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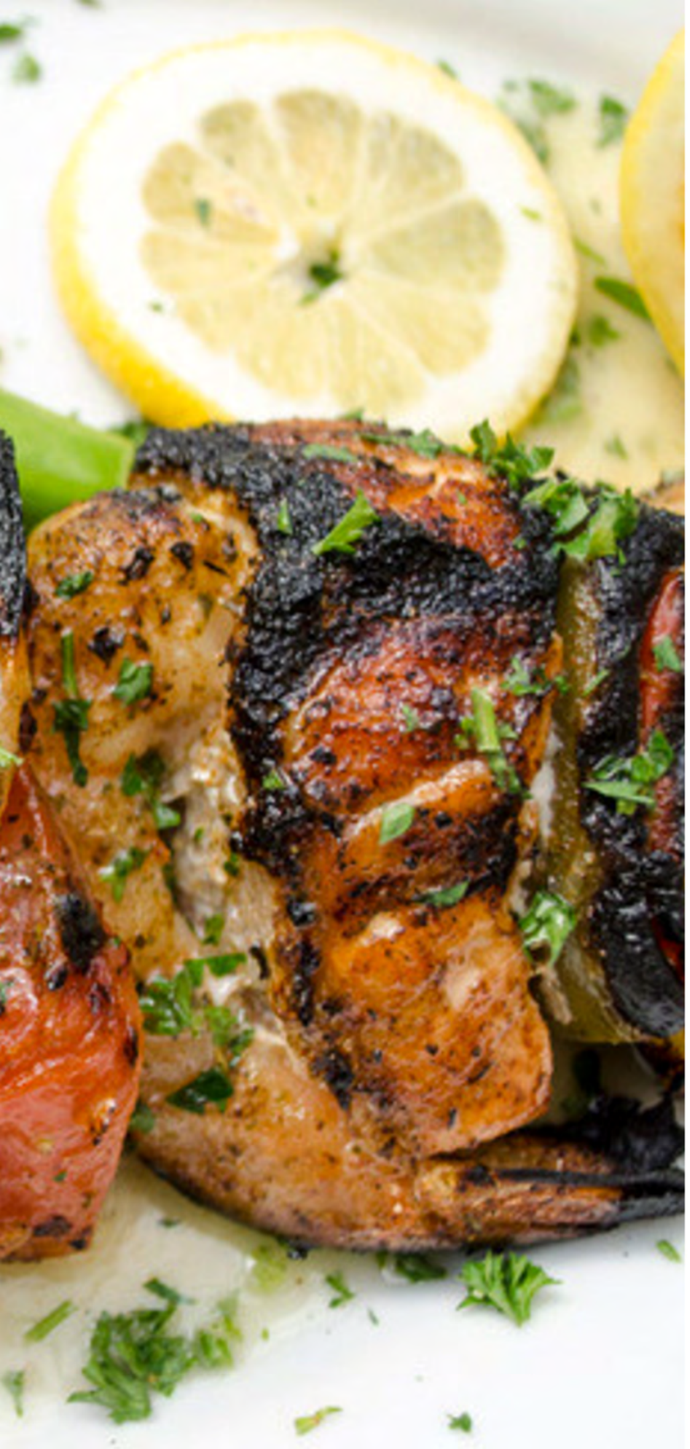
OCfoodies.com
Marketing
2027



OCfoodies.com

EST. 2006

21 YEARS OF THE LATEST & TASTIEST IN ORANGE COUNTY

OCfoodies.com

LATEST & TASTIEST

Established in 2006, OCfoodies® is Orange County’s premier source for all things food and drink. OCfoodies connects Orange County's restaurants, destinations and brands with the people actively deciding where to eat, drink and go next.

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.

BRANDING IS YOUR WHY!

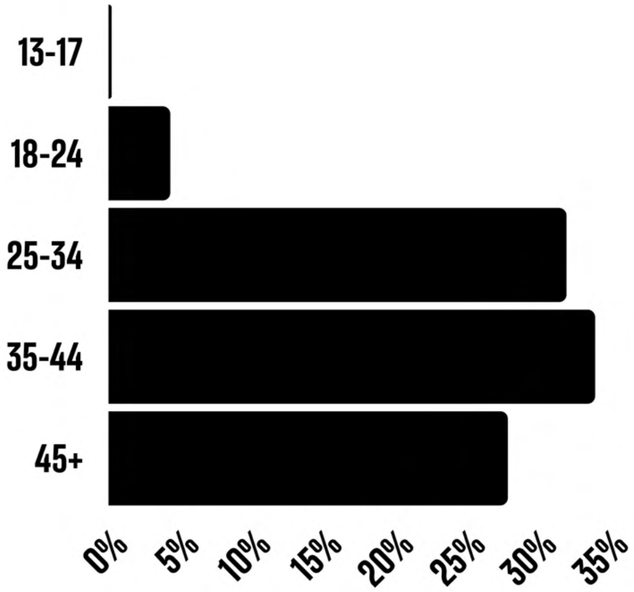
Your “why” is the passion behind promoting your restaurant and brand to a food obsessed audience.

