



2011 Media Kit

VegKitchen.com
with Nava Atlas

For advertising information call
413.458.1721
Berkshire Direct
173 Water Street, Suite 7
Williamstown, MA 01267
www.berkshiredirect.com/vegkitchen

VegKitchen.com

Nava Atlas' broadly recognized expertise in all aspects of vegan living makes VegKitchen.com (on the web since 1996) the resource for those living a vegetarian or vegan lifestyle. Your business can profit from her access to this highly desirable market.



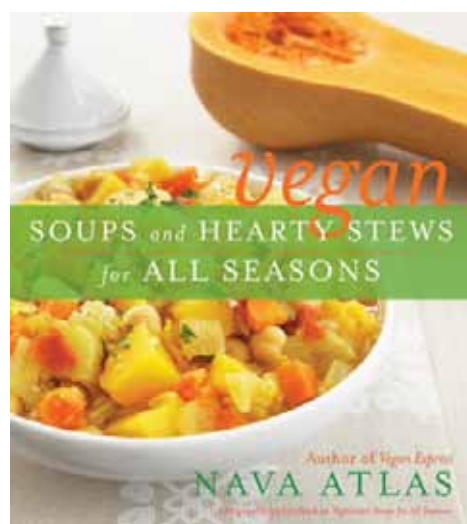
Nava Atlas

VegKitchen.com is "one of the web's best vegetarian sites"

SavvyVegetarian.com

Books & Print

Nava has published books on vegetarian and vegan living since the release of her first book, *Vegetariana*, in 1984. She is the author of 10 vegetarian and vegan cookbooks. Her next book, *The Vegan Holiday Kitchen*, will be published in October 2011. Nava has also written scores of articles on healthy eating for *VegNews*, *Vegetarian Times*, *Cooking Light*, and other major publications.



Online

- VegKitchen.com
- [VegKitchen Newsletter](#)
- [Recipe of the Week](#)
- NavaAtlas.com
- Facebook.com/VegKitchen



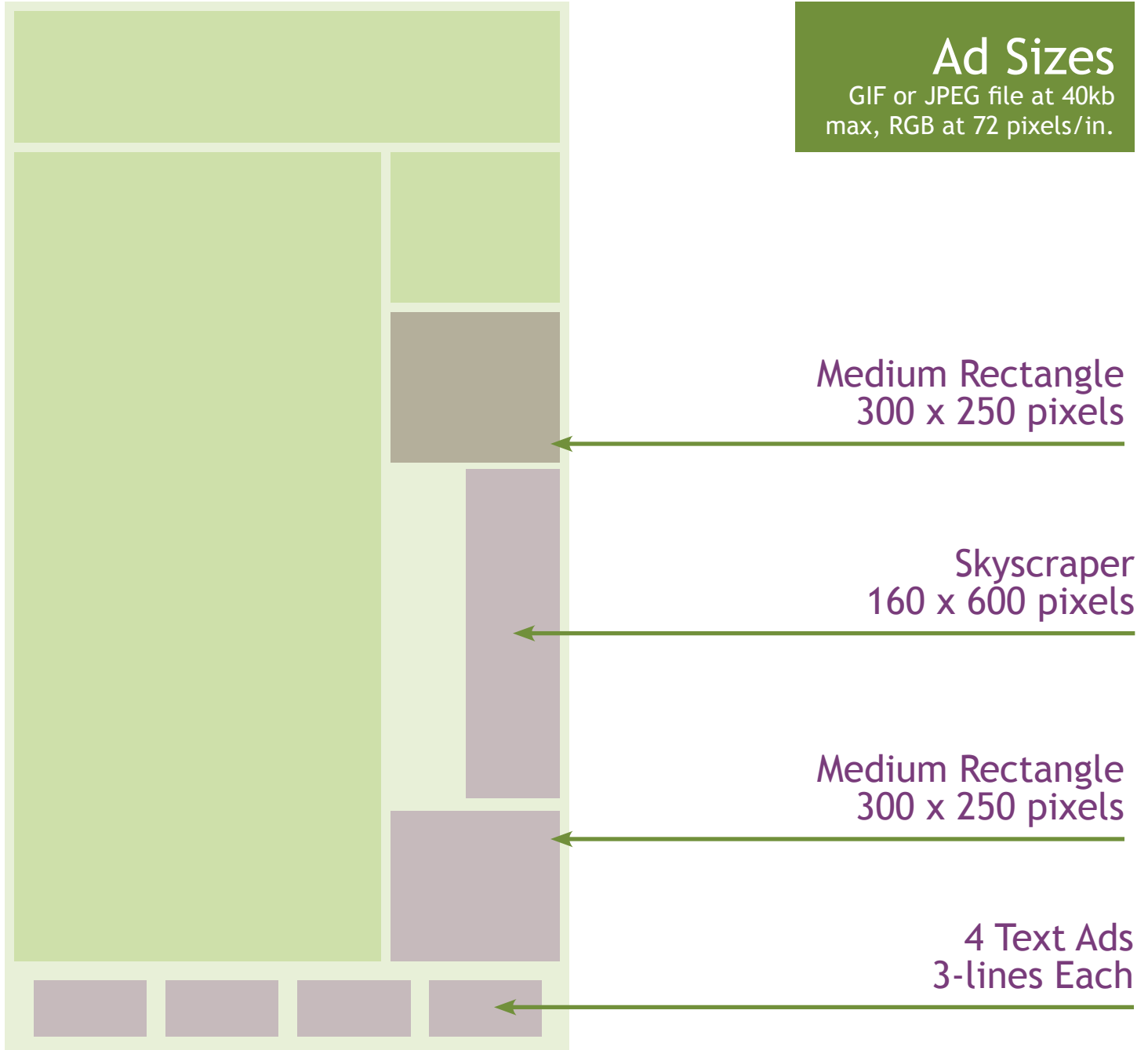
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Banner Ads

