

Marketing Partnership

By OCfoodies.com



OCfoodies – Delivering the Latest and Tastiest in Orange County for 18 years.

Branding is YOUR Why!

Your “why” is the passion behind promoting your restaurant and brand to a food obsessed audience.

Marketing is YOUR How!

OCfoodies is the proven way to achieve that success with the largest food loving community in Orange County.





Established in 2006, OCfoodies® is Orange County's premier source for all things food and drink. We inspire a vibrant community of food enthusiasts to savor the very best the region has to offer. From the hottest culinary events and top restaurants to celebrated chefs and exquisite cocktails, we keep you connected to the pulse of Orange County's dining scene.

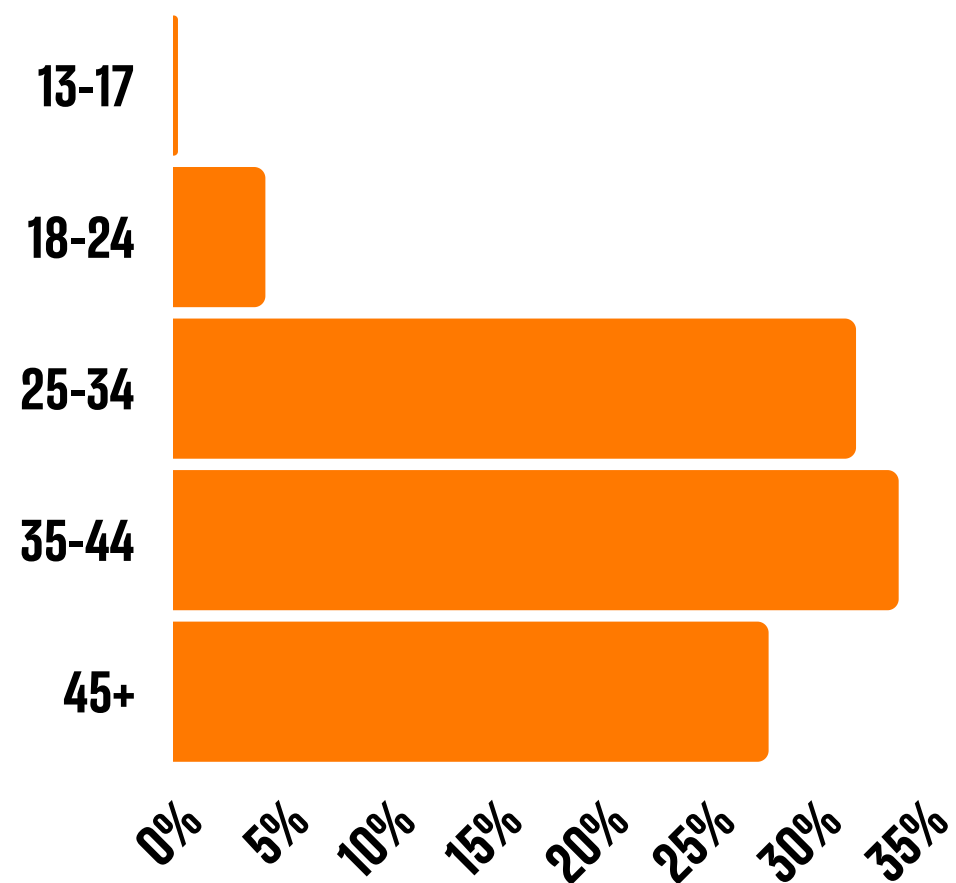


The Latest and Tastiest in Orange County

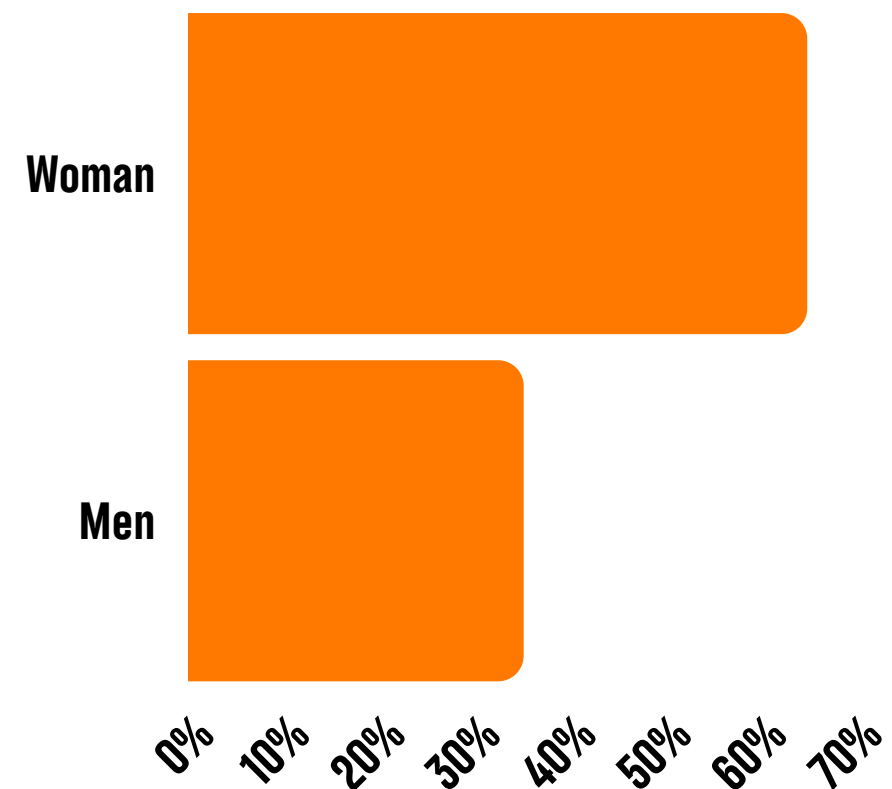
OCfoodies

Demographics

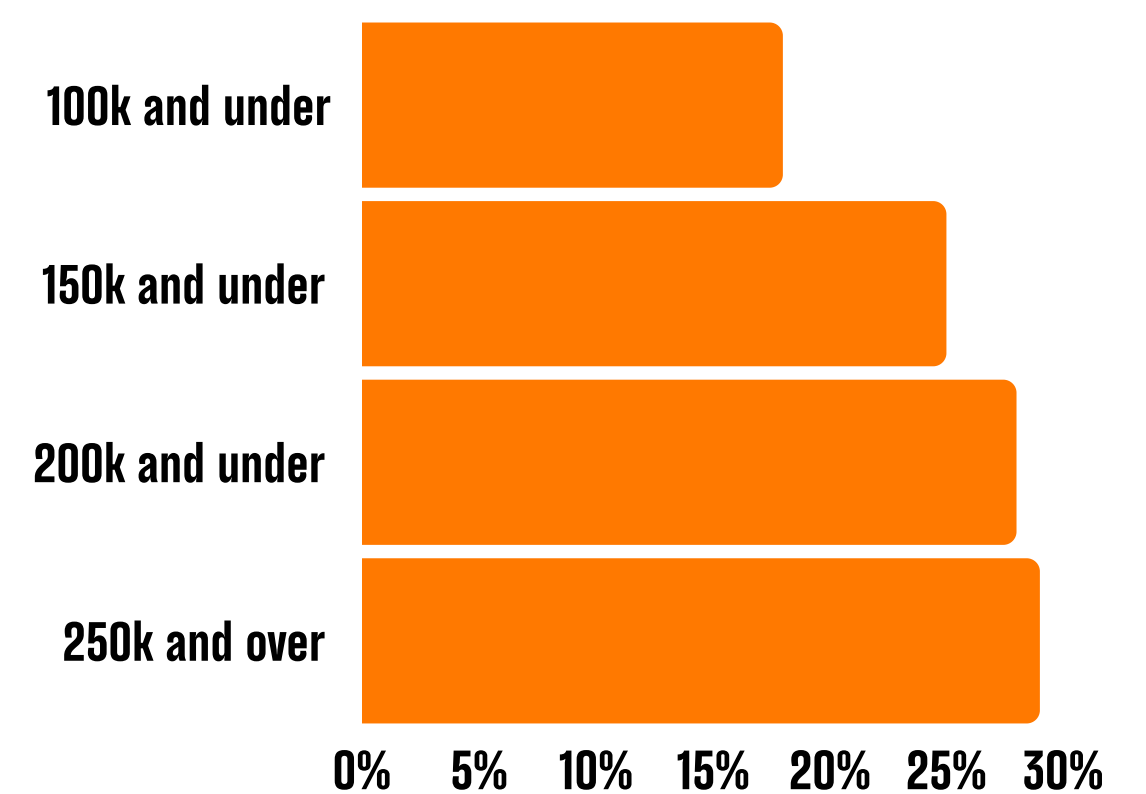
Age



Gender



Annual Income





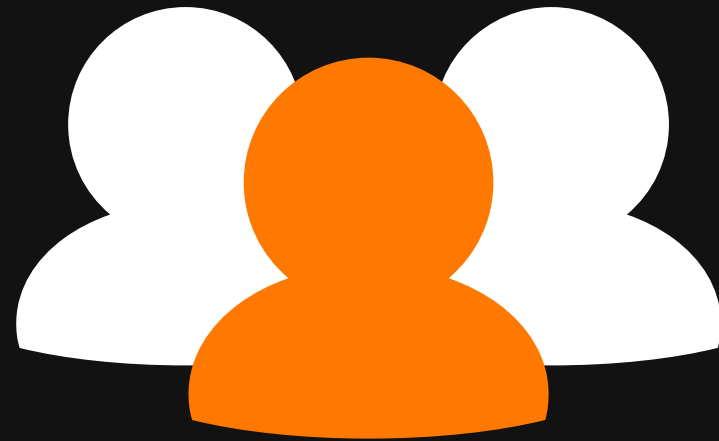
Marketing to the right Audience

● OUR AUDIENCE is your audience and they love food.

- Dines out 1 - 3 times per week on average
