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OCfoodies.com

MARKETING

2006 - 2026



OCfoodies.com

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20 YEARS OF THE
LATEST & TASTIEST IN
ORANGE COUNTY

20 Years



OCfoodies.com

LATEST & TASTIEST

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.



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BRANDING IS YOUR WHY!

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

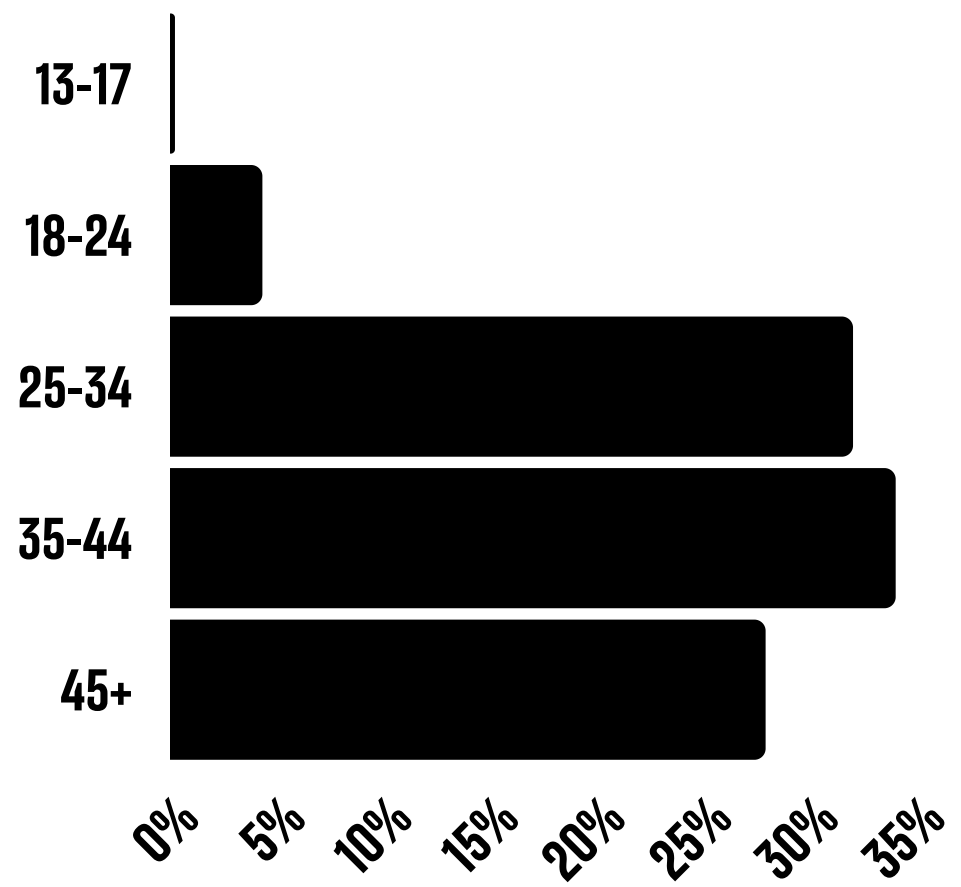
Marketing is How you make it happen!

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

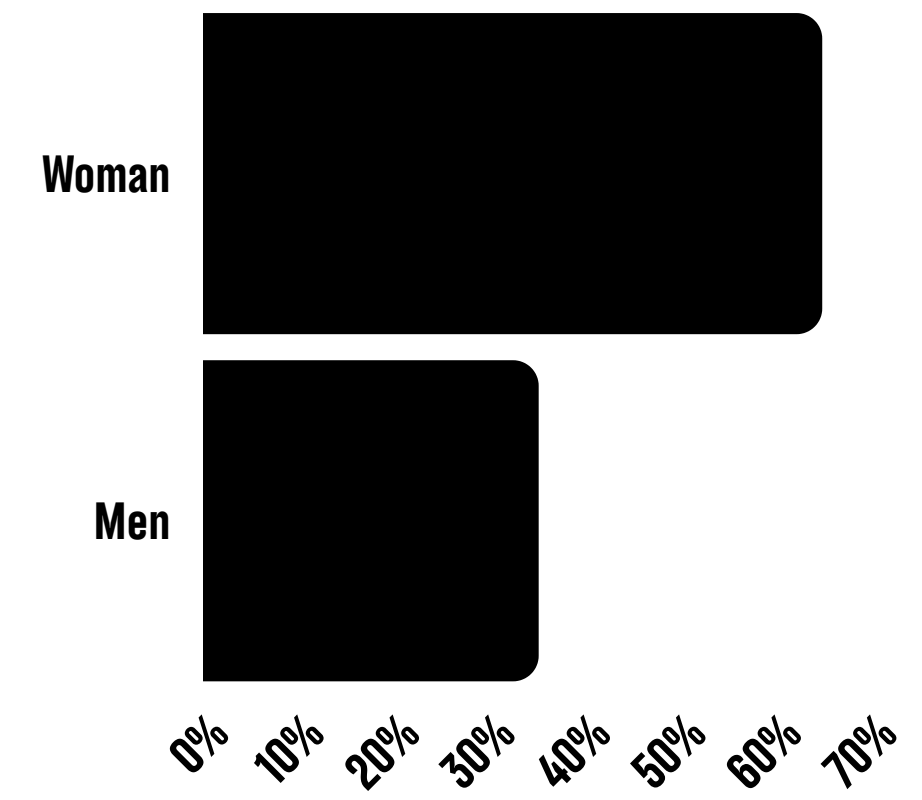
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THE OCFOODIES AUDIENCE