300x250's, 160x600's and Text Ads



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Contextual Advertising

Own a highly-ranked, keyword-optimized page!

Using seasonal (and ideally, organic and local) produce and ingredients, you can create meals that are dazzling to the eyes and palate that are incredibly simple to prepare. When we eat seasonally, locally, and organically, we support sustainable agriculture. This in turn reduces our dependence on imported produce, and in effect, the energy required to transport it and the pesticides used to grow it. Eating seasonally is a sensible habit that's good for the earth, as well as a healthy, sensory pleasure that's good for you and your family.



Share / Save

Categories : Features

Print This Post

LEAVE A REPLY

Name (required)

Mail (will not be published) (required)

Website



Inline Banner,
468 x 60 pixels

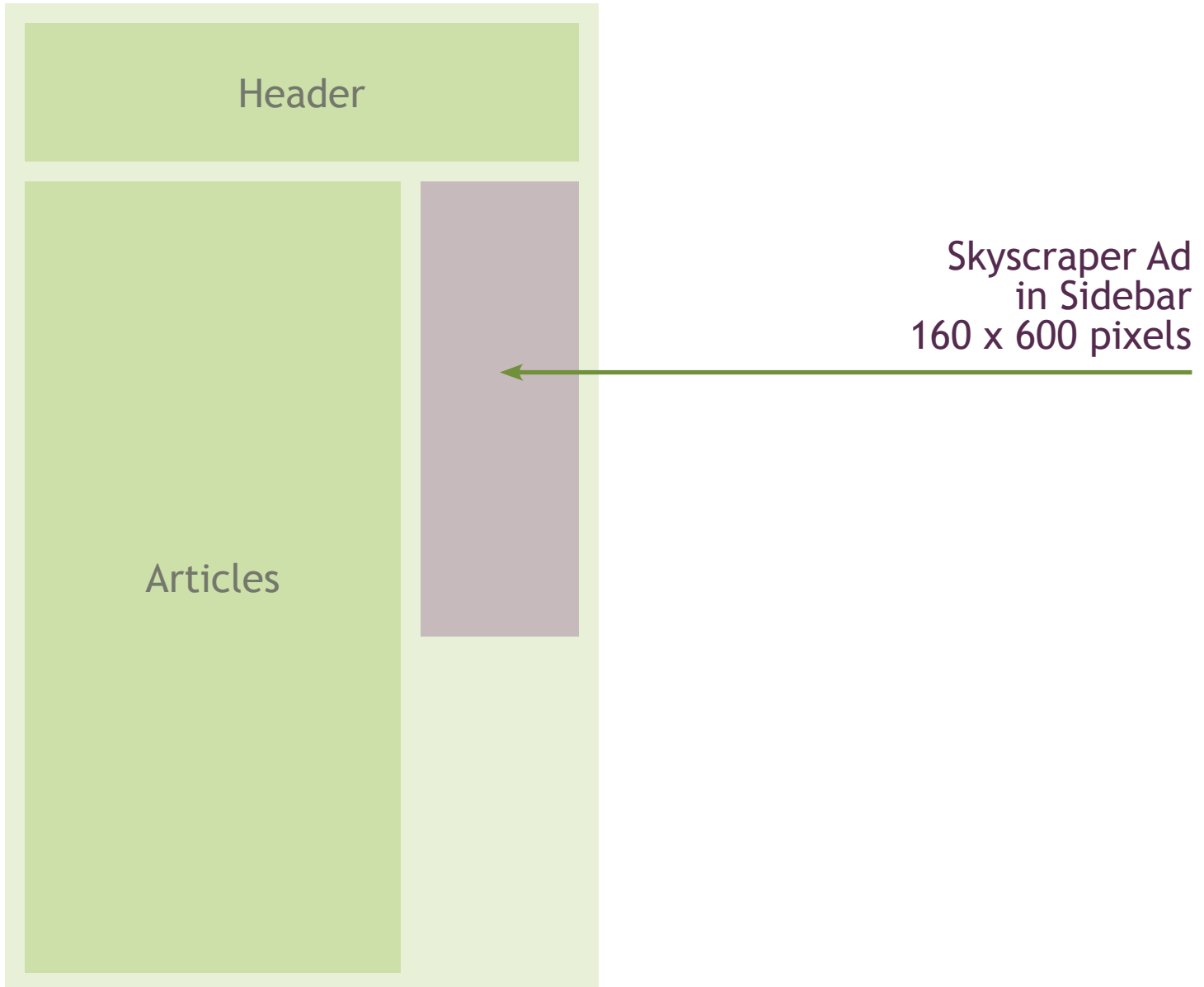


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e-Newsletter Sponsorship

1X per month



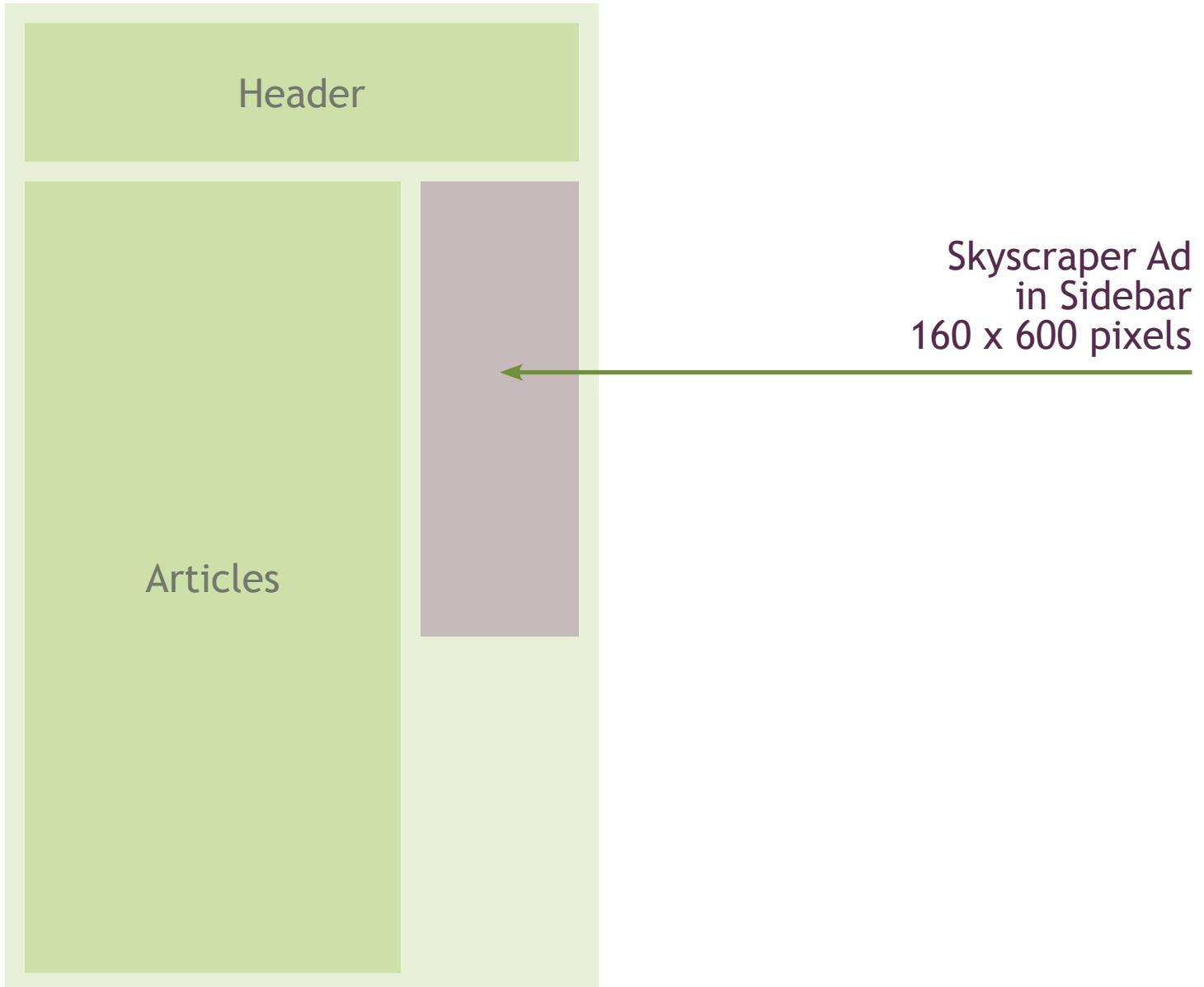
Subscribers
• 12,000 addresses



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Recipe of the Week Ads

1X per week



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Traffic

Unique Users / mo. average	50,000 +
Visits / mo. average	65,000 +
Average Visitors Per Day	2,100 +
Page Views / mo. average	140,000 +
