



The premier place for kosher recipes, products, table top decor, wine, travel and so much more.

Ad Kit

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Overview

Thank you for your interest in advertising with GourmetKosherCooking.com. Our readers comprise a specific and loyal niche of kosher cooks and households. They are a group of passionate foodies, wives and mothers looking for inspiration for an interesting weekday dinner for the family, ideas for entertaining large numbers, new decorating ideas and everything in between.

We have remarkable demographics. Our research shows us that our readers have large families (average of 5 children), shop often for food and clothes, and spend on average over \$500 each week on groceries. Our readers do not buy five yogurts at a time they buy a case. Our readers have more than four cell phones per household, two cars, two vacations and many holidays that involve grocery shopping and cooking. The majority of our users are affiliated with a community (based on their Jewish traditions) where enormous amounts of cooking and eating (Thanksgiving every week!), family time and travel are the norm.

GourmetKosherCooking.com, launched in May 2009 by Elizabeth Kurtz and Emuna Braverman, has become an immediate success with enviable viewer loyalty. Along with placement on our site, our advertisers benefit from inclusion in our bi-monthly newsletter that is emailed to thousands. Our advertisers also benefit from the fact that GourmetKosherCooking.com is linked to and promoted by numerous major Jewish organizations whose users we are able to attract. Prominent among these is www.aish.com with over 2,500,000 unique users per month. Our advertisers include kosher food products, home decor sites, travel companies, wine vendors, and family-related products and services. We plan to include other companies that benefit from our demographic such as Williams-Sonoma, Kitchen-Aid, Thermador, Crate and Barrel, Sur La Table, SubZero and more.

Benefits to companies and advertisers:

- Gain quality exposure. GourmetKosherCooking.com readers spend an average of 6.25 minutes on our site in search of cooking inspiration and great food ideas.
- Reach your target audience. We cater to a network of parents who are shopping to purchase food products, home décor, travel, wine, technology, and more for their families.
- Receive personal and enthusiastic reviews. We believe in what we promote and our passion about your product is evident in our writing and our specific target ads.
- Bi-Monthly Promotions and Giveaways: Our previous giveaway promotions resulted in tremendous sales opportunities for our advertisers. Our pre-holiday honey pot sold out in five days with the distributors forced to reorder supply.



Content:

Gourmet Kosher Cooking is a new and unique kosher website that showcases weekly recipes and menus with fabulous photos and print capabilities, product reviews, kosher travel suggestions and wine ideas, tabletop decor with convenient shopping links, inspiring easy ideas for cooking with kids, cookbook promotions, featured giveaways and much more. The content changes weekly on every Sunday.

Testimonials:

"I really enjoy getting your emails. I am a food writer and am always looking for new ideas to write about in my column. I really like how you credit all your sources - by leaving websites, and direct links to them. Your website looks professional, has easy access, and is very innovative. The menu planner is a great idea, and not having to hunt down the recipes makes it all easy. It's a great website because it is all encompassing— you share the recipes and then you can turn to the table top ideas for presentation, and then to find wine accompaniments. I must tell that yours is the one I look to most for inspiration. Keep up the good work."

– Denise Levin, Chicago IL.

"Thanks for your great website. I really enjoy it! It is the best kosher one out there! "

– Mindy Stein, NYC, NY

"I just love Gourmet Kosher Cooking.com. I look forward to Sundays when you post new recipes and information. Thanks."

- Rachel Marcus, Los Angeles CA

"I love it!! I ordered one for myself and several others to have on hand as hostess gifts. Thanks for suggesting this unique and adorable addition to our holiday table."

- Lisa Weiner, Miami FL.

