



intoxikate  
MEDIA COLLABORATION PROPOSAL

---

**COLLABORATING TO CREATE AN INTEGRATED MARKETING CAMPAIGN  
TO PROMOTE YOUR BUSINESS**



---

## in·tox·i·kate (verb)

to excite or elate foodies to the point of enthusiasm or frenzy; to live life deliciously

---

IntoxiKate.com is a multi-media platform designed for fellow foodies based in and around Westchester and Fairfield counties. IntoxiKate creates an environment where foodies can truly “play” with their food. Through the website, Fork This with IntoxiKate radio show on AM 1490 WGCH, events, tastings, and social media, foodies can interact with chefs, taste new wine and cocktails, receive party planning tips, and fall in love with new restaurants. It’s all about living life deliciously!



Voted Best Local Website 2014 + 2015  
by the Readers of Westchester Magazine

intoxi<sup>o</sup>ate

**ABOUT**

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

# Your Professional Restaurant Recommender

Kate believes that dining out is a very personal experience. She matches diners with the best restaurants for their lifestyle or the occasion.

## About Kate

Food writer, radio host, and social media celebrity Kate Schlientz has over 16 years experience in the publishing industry. In 2013, she combined her graphic design, marketing, and editorial skills with her love for food to launch IntoxiKate. In just three short years, IntoxiKate has grown into a multimedia company including radio, social media, and more. Kate created original content for several media companies, including *Woman's World Magazine*, *Westchester Magazine*, *The Journal News*, *News Channel 12 Connecticut*, *WFAS*, *WVOX*, *Westchester Talk Radio*, *InTown Westchester*, *Rockland Magazine*, and *The Bridal Book*.



[facebook.com/  
intoxikate  
westchester](https://facebook.com/intoxikatewestchester)



[@IntoxiKateFoodie](https://www.instagram.com/IntoxiKateFoodie)



[@KateSchlientz](https://twitter.com/KateSchlientz)



[pinterest.com/  
katieschlientz](https://pinterest.com/katieschlientz)

Read about Kate in *Total Food Service* →



**TotalFoodService**  
Metro New York's Foodservice Publication

intoxi<sup>o</sup>ate

ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

## The Audience

With IntoxiKate, you have the potential to reach **60k+ audience members\*** via various media channels. The core audience lives in Westchester and Fairfield counties, **with concentrated segments in Scarsdale, Briarcliff Manor, Larchmont, Bedford, Mount Kisco, the Rivertowns, Greenwich, Stamford, Norwalk and Westport.\***

Reach: 60,000+

Website: 10k+ Monthly Views



1k+ Followers  
2k+ Weekly Average Organic Post Reach



6k+ Followers on Twitter  
28k+ Monthly Tweet Impressions



1,876 Followers



5k+ Subscribers



- 73% female and 27% male, ranging from 28-54 years old\*
- Upscale men and women who dine out often; repeat customers
- Enjoy cooking at home
- Live healthy lifestyles; exercise often
- Active on social media

*\*Based on combined analytics from the website, social media, and radio station.*

