

EST. ————— MMX

BAGUETTE *and butter*

MEDIA KIT 2022





OUR *mission*

Since 2010, founder Amanda McLemore has built Baguette & Butter to be the world's first sustainable digital food space and to be the leading authority in sustainable food media.

In 2016, Amanda McLemore gave up the grocery store for an entire year to see if it was possible to better connect with the local food grown within and around her city. In this year she learned much about growing her own food, sourcing local and packaged free ingredients and how to preserve the seasons; all for her health and the health of the planet.

At Baguette & Butter, we like to think of ourselves as a digital product with a physical impact. Our goal is to level the playing field within our cities to create access to sustainable food for all communities regardless of income, race, or dwelling location.

OUR *purpose*

We are the world's first sustainable food media brand that curates high-end sustainable recipes, shop goods, resources and online class series for the sustainable city dweller. As the leading authority in sustainable food media for over ten years, our founder and sustainable food activist, Amanda McLemore has been educating our community on sustainability through the lens of cooking, travel, gardening, entertaining and home.

THE *city dweller*

noun

('sɪtɪ 'dwɛlə) a resident or inhabitant of a city. one who cares for both the well-being of themselves, their community, and the earth, without sacrificing luxury.

OUR *audience*

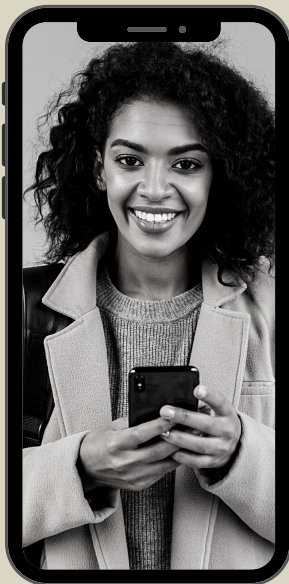
60% MALE 40% FEMALE

AVERAGE HOUSEHOLD INCOME: \$100-\$150K

84% OF BAGUETTE AND BUTTER CITY DWELLER'S DON'T HAVE CHILDREN

data collected through Quantcast

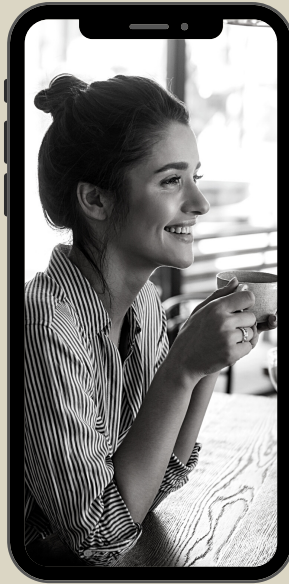
MEET THE GANG



OLIVE

THE ENTREPRENEUR

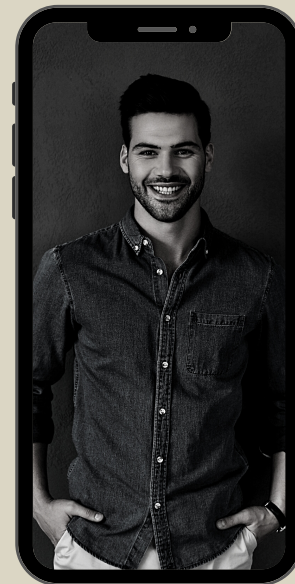
11% AGE 30-34



REBECCA

THE BUSINESS OWNER

42% AGE 35-39



OSCAR

THE ART DIRECTOR

17% AGE 45-49

A COMMUNITY *of sustainable city dwellers*

- 100.00% of visitors to baguetteandbutter.com are heavy online shoppers
- 70.00% of visitors to baguetteandbutter.com are looking for quick and easy food content
- 87.50% of visitors to baguetteandbutter.com are interested in premium brands than the average internet user
- 72.50% of visitors to baguetteandbutter.com cook and grill at home often
- Visitors to baguetteandbutter.com are 1.37x more likely to be interested in International Cuisine than the average Internet user
- Visitors to baguetteandbutter.com are 1.35x more likely to be consumers who spend a quiet evening at home than go out; time is more valuable than money, duty before enjoyment and spending time at home with family.

data collected through Quantcast



the BAGUETTE AND BUTTER *network*

- **Baguetteandbutter.com** Your only resource for the most trusted and reliable sustainable home and garden resources, recipes and sustainable shop goods.
- **The Market at Baguette and Butter** Featuring high-end sustainable ingredients and quality necessities for the kitchen, garden and home, The Market at Baguette and Butter is a City Dwellers destination for all their essentials for living sustainably in their city. Our products are chosen with extreme intention and care. We partner with sustainable artisans, artists and farmers to bring our community products exclusively curated for Baguette and Butter, but we don't stop there, we provide groceries that do good.
- **Virtual City** A digital city for sustainable City Dwellers. Our premium member's only platform for exclusive classes, city guides, discounts and more. Coming soon.
- **The Apartment at Baguette and Butter** Our full-service integrated marketing and content studio.



