

San Francisco Food

media kit



ABOUT THE FOUNDER

I'm the author of *The Food Lovers' Guide to San Francisco* and the critic/blogger behind San Francisco Food's restaurant and cooking posts. As an avid photographer and freelance editorial writer, I head up all content and design activities at SF FOOD.

Born and raised in New York but a long-time resident of the Bay Area (since 1997!) I'm a mom to two kids and a person with thousands of interest. By night, I can be found anywhere in the Bay Area shooting and tasting food, or in a mad state inside my kitchen cooking up new items and experimenting. By day, I'm the VP of Marketing of a marketing agency and handle print and digital marketing for technology and food companies.

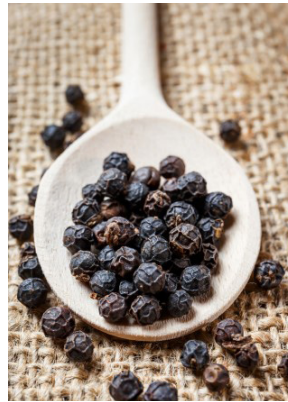
SFFOOD.NET

San Francisco Food was founded in 2009 by Grace Keh and was completely overhauled into the current site's branding and design in 2014. In 2011, just two years into the site's existence, I was commissioned to write *The Food Lovers' Guide to San Francisco* and it was released worldwide on paperback and Kindle in 2012 and still holding steady at #1-5 in the Travel Books section of Amazon.

Voted one of San Francisco's top bloggers and as one of the 10 Instagram Accounts to Follow by SF Weekly, I have engaged foodies worldwide during the visits to the SF Bay Area. My content is fresh and completely original and combined with my food photography, the posts are popular on social media but even stronger in organic search.

While the site's original focus was on restaurant reviews, an arena where I had chosen to focus, we quickly expanded to cooking and recipe posts, which are now even more popular than the restaurant reviews!

In 2015, we decided to add product reviews and continue to receive samples upon approval for review on the website. We have since taken on food photography clients on a selective basis.



WHAT WE CAN DO FOR YOUR BUSINESS

From our owned assets, we have access to nearly 4 million followers across social media assets. In addition to all advertisements and sponsored content, we offer our sponsors the opportunity to advertise across our social media sites.

Our readers are incredibly active on social media and often share our posts with their networks. On an average post, we've received approximately 100-150 shares, sometimes topping off near 500 shares as well.

We offer various types of sponsorships, and based on your objective, will gladly advise you on which would be most beneficial. From advertisements to product reviews and giveaways, we generate content that will increase traffic to your site near instantly, and will convert your visitors to customers.

A PEEK INTO SOME PERTINENT STATS

ACCESS ON SOCIAL MEDIA:
TOTAL 3.8 million fans across
owned pages

INSTAGRAM FOLLOWING: 1,425

TWITTER FOLLOWING: 5,289

FACEBOOK SF FOOD ONLY: 1,600

PINTEREST MONTHLY VIEW: 6,000

MALE TO FEMALE: 37 - 63%

READER AGE GROUP: 39% fall into
the 25-34 age group; 19% fall into
35-44 age group

READERS IN THE U.S.: 74%

ORGANIC SEARCH VISITORS: 69%

DIRECT TRAFFIC: 14.3%

WEBSITE PAGE VIEWS: 80,452

WEBSITE UNIQUE VISITORS: 36,357

WEBSITE SESSIONS: 42,104

% NEW SESSIONS: 86.15%

PAGES/SESSION: 1.91 pages

NEW VISITORS: 86%

The demographic for San Francisco Food is predominantly female at 63.2% with 36.8% of my readers being male. The majority age group for the visitors fall significantly in the Millennial age group of 25-34 at 39% with 35-44 being the second highest age group at 19% and true millennials coming in at 15% of the SF FOOD readers.

Seventy-four percent of my readers are from the United States and I have a global audience with strong representation from Singapore, Canada, Japan, the United Kingdom and Australia with 80% listing English as their first language.

Their interest groups range primarily between Cooking Enthusiasts/Aspiring Chefs, Travel/Hotel & Accommodations and Food & Drink, of course.

Eighty-five percent of my readers are new visitors and 15% of them are consistently returning visitors. They find my site via organic search (69%), and direct traffic (14.3%, with high social media and referral traffic. Of all social traffic, Facebook visitors account for 74% where we have access to almost 4 million followers, and 14% comes from Pinterest.

SPONSORSHIP CRITERIA

The only limitation for advertising sponsors as listed on the next page is that the advertisement must be PG, and either (1) designed in high resolution and good design, or (2) designed by our agency.

In order to have the most successful partnership for both parties, we limit our content sponsors to businesses who meet certain criteria. This keeps SF FOOD producing content that is beneficial to our demographics in some way, and ensures that the copy about your business proves actionable and of interest to our readers so that your objectives can be met.



PRODUCT INTEREST

The product and/or service must be conceivably of interest to our readers. While local dry cleaners are important, we cannot get the engagement we want on our posts if it's not a product that will pique their interests.



CONVERSION

We want your sponsorship to be successful. If it's not a product most buyers can readily buy, be it due to price or difficult in purchasing, this is not something suitable for a sponsored post.



INDUSTRY

We are committed to limiting all sponsorships to the food and beverage industry. This includes cooking, travel and possible some other industries but we apologize that we cannot make an exception to this rule.

ADVERTISING AND SERVICES PACKAGES

Listed below are our typical advertising packages. Depending on your needs, the prices can fluctuate, so please understand that this cost is for regular and typical sponsorships.

designed ads

For our homepage, sidebar, in-line, leaderboard or skyscraper ads, prices will be charged by the month, prepaid, and prices range from \$75 per month for a 125x126 ad, up to \$550 per month for skyscrapers. Should you need it, design services are available via our marketing agency. In rare events, we will include the advertisement in our content when applicable.

product recommendation

Since we produce regular content across our owned assets, we're able to include your product into our copy as a recommended product for that particular post. We approve these only when we have a suitable post in which to include your product slated for the near future, and is based upon first trying the product. The average cost is \$350 per mention.

sponsored posts

Sponsored posts are our highest level of sponsorships. The criteria listed on page 2 applies here. Sponsored posts are crafted for you by our staff and posted on sffood.net. All imagery and suggested content is supplied by you. There are various levels of amplification available for sponsored posts. All sponsored posts will be designated as such in the title.

food photography

We provide most aspects of food photography services. For onsite visits, we charge for all expenses including food stylists, when necessary and the photographer's time. For editing projects where you provide the photo, we bill by the full hour and will return a fully edited and enhanced food photo. For all other projects, please email.

content services

We provide food and/or cooking content for clients. These are priced on a case-by-case basis and there is no standard fee per word. Content services can include photography services, when needed, or we will purchase stock photography. Prior to delivery, the content is reviewed by a professional editor, and optimized for search marketing purposes, all included for the project price.

social media services

We've worked hard over many years to build our incredible social media outlets. We're a tad less picky about what we advertise on our social media pages, so if you have existing content that you want blasted across one or all of our assets, it's simple. We do measure engagement and clicks on all of our social media posts, and deliver results at the end of the campaign and contract period.

AS FEATURED IN

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

GILT
G R O U P E

RESTAURANT.COM®
BEST DEAL. EVERY MEAL.



OUR COMBINED SOCIAL REACH



3,900,000+



13,256+



2,224



216

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