- Travels regularly and plans at least one vacation per year
- Stays very connected to the food scene
- Very likely to attend local food events



Authentic Marketing Power



29,000+
IG followers



445,000
collective average 30
day reach

NEWSLETTER

- **Subscribers 74,000+**
- **View Average 34%**
- **Engagement/Clicks 15%**

OCFOODIES.COM TRAFFIC

**4,000 - 4,500 people visit
ocfoodies.com everyday!**



Ad Rates

Banner Ads on OCfoodies.com home page

- Banner Size 800 x 300 **\$800 /mth** - Top placement
- Banner Size 800 x 300 **\$600/mth** - MID placement
- SIZE 800 x 300 **\$500/mth** - lower placement
- SIZE 800 x 300 **\$500/mth** - Newsletter banner

Most Popular Packages

- Dedicated Newsletter to OCfoodies.com 74,000 subscribers - **\$1400**
- Custom Reel for OCfoodies IG - **\$800**
- Banner - **\$800**
- **Bundle: Newsletter, Custom Reel, Banner Ad & Event Page to reach over 425,000 OC foodies - \$2500**

ASK ABOUT
CUSTOM PACKAGES
THAT FIT YOUR
MARKETING GOALS



**When times are good, you should advertise; when
times are bad, you **MUST** advertise.**

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