



# Real Food Whole Health

Helping families take control of  
their health...*Naturally!*

[www.RealFoodWholeHealth.com](http://www.RealFoodWholeHealth.com)

*Media Kit*



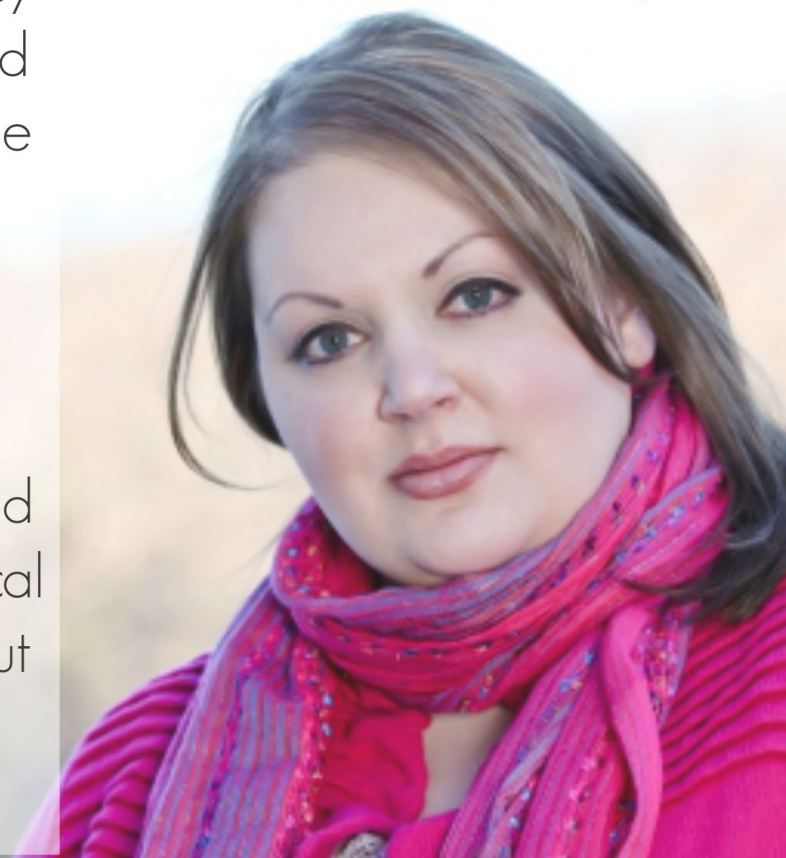
Real Food Whole Health is a natural lifestyle website with a focus on real food nutrition, cooking, holistic health, family wellness and a balanced approach to living.

Founded in 2010 by nutritional therapists Amy Love and Matt Varner, Real Food Whole Health has become a popular go-to resource for families taking control of their health.

Amy and Matt are passionate about the real food lifestyle. They owned an organic New England farmstead for several years while building a thriving nutrition practice and online community.

Currently, they are touring the country on their "Real Food Road Trip"- a mission to explore the local real food communities throughout the US and connect with their readers in person.

## *Who We Are*





# Our Community

## Demographics

88% female



12% male



## Page Views

Average Page Views

**110,588**

Average Unique Views

**82,461**

Average Unique Visitors

**63,887**

## Social Media



**205,000 +**



**6800 +**



**3600 +**



**10,500 +**

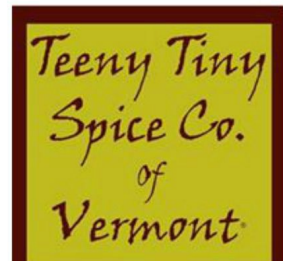


**5,000 +**





# We've Worked With



# Let's Work Together

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## Options



### Resource Guide Listing

Our Resource Guide is a permanent, online directory showcasing brands that offer healthy, organic, natural and sustainable foods, products, home goods, personal care items and educational resources that help our readers live a whole health lifestyle.

