

# THE GOURMET INSIDER™



MEDIA KIT

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THE GOURMET INSIDER, A NEW  
**DIRECT-TO-CONSUMER** MEDIA  
BRAND, FEEDS THE CULINARY  
AND ENTERTAINING PURSUITS  
OF **HOME COOKING** AND  
**BEVERAGE ENTHUSIASTS** WHO  
CRAVE EXPERT INFORMATION,  
INSTRUCTION AND INSPIRATION ON  
THE LATEST **TRENDS, RECIPES,**  
**PRODUCTS** AND **TECHNIQUES.**

THE  
**GOURMET**  
INSIDER™



WEB.  
VIDEO.  
SOCIAL  
MEDIA.  
VIRTUAL  
EVENTS.

# OUR AUDIENCE... WOMEN AND MEN BETWEEN THE AGES OF 27-45 WHO:



Would rather spend money on dining/food experiences than clothing, makeup, sports equipment, other material things

Enjoys dining at mid/upscale restaurants

Has intermediate knowledge of food + bev trends, enjoys reading about these trends and trying them, too.

Wants to (and does) invest in the better/best selection of housewares

Has confidence in the kitchen or at the grill to try new and different recipes and even cuisines

Enjoys at-home entertaining and wants easy tips, tricks and hacks to impress their friends but not be too time-consuming

Wants to make cocktails correctly; they won't settle for a vodka cranberry or a "neat" spirit because they don't have the knowledge

Wants to learn (and perfect) new cooking, baking and grilling techniques

Avid "foodies" – they know the best places in their local region to eat and drink

Wants to share their knowledge via social media

Enjoys mid-range priced wines and likes to impress their friends with their selections

Has an intermediate knowledge of cooking at home. Not making basic dishes, but not making four-course meals



## OUR AUDIENCE...

Enjoys entertaining and sharing exciting **food, beverage** and **lifestyle** concepts with friends and family.

Craves insights on the **trends, tastes** and **techniques** for creating spirited, refined dining and entertaining experiences

Aspires to be a skillful, connoisseur when it comes to **pairing** the latest adult beverage and **culinary creations...** and using the proper tools to do so.

Trusts The Gourmet Insider team's combined decades of gourmet industry **experience, knowledge** and **relationships**.

THE  
**GOURMET**  
INSIDER™



FOOD.  
BEVERAGE.  
LIFESTYLE.



THE  
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## OUR SPECIAL CONTENT...

**The Tasting Room:** Exclusive demonstrations, techniques, tips and insights from culinary pros—including chefs, mixologists, makers of wine, spirit and beer makers, gourmet product purveyors and more.

**The Recipe File:** Easy-to-follow, step-by-step directions for preparing imaginative, appetizing foods and beverages.

**Behind The Bar:** Informative how-to cocktail videos with The Gourmet Insider's personal touch for the aspiring home mixologist.

**Easy Entertaining:** Home dining and entertaining expert Deborah Shearer spotlights the latest trends, styles and accessories as she shares her secrets to creating inviting, beautiful tablescapes for holidays and special occasions.

**The Gourmet Insider Newsletter:** A review of the latest features, recipes and videos from The Gourmet Insider, plus special content available exclusively to e-newsletter subscribers.

DEMOS.  
TECHNIQUES.  
TIPS.  
INSIGHTS.

# OUR SPONSORSHIP SOLUTIONS...

**Sponsored Content:** Multimedia content solutions— provided by client or created in partnership with The Gourmet Insider— including articles, videos and social media entries covering informative, engaging food, beverage and lifestyle topics aligned with the sponsor.

**Content:** Original content by The Gourmet Insider embedded with sponsored elements, including product placement and citation in articles and videos, links to sponsor-designated websites; product spotlights with direct e-commerce links.

**Tag Sponsorship:** A form of category sponsorship, package connects specific keyword tags to sponsor, whose advertising is displayed within posts and aggregated search results for each sponsored tag. Can be packaged with native and co-branded promotions.

**Custom Video:** Educational video produced by The Gourmet Insider presenting commentary and product demonstrations direct from sponsor.

