

— MEDIA KIT —

Let's cook up something good **in 2026**.

Recipes that work • Gadgets worth owning.

We help millions of US home cooks every month decide what to make for dinner and what kitchen gear is actually worth their money. If your brand fits that, you're in the right place.

155K

MONTHLY BLOG
VIEWS

3.9M

PINTEREST REACH

938%

YOY GROWTH

60%

US AUDIENCE

• FROM THE FOUNDER

Hi, I'm Umama.

"

I built Kitchen Guide 101 in 2022 because I was tired of recipe blogs that buried the recipe under 2,000 words of life story, and product guides that read like ads. So I built the resource I wanted: clear recipes that work the first time, and gadget reviews that respect your time and your budget. If your brand stands for that same thing — quality, honesty, real usefulness — we'll probably make great work together.

Umama Batool

Founder & Editor, Kitchen Guide 101

FOUNDED

2022

ANNUAL GROWTH

+938% YoY

PRIMARY AUDIENCE

US Home Cooks

RESPONSE TIME

2 Business Days**Recipe-First Content**

Healthy, high-protein, easy-weeknight recipes built for busy US home cooks who plan meals and shop with intent. Published on the blog, amplified via Pinterest.

**Gadget-Smart Reviews**

"Best X of 2026" buyer-intent video roundups on YouTube that reach qualified appliance and gadget buyers ready to spend.

• BY THE NUMBERS

A real audience, really growing.

Numbers brands ask for first — pulled directly from our analytics dashboards. Full reports available during negotiation.

BLOG REACH

155K

Monthly page views on the blog

Driven primarily by Pinterest traffic from US home cooks

VISUAL PLATFORM

3.9M

Monthly Pinterest impressions

100% recipe-focused content — our top discovery channel

YOY GROWTH

938%

View growth year-to-date

757% growth in sessions over the same period

US-FOCUSED

60%

Audience based in the United States

Top tier-one geo. Canada, UK, Australia round out top 4.

Kitchen Guide 101 reaches **two distinct US consumer audiences** through its content mix — recipe-seekers on the blog and Pinterest, and qualified gadget buyers on YouTube. The next page breaks down exactly who they are.

• TWO AUDIENCES, ONE BRAND

Pick the audience that fits you.

Two very different US consumers. Pick the track that fits your brand — each one runs on the channels that audience actually uses.

FOR RECIPE & FOOD BRANDS

Home cooks looking for their next favorite recipe

Predominantly women aged 25–44 in the US who plan meals, meal-prep, and shop with intent. They reach us through Pinterest (100% recipe content) and the blog. Strong fit for cookware, pantry brands, ingredients, meal-prep tools, food and beverage.

AGE DISTRIBUTION



GENDER SKEW



TOP GEOGRAPHIES

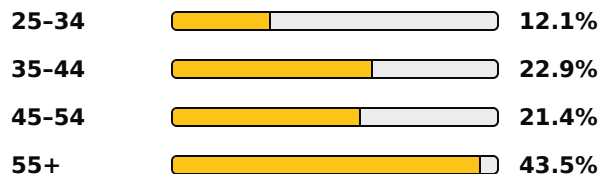


FOR GADGET & APPLIANCE BRANDS

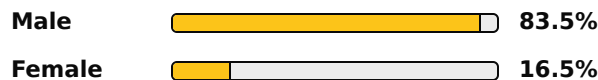
Researchers actively shopping for kitchen gear

Mostly men aged 35–65+ in the US who watch buyer-intent product roundups on YouTube (100% gadget content) before they buy. Strong fit for appliances, knives, brewing gear, food prep tools, smart kitchen tech.

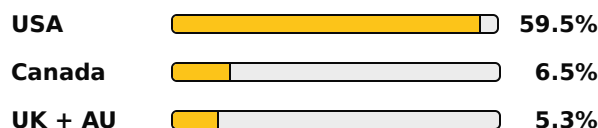
AGE DISTRIBUTION



GENDER SKEW



TOP GEOGRAPHIES



For **Recipe & Food** Brands

AUDIENCE SNAPSHOT

Home cooks looking for their next favorite recipe

Predominantly US women aged 25–44 who plan meals, meal-prep, and invest in quality kitchen brands. They land on our blog and Pinterest looking for recipes — and discover the cookware, pantry products, and ingredients we use along the way.

155K

MONTHLY BLOG VIEWS

3.9M

PINTEREST REACH

85%

FEMALE · 25-44

Sponsored Blog Post

Dedicated, SEO-optimized new post featuring your brand. Live for 12 months on KitchenGuide101.com.

\$400

Featured Integration

Your product mentioned and linked inside one of our high-traffic existing recipe posts. Exposure starts day one.

\$300

Recipe Coverage Package **SAVE \$100**

One dedicated blog post + one featured integration in an existing high-traffic post.

\$600

BEST FIT

Cookware, bakeware, pantry & ingredients, meal-prep tools, healthy snacks, food & beverage, baking brands.

