



Diane Kochilas



Diane

K O C H I L A S

chef / tv host / food writer/ cooking teacher
www.dianekochilas.com



94K



51K



51K



5.5 K

ABOUT

I'm Diane Kochilas, host of the award-winning PBS series *My Greek Table*, now going into its 4th season, with more than 2 million viewers per episode. I have been working my entire career to promote the healthy, delicious foods of Greece and the Mediterranean in books, articles, on my website, across social media, and on my PBS series.

I run The Glorious Greek Kitchen, a cooking school and culinary travel company in Greece, bringing people to my native Ikaria, the Blue Zone Greek Island of Longevity, "where people forget to die," as well as to other places across Greece that are paradigms of the ancient wisdom and modern relevance of the Mediterranean diet. I also work as a restaurant and menu consultant globally.

My work and I have been featured beyond PBS, on CNN, ABC, the Food Network and on other major networks and news outlets.

Let's work together to promote the healthy foods and recipes of the Mediterranean diet and the products that will help anyone, anywhere live and cook the Mediterranean way.

I am a proponent of natural, mostly plant-based foods and natural lifestyle products. Many of my recipes focus on the good (healthy) life and longevity. If you're interested in working together, take a look at my partnership page below.

Wishing you well!
Diane

MY GOALS

I am looking for a few select partners to work on a variety of collaborative projects, including, but not limited to:

- Sponsored stories, posts, and/or campaigns across my social media accounts, with a very engaged audience
- Sponsored content on my rapidly growing website
- Sponsored Online Cooking Classes
- Virtual and live corporate team-building events featuring the Mediterranean diet
- Chef-led videos on YouTube
- Sponsorship opportunities on *My Greek Table* on PBS
- Public Speaking Events & Cooking Demos

WEBSITE

- 65,000 - 90,000 monthly visitors (60% through organic search)
- 70% of traffic coming from U.S. residents (remaining 30% from Great Britain, Canada, Greece, Australia, and more)

NEWSLETTER

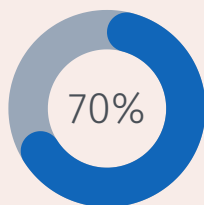
- 51,500 subscribers
- Biweekly, every Wednesday & Sunday

WEBSITE STATISTICS

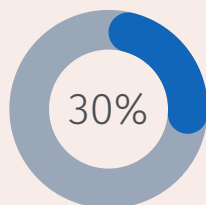
MONTHLY VISITORS



CHANNELS

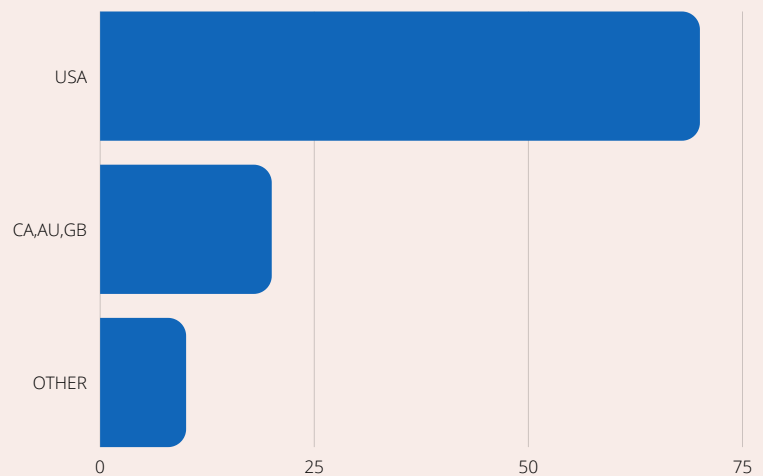


ORGANIC &
DIRECT



30% E-MAIL, SOCIAL
MEDIA, REFERRAL

LOCATIONS



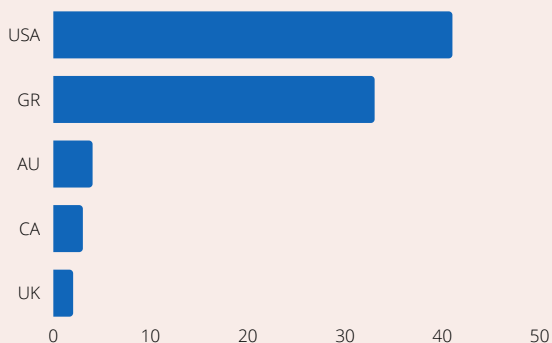
INSTAGRAM

- 51,000 followers on Instagram (@dianekochilas & @mygreetable accounts)
- Engagement rate: 1.17%
- Steady Growth Factor: 99%
- Weekly Engagement Rate: 8.20%
- Average likes per post: 400, 2K - 3K views per story.
- Average of 20+ comments per post
- Top Countries: USA, Canada, Australia, Greece
- Gender distribution of following is 80% women and 20% men

AGE & GENDER



TOP COUNTRIES



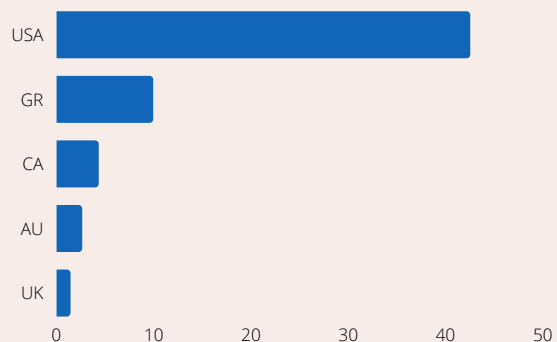
FACEBOOK

- 94,000 followers and on Facebook (and growing!)
- Average New FB likes per month: 710
- Growth Factor: 55%
- Average of 10+ comments per post
- Gender Distribution: 80% women and 20% men
- Top Countries: USA

AGE & GENDER



TOP COUNTRIES



DIANE'S AUDIENCE



94K



51K



51K



2.49k



5.5K



2.8 K

WEB & SOCIAL MEDIA COLLABORATIONS

| | WEBSITE | NEWSLETTER | FACEBOOK | INSTAGRAM |
|----------|-------------------------------------|------------------------|----------------------|---------------------|
| Volume | 65,000 - 90,000 monthly visitors | 51,500+ subscribers | 92,000 page likes | 51,000 followers |
| Post | \$1,500* | \$1,200 | \$850 | \$650 |
| Story | N/A | N/A | \$450 | \$350 |
| Video | N/A | N/A | \$1,000 | \$850 |
| Giveaway | N/A | N/A | \$1,500 | \$1,500 |

*Blog posts are 200 - 250 words and include hyperlinks and links to clients' websites

*Prices can be bundled for discounts.

ONLINE & LIVE EVENTS

| | |
|---|-----|
| Online & Live Events | TBD |
| Pre-Taped Online Cooking Event/Class | TBD |
| Public Speaking | TBD |
| Corporate Team Building Events | TBD |
| Specially Tailored Travel Events in Ikaria & Greece | TBD |





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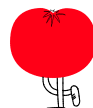
Diane's
Ikaria Classes



Diane's
Online Classes



The Ikaria Diet
by Diane Kochilas



Diane's
Athens Food
Walks



Diane's
Food Tours



with
DIANE KOCHILAS