



# Modernist Cooking

MADE EASY

## Why ModernistCookingMadeEasy.com?

- 100% Modernist Cooking and Sous Vide Specific Content
- Averaging 50,200 Visitors and 100,000 Pageviews per Month
- Quickly Expanding Newsletter Mailing List
- A Growing Modernist Cooking Community Forum
- Sections for Recipes, Ingredients, Equipment and Techniques
- Eight Popular Modernist Cookbooks for Home Cooks
- Traffic Increasing 30-50% per month since June

Advertising with us is a great way  
to get your products in front of thousands of  
people learning and using modernist techniques





## Advertising to Our Readers is Fast and Effective

Our pricing is uncomplicated. We simply charge a flat rate for the entire month your ad is displayed. There is no cost-per-click so you know what you will be spending and you can plan your advertising budget accordingly.

The monthly cost depends on the size and location of the ad. Here are our rates, which compare very favorably to other websites and advertising networks.

- Ad Spot #1 - \$1500 per month
- Ad Spot #2 - \$750 per month
- Ad Spot #3 - \$700 per month
- Ad Spot #4 - \$600 per month
- Ad Spot #5 - \$300 per month
- Ad Spot #6 - \$800 per month
- Ad Spot #7 - \$500 per month

We are averaging 50,200 visitors who are interested in modernist cooking and sous vide who view over 100,000 pages a month.

**We also offer discounts for 6 month or 12 month contracts**

**Contact us Today!**

**jason@ModernistCookingMadeEasy.com**

jason@ModernistCookingMadeEasy.com • 12 Pimlico Rd, Wolcott, CT 06716

The screenshot shows the website interface with an advertisement for ABC Modernist Cooking Co. The ad is positioned in the top right corner of the page. It features a large number '1' and the text 'ABC Modernist Cooking Co.' followed by the title 'Carrot-Ginger Soup Recipe'. Below the title is a detailed description of the recipe, including ingredients and instructions. There are also images of the soup in small glass containers. To the right of the main content, there are several smaller advertisements, including one for 'The Whipping Siphon' and another for 'Sous Vide HELP FOR THE BUSY COOK'. The website footer contains various links and social media information.



## Getting Started is as Simple as Contacting Us Today

You can start advertising with us in 3 easy steps:

- Determine the ad spot(s) you would like to use
- Figure out how long you want the ad to run
- Create the ad for the spot and send it to us

At the end of the month you will receive an invoice for your ad(s). You can also use our online tool to track your clicks throughout the month.

### Modernist Cooking Made Easy Newsletter Advertising

We also have advertising available on our Modernist Cooking Made Easy Newsletter. It is emailed to over 7,000 passionate modernist cooks once a month. You can purchase a text ad for \$200 or a graphical ad for \$400 per mailing.

**Contact us Today!**

**[jason@ModernistCookingMadeEasy.com](mailto:jason@ModernistCookingMadeEasy.com)**