Visits from Search Engines (Google, Yahoo, etc)	65%

[Source: Google Analytics, November 2010]

Demographics: According to Alexa, VegKitchen's top demographic group is college-educated females between the ages of 35-44.

TERMS

Unique Users - The number of nonrepetitive visitors to the website in a 30-day period.

Visits - The session activity for one user on a website during a fixed timeframe.

Page Views - The number of times users view a specific page.

Search Engine Results - Visits from Google, Yahoo, and other search engines.

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Rates

ON PAGE

PRICES

Medium Banner, 300x250	\$250/mo
Skyscraper Sidebar Ad, 160x600	\$150/mo
Contextual Banner, Inline 468x60	\$250/mo
Text Ads	\$25/mo

EMAIL MARKETING

Newsletter Sponsorship, 160x600	\$400/mo
Recipe of the Week, 160x600	\$200/wk

Bulk rates negotiable

** NOTE: Monthly ad rates for Sidebar Banners and Sidebar Skyscrapers are for placement in random rotation with up to four (4) other ads at each spot. The Monthly Rate for Contextual Banners is for sole ownership of the specified page for the entire 30 day period. Monthly text ad rates are for placement in random rotation with up to four (4) other ads at each spot.*




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Coupon Advertising

Think outside the box for great response!


With the expanding array of deal offerings by sites such as Groupon and Daily Gourmet, consumers are looking for value. This is definitely true for VegKitchen's key demographic, college-educated females between the ages of 35 and 44. VegKitchen's recipes and articles present an array of natural products and foods that consumers want to try. Make it tempting for VegKitchen readers to buy your products by offering a 10% to 20% coupon on in-store or online shopping, on site or in one of our e-newsletters.

Easy Vegan & Vegetarian Recipes, Kitchen Tips, and Products for a Healthy, Plant-Based Lifestyle



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FEATURE ARTICLE



WINTER SQUASH


Winter squashes adorn my kitchen from October through March. I'll admit that a big old winter squash may not be a practical choice when you come home starving at 6:30; and they can be cumbersome to work with unless you have good, sharp knives. I've ...more

RECIPE OF THE WEEK



subscribe here

RECIPE OF THE WEEK



"BUDDHIST'S DELIGHT" STEW

Inspired by a favorite vegetarian Chinese restaurant dish, this stew is enhanced with protein-packed seitan. Made from cooked wheat gluten, seitan is sometimes called "wheat meat," as it resembles beef chunks. Though dense and chewy and somewhat ...more

FEATURED VEGAN & VEGETARIAN RECIPES

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Vegan