intoxi<sup>o</sup>ate

ABOUT

**AUDIENCE**

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

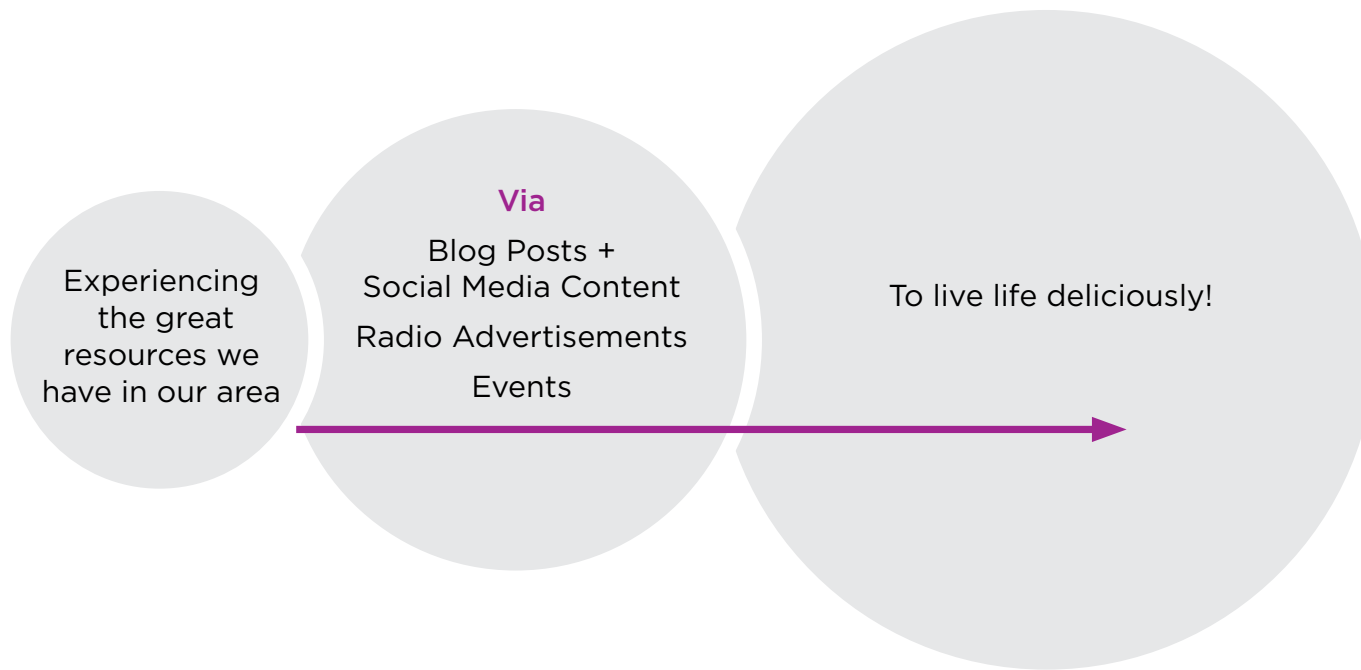
INTOXIKATE TV

E-MAGAZINE

EVENTS

# The Strategy

IntoxiKate creator Kate Schlientz reaches her audience (known as the Westchester and Fairfield #FoodieNation) with a marketing campaign approach, targeting different audience members via different communication platforms. With combined messaging on the Fork This with IntoxiKate radio show on AM 1490 WGCH, various social media accounts, and IntoxiKate.com, Kate can reach a vast and diverse audience.



intoxikate

ABOUT

AUDIENCE

**STRATEGY**

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

NEW!

## Advertising on IntoxiKate.com

Kate recently added the opportunity to advertise on IntoxiKate.com. With three great options living on both the home page and blog pages—Leaderboard, Vertical Rectangle, and Large Rectangle—you can reach over 10k+ monthly visitors. All ads are live links, and send visitors directly to your site or landing page.

### LEADERBOARD

728x90 pixels | **\$350 per month**

### LARGE VERTICAL RECTANGLE

240x600 pixels | **\$300 per month**

### VERTICAL RECTANGLE

240x400 pixels | **\$275 per month**

### SPONSORED POSTS

Sponsored posts are a maximum of 500 words and are labeled as sponsored posts.

**\$350 per post**

### SPONSORED POST + LEADERBOARD

**\$500 per month \$200 SAVINGS!**



Email Kate to find out how you can create a digital campaign by packaging services with reduced rates!

intoxi**k**ate

ABOUT

AUDIENCE

STRATEGY

**WEBSITE**

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

# Advertising on Fork This with IntoxiKate

**Tuesdays 6-7 pm on 1490 WGCH Reaching Westchester + Fairfield**

Advertising with Fork This with IntoxiKate has several benefits:

- 10-12 minute interview during prime drive time and dinner time
- Additional airtime in a professionally produced commercial or live read
- Inclusion in the podcast version
- Podcast allows you to easily share the interview with your followers online

## **SPONSOR A SEGMENT**

Kate's live read of your sponsorship during the show

**\$100 per week per segment**

## **COMMERCIALS**

Played during slotted commercial time between Kate's segments

**\$50 per 60-second spot**

**\$35 per 30-second slot**

## **REMOTE SHOW**

Kate and her team broadcast live from your event or location with interviews dedicated to your message

- 1 hour devoted to you
- Includes 2 Facebook live videos

**\$500 for one-hour broadcast**

*Available T, TH, F from 6-7 pm*

*Other times by request*



[Email Kate to find out how you can create a digital campaign by packaging services with reduced rates!](#)

intoxiKate

ABOUT

AUDIENCE

STRATEGY

WEBSITE

**RADIO/PODCAST**

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

NEW!