Each Resource Guide listing includes a short linkable title in the category of your choice and also includes a short 15-20 word description.

**\$197/annually**

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# Let's Work Together



## Product Review

Testimonial advertising is extremely powerful and people want to tell their friends about products they have heard about and love.

### How It Works:

You will send us a full-size sample of each product to be reviewed. If you would like us to review a product line, we need one of each product in that line. Samples will not be returned.

After receipt, we will evaluate the items and prepare our review. Product reviews are promoted through social media channels, through email and a blog post dedicated to highlights and benefits of your product(s).

**\$500/review** (plus product and any shipping costs)



## Product Review+Giveaway

Everyone loves giveaways! Adding a giveaway to a product review generates a lot of excitement about your company and product.

You will also have the unique opportunity to give the entrants the option to add themselves to your mailing list or connect with you on social media.

Giveaways will be promoted through social media, through email and included in the product review blog post. Giveaways are run over a 7 day period.

After a winner is randomly selected, you are responsible for shipping the prize to the winner. After the giveaway is over, the blog post will be edited to remove giveaway details, but leave the product review info for evergreen content.

**\$850/review+giveaway** (plus product for review, product for winner and any shipping costs)



# Let's Work Together



## Custom Partnership Packages

This is our preferred method of working together to share your brand! These custom packages allow for a long-term, deeper and more strategic relationship together.

We have found that this is our most effective avenue of sharing your products and/or services with our readership. By us truly becoming a brand ambassador, the message is naturally woven into our communications.

We will work with you to design what works best for your goals. Most packages include a combination of product reviews, blog post inclusion, personal recommendations, social media mentions and more over a longer period of time.

**Starting at \$1600**

# Ad Policy

**RIGHT TO REFUSE:** Real Food Whole Health, LLC (hereafter referred to as “publisher”) reserves the right to refuse any advertising requests based upon the content of the ad, the promotion request or the product/service being advertised. Publisher also reserves the right to refuse to review any product. Samples will not be returned whether product was reviewed or not. All ads must reflect the values of Real Food Whole Health, LLC in that they are some combination of, or related to, real food, natural health, non-toxic or green living.

**PRODUCT REVIEWS:** We almost always love and adore the products we are sent and we will be happy to rave about it and share it with everyone we know. However, we will be honest in our review. If we do not care for a particular product, we will simply state that it was not to our taste and perhaps a brief explanation why. We are committed to always be professional, courteous and tactful. If we truly can not endorse the product, we will let you know and you have the option of asking us not to post a review. This has never occurred, but please note we retain the right to refuse to review, endorse or accept any product for any reason. If this situation were to occur, half of the product review fee would be refunded.

**GIVEAWAYS:** Advertiser is responsible for sending the winner the product and/or providing the service won in a timely manner.

**INDEMNIFICATION FOR LIABILITY:** Advertiser is solely responsible for any legal liability arising out of or relating to the advertisement, and/or any material linked through the advertisement. Advertiser agrees to indemnify the publisher and to hold the publisher harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by the publisher, arising out of or related to advertiser's breach of any of the foregoing representations and warranties.

**LIMITATION ON DAMAGES:** In no event will the publisher be liable to the advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort, negligence, or otherwise, and whether or not the publisher has been advised of the possibility of such damage.

**DELIVERY OF ADS:** The publisher will make a good faith effort to begin the display of ads or promotions on the start date if applicable. However, the advertiser understands that by the nature of online advertising, the advertising campaign's exact start and end dates and the rate of daily impressions delivered may vary due to fluctuations in daily traffic. Furthermore, site statistics are provided as-is without any guarantees. The publisher shall not be liable for advertising statistics. Every effort is made to keep the site in good working order, but Publisher can not be held responsible for technical difficulties.

**PAYMENTS:** Payment is due before any display of ads, posts or promotions. There are no refunds, unless otherwise written. We accept credit card payments via PayPal or payment can be made by check payable to Real Food Whole Health, LLC.