**E-Cookbook:** Sponsored collections of themed recipes that are sharable, downloadable and printable.



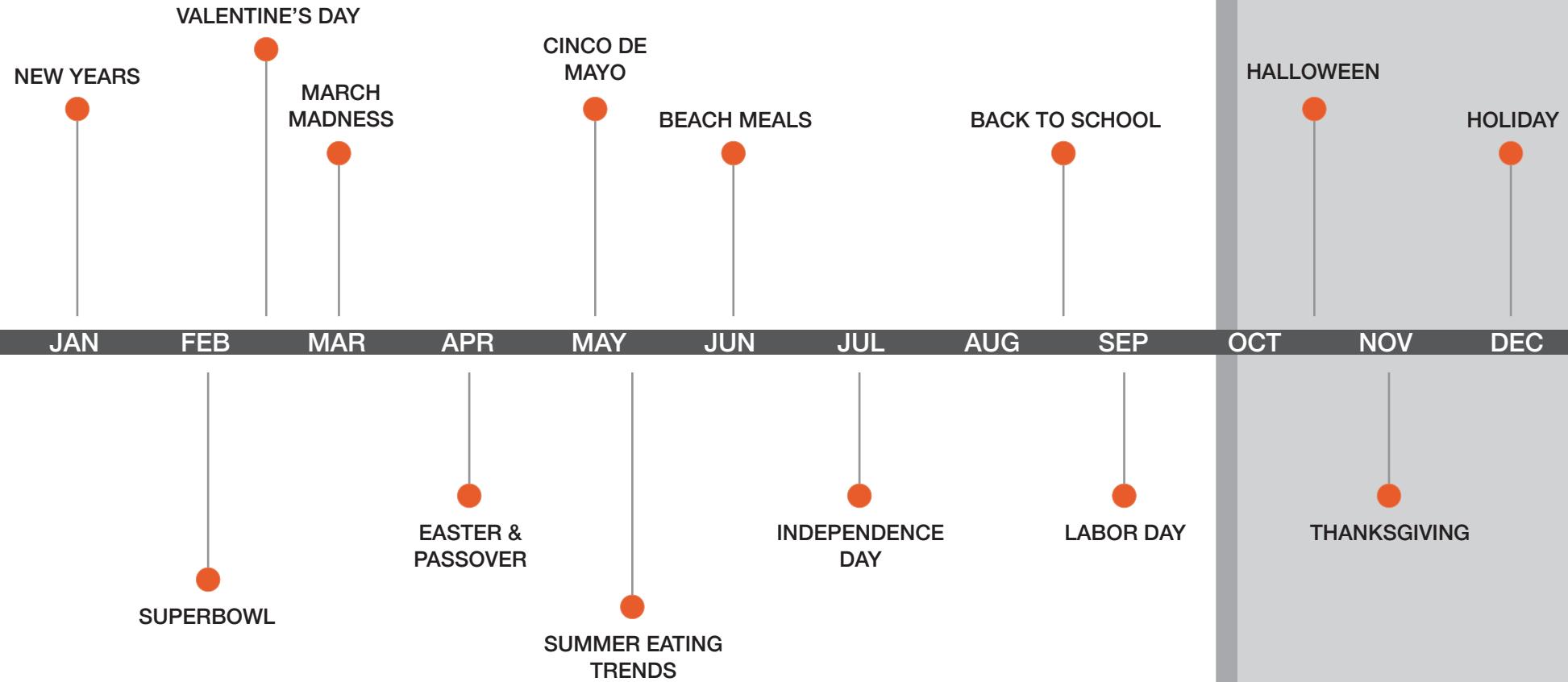
THE  
GOURMET  
INSIDER™



SPONSORED.  
NATIVE.  
TAGS.  
VIDEO.  
COOKBOOKS.

# OUR SPECIAL MOMENTS...

THE  
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THE  
GAME  
PLAN.

# OUR CONTRIBUTORS...



**Natalie Migliarini**

Beautiful Booze's Natalie Migliarini is one of the most influential voices in cocktails today. She's passionate about cocktails, education and empowerment, and sharing her journey with others through her drinkable moments around the world on her Instagram @BeautifulBooze.



**Deborah Shearer**

Deborah Shearer is CEO and creative director Table + Dine, a Nashville-based marketing and merchandising firm creating digital content solutions in tabletop, housewares and textiles. A visionary designer and stylist, she has a unique eye for connecting people to products.



**Brian Freedman**

Brian Freedman is a wine, spirits, food, and travel writer, restaurant and beverage consultant, drinks educator, and event host and speaker. He writes the Wines of the Week column for forbes.com, as well as other wine- and spirits-focused articles and commentaries.



**Devin Parr**

Devin Parr is a San Diego-based freelance writer and consultant specializing in wine, travel, wellness, and lifestyle. She holds a certification in wine expertise from the Apicius International School of Hospitality in Florence, Italy, and is currently pursuing her WSET Diploma.



**Brooke Sager**

Brooke is a writer, editor, and storyteller who thrives on combining my passions for writing (conceptual and editorial) and lifestyle topics everyday. She has 10+ years of experience as a freelance writer/editor and a passion for creating relatable, thought-provoking content.



**Kelly Magyarics**

Kelly Magyarics, DWS, is a wine, spirits, travel, lifestyle and food writer in the Washington, D.C. area. She is always up for Champagne, salty whites, earthy reds, 50/50 Martinis or a well-made Negroni.

THE  
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INSIDER™**



AUDIENCE.  
REACH.  
INFLUENCE.



THE  
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## LET'S WORK TOGETHER...

The Gourmet Insider brings an experienced, professional insider's approach to multimedia engagement blended with know-how, passion and flair aligned to the cheerfully satisfying personal culinary experiences relished by today's consumers.

**Give us a buzz:** 516-521-5244

**Drop us a line:** [emilyc@thegourmetinsider.com](mailto:emilyc@thegourmetinsider.com)



CUSTOM.  
CREATIVE.  
SOLUTIONS.