Marketing is How you make it happen!

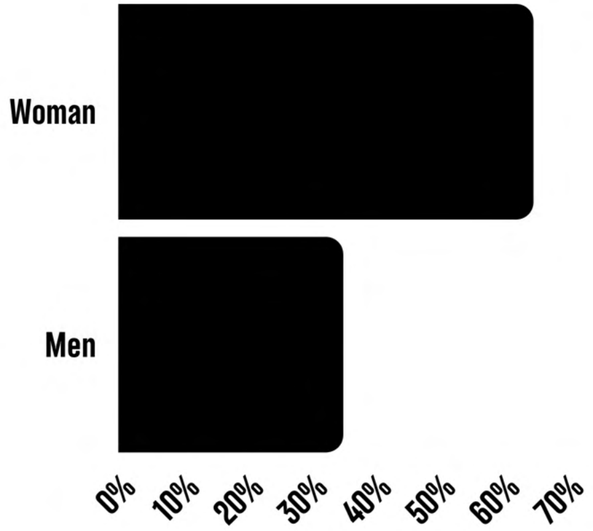
OCfoodies is the proven way to achieve that success with the largest food loving community in Orange County. Our audience is looking for their next meal.

OCFOODIES AUDIENCE

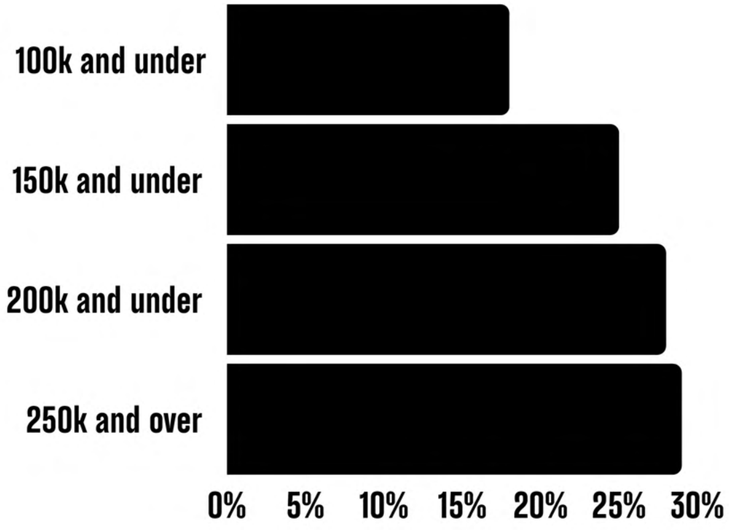
AGE



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

BE WHERE OC DECIDES WHAT'S NEXT.

Where to brunch.
Where to celebrate.
What's new.
What's worth the drive.
Where to go this weekend.

OCfoodies puts your brand in that conversation.

OCFOODIES MARKETING POWER

One trusted audience. Multiple touchpoints. Repeated visibility.

84K
NEWSLETTER SUBSCRIBERS

34%
AVERAGE VIEW RATE

15%
ENGAGEMENT / CLICKS

4-5K
DAILY WEBSITE VISITORS

30K
INSTAGRAM FOLLOWERS

500K
AVERAGE 30-DAY REACH

A LA CARTE MARKETING

Choose individual placements or build a campaign that keeps your brand in front of OC food lovers.

BANNERS

Billboard Banner
800 x 300 - $600/month

Mid-Placement Banner
800 x 300 - $400/month

NEWSLETTER

Dedicated Newsletter
84,000 subscribers - $1,400

Newsletter Banner
800 x 300 - $300 each

INSTAGRAM

Custom Reel
Filmed and produced for your use

Posted to OCfoodies IG Grid and Story
$800 each

Custom packages that fit your marketing goals are available.

2027 PARTNERSHIP PACKAGES

From a focused boost to year-round visibility, each package is built to keep your brand seen.

THE BOOST

$2,400

Reach 500,000+ OCfoodies

Dedicated Newsletter
Custom Reel
Banner Ad
Event Page Placement

Saves $400

3-MONTH PUSH

$3,300

1.5 million impressions

Dedicated Newsletter x 2
3 months mid-placement banner
Share your social media on OCfoodies stories

Saves $700

12-MONTH PARTNERSHIP

$12,000

6 million impressions and continuous standing out.

4 Custom Reels
Website banners all year
Newsletter banners all year
12 Dedicated Newsletters
Event Page Placement

Billed monthly or quarterly. Saves 50%.

A full year of visibility for $1,000/month.

YOUR NEXT REGULAR HAS TO DISCOVER YOU FIRST.

Stay seen. Stay relevant. Stay top of mind.

Let’s Make You Stand Out!