For **Gadget & Appliance** Brands

AUDIENCE SNAPSHOT

Researchers actively shopping for kitchen gear

A qualified YouTube audience of mostly US men aged 35-65+ who watch buyer-intent product roundups before they purchase. Our "Best X of 2026" format is exactly what shoppers search when they're ready to spend.

YT

BUYER-INTENT ROUNDUPS

83%

MALE · 35-65+

60%

US-BASED

Sponsored YouTube Video

Brand-produced video uploaded to our channel. Pinned comment + up to 2 description links. Indefinite hosting.

\$350

Sponsored Blog Post

Dedicated gadget-focused blog post optimized for buyer-intent search. Live 12 months on KitchenGuide101.com.

\$400

Gadget Coverage Package **SAVE \$100**

One sponsored YouTube video + one sponsored gadget-focused blog post, coordinated launch.

\$650

BEST FIT

Small appliances, knives, cookware (gadget angle), coffee & brewing gear, food prep tools, smart kitchen tech.

• OUR PROCESS

Simple, fast, and fair both ways.

No long sales cycles, no surprise invoices. Here's exactly how a typical collaboration goes from first email to live content.

1

Send Your Brief

Email us your product, goals, deliverable, timeline, and budget. We reply within 2 business days.

2

We Send a Quote

A clear quote with scope, deliverables, timeline, and payment terms. No surprises, no fine print.

3

Approve & Pay

Pay via Wise. Under \$300 is 100% upfront; \$300+ is 50% upfront, 50% on publish.

4

Content Goes Live

Your draft is reviewed and published. Balance settled on go-live. You get the link and a brief performance note.

Brand Ambassadorship · Ongoing Partnership

Monthly recurring deliverables across blog and YouTube, priority editorial slots, and quarterly performance reports. Minimum 3-month commitment.

\$1,500/mo
FROM · 3-MO MIN

+30%

Rush turnaround
(under one week)

+50%

Category exclusivity
(per 3 months)

\$300

Minimum
project budget

Wise

All payments in USD
via Wise transfer

• EDITORIAL STANDARDS

We keep it **honest**. That's what makes it worth it.

Every piece of sponsored content — whether written by your team or produced as a video — is reviewed by us before it goes live. This protects the trust we've built with our audience and is what makes our recommendations worth paying for.

WHAT WE'LL NEED**From every placement**

- ✓ Accurate, verifiable claims — no unsupported health or "miracle" language
- ✓ Original content — nothing already published elsewhere or unedited AI drafts
- ✓ Natural writing — no keyword stuffing or anchor-text spam
- ✓ Up to 2 outbound links per post (or 2 brand links per video description)
- ✓ Clear FTC-compliant disclosure at the top of the content
- ✓ Family-friendly tone — no profanity, adult, or divisive content

CATEGORIES WE SKIP**Not a fit for us**

- ✗ Alcoholic beverages
- ✗ Multi-level marketing (MLM) products or recruitment offers
- ✗ Detox, "miracle," or unverified health and weight-loss claims
- ✗ Content that disparages competitors by name
- ✗ Plagiarized or unedited AI-generated content
- ✗ Anything we wouldn't recommend to our own family

We don't make this hard — we just keep it honest.

• FEATURED WORK

The kind of content we love making.

A snapshot of our top-performing pieces across blog and YouTube — so you can see the quality and format before we start.

TOP BLOG POSTS (RECIPE TRACK)



TOP PERFORMER

Oatmeal Protein Balls — No-Bake Energy Bites

8.5K+ monthly views · High-protein niche



MEAL PREP

Sheet Pan Breakfast Burritos for the Whole Week

4.7K+ monthly views · Macro-friendly



PANTRY STAPLE

Homemade Taco Seasoning — Without the Packet

7K+ combined views · DIY ingredient

TOP YOUTUBE VIDEOS (GADGET TRACK)



TOP PERFORMER

7 Best Drip Coffee Makers of 2026

57.6K+ views · Buyer-intent roundup



APPLIANCE

5 Best Ice Maker Machines of 2026

16.7K+ views · Appliance roundup



GADGET REVIEW

2026's Best Fillet Knives — Top 9

9.3K+ views · Product review format

• LET'S TALK

Let's cook up something **good**.

If you've read this far and we're a fit, send us a brief. We reply to every serious inquiry within 2 business days. No forms, no gatekeeping — just a direct conversation.

→ EMAIL US DIRECTLY

thekitchenguidenewsletter@gmail.com

In your first email, include

- Your brand & website
- Product or campaign
- Track (Recipe or Gadget)
- Budget range (USD)
- Timeline

Quick replies — these details help us send you a quote within 2 business days.

Find us across platforms

PINTEREST · RECIPES

PINTEREST · DECOR

YOUTUBE

All linked from **kitchenguide101.com**. Tap any platform above to visit directly.

Founded 2022 · 938% YoY growth · 4M+ monthly impressions

kitchenguide101.com / work-with-us