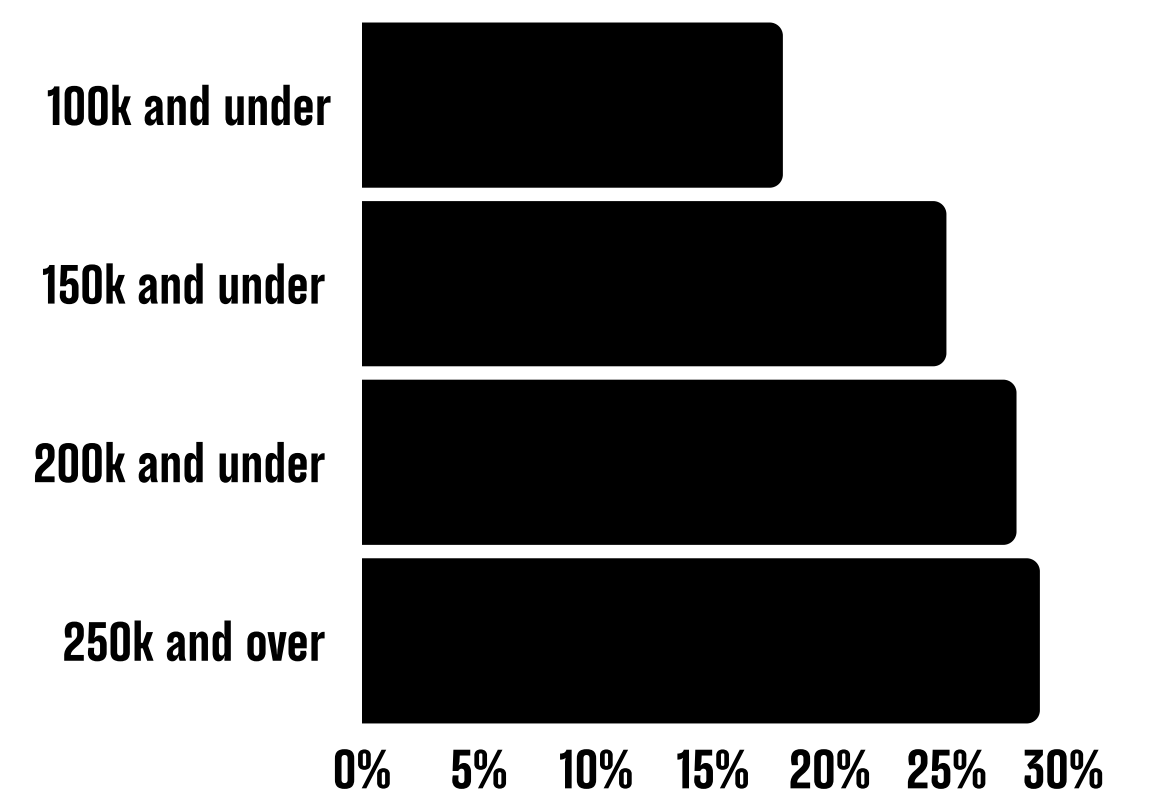
AGE



GENDER



ANNUAL INCOME



MARKETING TO THE RIGHT AUDIENCE

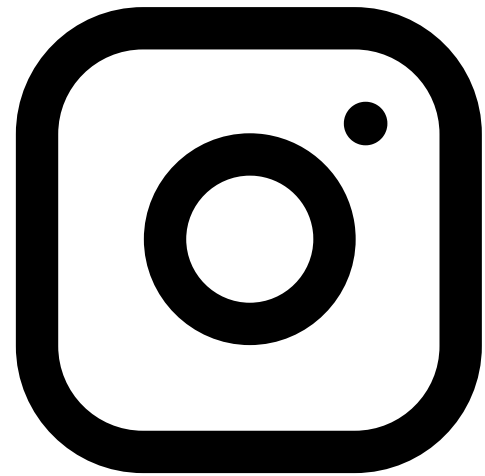
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**OUR AUDIENCE is your audience
and they love food!**

- 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



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OCFOODIES MARKETING POWER



30,000

IG FOLLOWERS



500,000

COLLECTIVE AVERAGE
30 DAY REACH

NEWSLETTER

- Subscribers 80,000+
- View Average 34%
- Engagement/Clicks 15%

WEBSITE TRAFFIC

**4,000 - 5,000 people visit
ocfoodies.com everyday!**

AD RATES



BANNER ADS ON OCFOODIES.COM HOME PAGE

- Banner Size 800 x 300 **\$600 /mth** - Top placement
- Banner Size 800 x 300 **\$400/mth** - Mid/Lower placement
- Banner SIZE 800 x 300 **\$300/mth** - Newsletter banner

MOST POPULAR PACKAGES

- Dedicated Newsletter to OCfoodies.com 80,000 subscribers - **\$1400**
- Custom Reel for OCfoodies IG - **\$800**

Bundle Deal: Dedicated Newsletter, Custom Reel, Banner Ad & Event Page placement to reach over 500,000 OC foodies - \$2400

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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