. The [Dannon Oikos](#) greek yogurt will keep you full for hours, while the blueberries provide antioxidants and other essential nutrients.

Food Bloggers

[Add Your Recipe Today!](#)

Cooking Tips

- You can substitute other types of berries for the blueberries, such as strawberries, raspberries, etc.
- If you decide to use frozen berries, be sure to cut back on some of the ice.
- Remember to use [Dannon Oikos](#) yogurt in this smoothie for a rich tanginess.

Share Recipe



77

Ratings

10

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Tweets

4

Pinterest Pins

9

Google+

Ingredients

2/3 cup Dannon Oikos Vanilla Greek Nonfat Yogurt
1 tablespoon honey

1/2 cup ice



Dannon Oikos

www.oikosyogurt.com

[view all 7 recipes](#)

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More Drink Recipes:



Recipe pages funnel traffic to the advertiser website/blog for full directions.



WHY SO SAVVY?

- **High-Quality Content:** Content is curated by the editorial team. Blog partners include *From The Kitchen of Mama Harris*, *The Grant Life*, *Garnish With Lemon*, and *Home Skillet Cookin'*, and *Steamy Kitchen*.
- **June Media Backing:** SavvyFork content is promoted daily by other June Media properties Recipe4Living, FitandFabLiving, and Work It Mom and third party recipe partners.
- **The Feed:** SavvyFork's insider emails send users a snapshot of what's new and popular. *The Feed* also highlights newest sponsored content.
- **Engaged Users:** An average of 7.3 pages per visit and a bounce rate of less than one percent.
- **Rapid Traffic Growth:** 105 percent increase in pageviews each week since launch .
- **Native Advertising:** Native advertising opportunities include logo placement on homepage recipe cards, sponsored recipes, bi-monthly giveaways, cooking tips, ingredient listings, and editor's comments.
 - SavvyFork has the highest level of brand integration and engagement of any recipe site.
- **Traditional Advertising:** Traditional advertising opportunities include banner placement both on the site and in the newsletter.



SavvyFork

OUR AUDIENCE

Food-lovers who like to try making new and exciting foods.

- Young mothers with upscale tastes
- Live in urban and suburban areas
- Active on social media
- Career-focused and mostly college educated
- Enjoy fine entertainment and travel





THE FEED

- Newsletter that highlights partnerships, most popular recipes, and latest submissions.
- Sleek design and engaging visuals extend the SavvyFork experience and encourage users to visit the site.
- Chance for the editorial team to share favorite blogs and brands.

[View this email in your browser](#)

June 3, 2013

The Feed from SavvyFork

Week's Top Recipes

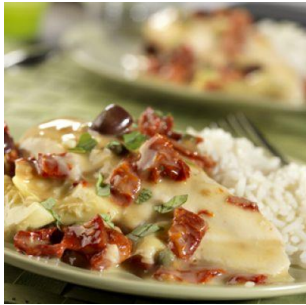
This week, we've got some awesome top recipes. We've got Unbeatable Banana Pudding from Recipe4Living, Whole Foods' Fresh Salsa, Old-Fashioned Chocolate Chip Cookies, and a whole lot more. Plus, our friends at Tootsie Roll share an awesome Andes Mints Flourless Chocolate Cake recipe!



From Our Sponsors



Our friends at Tootsie own one of our favorite candy brands: Andes Mints. Their flourless chocolate cake recipe has four sticks of butter AND Andes Mints. Win-win.



PACKAGES

Taste

- Branded recipe cards and recipe detail pages
- Editorial review and cooking tips for each recipe
- Three SEO-optimized backlinks from each recipe
- 300x250 banner ad on recipe detail pages
- Promotion in *The Feed* after campaign launch

Main Course (includes everything above)

- Social media promotion
- Recipe card impressions per month
- Featured recipe card impressions per month
- Run of site ad impressions
- SEO link building

Feast (includes everything above)

- Dedicated issue of *The Feed* highlighting all content
- Featured sponsor recognition in partner section

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Savvy Fork Home > Main Dishes > Seafood Pasta Salad

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Seafood Pasta Salad

This [Pfaltzgraff](#) recipe makes for a beautiful, colorful entree that tastes as good as it looks. The bright green veggies provide a little crunch amidst the soft pasta and tender crab meat, while the purple onion lends its sharpness and brilliant color to the dish. You can serve this chilled on a summer evening with guests or warmed for an impromptu weeknight meal.

Pfaltzgraff
www.pfaltzgraff.com
view all 21 recipes

Food Bloggers
Add Your Recipe Today!

Cooking Tips

- It is not necessary to devein shrimp, but generally, any shrimp big enough to have a visible vein should be deveined. Inside that vein is digested material and sand that needs to be purged from the shrimp's body. Leaving the vein in can also produce a gritty texture in the shrimp.
- Shrimp should be used within two days of purchase to ensure optimal taste and texture.
- Store fresh shrimp that will not be cooked immediately in the coolest area of the refrigerator, preferably on ice and covered with waxed paper. The waxed paper allows air to circulate around the shrimp.
- Sauté the onions to give this [Pfaltzgraff](#) dish more sweetness.

Share Recipe

89 Ratings | 11 Facebook Shares | 8 Tweets | 8 Pinterest Pins | 6 Google+

Ingredients

- 1 cup sugar peas, cooked and cooled
- 8 oz. imitation crab meat, shredded
- 1 cup broccoli florets, cooked and cooled
- 1 lb. shrimp, steamed
- 1 cup yellow squash, cooked and cooled
- 1 cup of your favorite salad dressing such as Caesar, Italian or Ranch
- 8 oz. fettucini, cooked and cooled
- 1 cup purple onion, sliced thinly

Directions

Want to see the entire recipe? [Click here](#)

Published September 09, 2013.

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