Ad Formats / Pricing

| | PREMIUM | BANNER | FEATURE | SPONSOR | |
|---------------|---------|--------------------------------|---------|---------|--|
| LOCATION | A | B | C | D | |
| SIZE | 728x90 | 468x60 | 150X200 | 125X125 | |
| PAGE | All | Home and main categories page* | All | All | |
| MONTHLY RATE | \$400 | \$250 | \$150 | \$75 | |
| QTR. DISCOUNT | 15% | 15% | 10% | 10% | |

**Main Categories : Weekly Recipes, Shabbos Recipes, Blog, Great Products, Books For Cooks, Holiday Ideas, Kids Section, Giveaways, Travel and Wine.*

Discounts:

10% - 15% off will be applied for ads purchased for the full three months of the quarter. This option is only available at the beginning of each new quarter.

Ad Policy

- Rates are valid through **December 31, 2009**
- Payments for ads are non-refundable
- Ads are pro-rated for a first of the month starting date
- Ads must be a jpg, png or gif, and animation is fine
- **Should you wish to purchase an ad in which the spots are currently full, please contact ekurtz@gourmetkoshercomking.com to join our waitlist**
- Gourmet Kosher Cooking reserves the right to refuse ads based on the content of the ad, product or site being promoted
- All ads must reflect the values of Gourmet Kosher Cooking LLC

Payment

All payments are processed via PayPal to ekurtz@gourmetkoshercooking.com. Invoices are provided upon request.

ATTACHMENT S –ADS PLACEMENT LAYOUT

A

weekly recipes
shabbos recipes
books for cooks
holiday ideas
great products

home . about . blog . wine . travel . kids . helpful hints . contact
Search

B

Featured Recipes

Raspberry Chicken

[Blog](#)

18 Oct 2009 **The Best Yogurt**

I love yogurt. Of all the foods I write about, cook with, eat and serve, my morning yogurt is the only food I eat every day - yummy yogurt. Okay, I mix it up with all sorts of good stuff, granola, trail mix, fresh fruit... But here's the thing, I don't eat just any yogurt, I love my Chobani Yogurt. That's why I pursued them and said they had to advertise with us because I am passionate about their product.

Chobani Yogurt is the richest, creamiest, perfectly sweetened but not too sweet, non-fat yogurt. It's a Greek yogurt so it's thicker and smoother than regular yogurt and very filling. Amazingly, it boasts 18 grams of protein, no cholesterol, fat, or artificial additives, contains probiotics, is safe for people with corn, nut and soy allergies, and the company gives 10% of their profits to charities worldwide through their program called "Spread Some Good". Now that's a company I like to support.

You've got to try the new pomegranate flavor (it has seeds in it but you can eat them); my husband hordes the blueberry but for my kids it's all about the peach, strawberry or vanilla. Let me know what kind you try and like. Mix it with a little granola and fruit and it's perfect for breakfast or lunch.

I love the yogurt so much that I also recommend cooking with it. The snack cakes (recipe below) disappear the minute I make them and the wonderful yogurt cake is great with any flavor yogurt. Go to www.chobani.com to get some coupons and let me know if you try any of their recipes. They look delicious.

[Salmon with Yogurt-Curry Sauce](#)

[Avocado with Spiced Tahini Yogurt Dressing](#)

[Roasted Beets with Creamy Yogurt Dill Sauce](#)

[Lemon Blueberry Yogurt Loaf](#)

[Chocolate Yogurt Snack Cakes](#)

[Wonderful Yogurt Cake](#)

[READ MORE >](#)

Weekly Recipes

18 Oct 2009 **Weekly Recipes**

[Raspberry Chicken](#)

[Salmon with Yogurt-Curry Sauce](#)

[Chocolate Yogurt Snack Cakes](#)

C

*** Great PRODUCTS**

It is so important to keep your hands clean in the kitchen. I love the Clorox line of

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Featured GIVEAWAY

To enter to win 2 exquisite Succah Decorations from Debbie Flowers:

ENTRIES

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2. If you are already a subscriber, send

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*** Holiday Ideas**

Your family is going on an outing. You really want to go with (You really want to get out of

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TRAVEL

D

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Cook book recommendation

Latest news from GKC readers

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