BAGUETTE AND BUTTER *editorial calendar*

2022 editorial calendar

JANUARY 2022 // WINTER

Centering in self-care through quality ingredients in the kitchen, wellness tips and sustainable products that help us reset and cultivate nourishing rituals and routines.

FEBRUARY 2022 // HOME

We'll cover all things sustainable in our home, from cookware to dinnerware.

MARCH 2022 // EARTH

Celebrate spring. Learn from the best experts on how to plant your own sustainable garden to help heal the planet. Get tips on how to compost in the city, learn about local plants, sustainable gardening products, stores, and more. (The Online Allotment)

APRIL 2022 // SPRING

Learn the best spring produce and how to cook with it sustainably. Plus, learn about our favorite sustainable wines that pair well with spring produce and the best cooking methods to use for spring.

MAY 2022 // CITY DWELLER

Highlighting the city dwellers who dwell with us. Nominate your fellow sustainable city dweller for our annual In Good Company Awards. They will be featured on Baguette and Butter and get awesome prizes from our sponsors. . (Highlighting the City Dweller lifestyle, on the go utensils, sustainable work lunch shops, sustainable fashion, etc.)

(TBD The City Dweller's Guide to Cooking Sustainably Launch!)



JUNE 2022 // FARM

Escape in the city and learn more about where your food comes from. Travel locally (and virtually) to sustainable farms in and around the city. Learn about the food on your plate from seed to farmers market. (Farmer's Market Guides)

BAGUETTE AND BUTTER *editorial calendar*

2022 editorial calendar continued

JULY 2022 // SUMMER

Learn the best summer produce and how to cook with it sustainably. Plus, learn about our favorite sustainable wines that pair well with summer produce and the best cooking methods to use for summer.

AUGUST 2022 // LITTLE LARDER

Savor the best of summer's produce by preserving it in the Little Larder. We'll showcase how to's, recipes, interviews, products and more all on canning, preserving, and fermentation.

SEPTEMBER 2022 // CITY

Centering in on Chicago we will be featuring the best sustainable restaurants, shops, and more and celebrating them for all they have done to make this city a more sustainable place to dwell in.

OCTOBER 2022 // FALL

Learn the best fall produce and how to cook with it sustainably. Plus, learn about our favorite sustainable wines that pair well with fall produce and the best cooking methods to use for fall.

NOVEMBER 2022 // THANKSGIVING

Get the best tips and tricks to entertain sustainably. We will feature the best ingredients to use from cheese boards to desserts, holiday wines and what cocktails to mix up using the best seasonal ingredients.



DECEMBER 2022 // ENTERTAIN + GIFTING

Our annual gift guide and the best of celebrating the holiday sustainability through food, wine, cocktails, and decor.

BAGUETTE AND BUTTER *content* *collaboration packages*

ADVERTISE INTENTIONALLY

When you partner with Baguette and Butter it allows your brand to reach our vast community of city dwellers that are passionate about sustainable living, cooking, travel, gardening, entertaining and home. We publish content seven times per month. Rates include a digital article spread(s) on baguetteandbutter.com/journal, sustainable and locally curated recipe(s), photography, and social media advertising. All rates are net. Does not include food cost, product cost, and or product shipment. 50% deposit due upon contract signing.

NON-VIDEO RATES

No°1 includes one journal post on baguetteandbutter.com, one seasonal and sustainably curated recipe, one Instagram post on @baguette_and_butter, three Instagram stories on @baguette_and_butter, photography. can include product affiliate links. PRICE: \$1,200

No°2 three journal post series PRICE: \$3,300 (save \$300)

No°3 five journal post series PRICE: \$5,000 (save \$1,000)

VIDEO RATES

No°1 includes one journal post on baguetteandbutter.com, one seasonal and sustainably curated recipe, one Instagram post on @baguette_and_butter, three Instagram stories on @baguette_and_butter, photography. one episode of ClarifiedTV, one Instagram reel or IGTV video on @baguette_and_butter. can include product affiliate links. PRICE: \$3,000

No°2 three video package series PRICE: \$8,700 (save \$300)

No°3 five video package series PRICE: \$14,000 (save \$1,000)

CO-BRANDED PARTNERSHIPS AND EVENTS

contact us to collaborate on a partnership with your brand at hello@baguetteandbutter.com

BAGUETTE AND BUTTER *contact us*

GENERAL

hello@baguetteandbutter.com

READY TO WORK WITH US?

apply now

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