## Dedicated Email

**5k+ Subscribers**

Send an invite out, advertise your new menu, or let followers know what you have to offer. The dedicated email options are flexible for any budget, and a great way to get the word out there. Emails are sent out twice per month.

### LEADERBOARD

590x90 pixels | **\$150 per email**

### LARGE VERTICAL RECTANGLE

200x500 pixels | **\$100 per email**

### SPONSORED POST + EMAIL

**\$400 per month \$100 SAVINGS!**



ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

intoxikate



## Social Media Campaign with IntoxiKate

Bundled with a sponsored post, a social media campaign not only advertises for your brand or restaurant, but also provides original content. Posted through IntoxiKate's social media channels, you can easily share the content with your followers, reaching food, wine and beer lovers targeted in our area.

### **SPONSORED POST + SOCIAL MEDIA SHARE**

Sponsored posts are a maximum of 500 words and are labeled as sponsored posts. The post and original content are shared on social media channels as follows:

- Twitter: 2 tweets per week
- Facebook: 1 post per week
- Instagram: 1 post per week

**\$600 per month**

### **SPONSORED FACEBOOK LIVE VIDEO FROM YOUR EVENT/LOCATION**

3-minute video | **\$200 per video**



[Email Kate to find out how you can create a digital campaign by packaging services with reduced rates!](#)

intoxiKate

ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

**SOCIAL MEDIA**

INTOXIKATE TV

E-MAGAZINE

EVENTS

## Content Creation with IntoxiKate TV

Let IntoxiKate edit, produce, and host a video promoting your current marketing campaign. Using a professional videographer, Kate produces top quality, 3-minute videos that live on YouTube and can be shared on IntoxiKate.com, social media, email blasts and more.

### INTOXIKATE TV VIDEOS

\$850 per video



[Email Kate to find out how you can create a digital campaign by packaging services with reduced rates!](#)

intoxi<sup>o</sup>ate

ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

**INTOXIKATE TV**

E-MAGAZINE

EVENTS

# IntoxiKate Online Magazines

**Reach to Date: 135,945 Impressions**

These quarterly publications include original, seasonal content created by Kate. The magazines live online are completely interactive, containing video, sound, and live links.

Advertisement rates are below, and link directly to your website and social media channels.

**To view previous publications, simply click on the covers to the right.**

## ADVERTISEMENTS

1/4 page ad | \$60

1/2 page ad | \$100

Full page ad | \$150

Spread ad | \$200



[Email Kate to find out how you can create a digital campaign by packaging services with reduced rates!](#)



ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

EVENTS

intoxiKate

## IntoxiKate Events

While Kate enjoys attending and speaking at food festivals, she understands the strain participating in these types of events puts on a restaurant—staff is on location, you're using rental equipment to cook your food, and the items you provide are coming out of pocket. That's why she created IntoxiKate Events. Kate hosts these events at the restaurant/shop so fellow foodies get a VIP experience, letting you put your best foot forward in your own environment. (1 event per month)

### **IntoxiKate Events are a full marketing campaign experience including:**

- Interview on Fork This with IntoxiKate radio/podcast
- 2 blog posts on IntoxiKate.com
- Social media campaign
- Email blast to subscribers
- Event posted on local calendars
- Press invites available
- Photos during the event
- Facebook album for the event
- **PLUS:** You *make* money!

### **COCKTAIL PARTY**

25-30 guests. Supply a few finger foods and drink specials for guests | **\$800**

### **DINNER PARTY**

45-55 guests. Tickets cost between \$45-\$65 | **\$1,000**

intoxi<sup>o</sup>ate

ABOUT

AUDIENCE

STRATEGY

WEBSITE

RADIO/PODCAST

EMAIL BLASTS

SOCIAL MEDIA

INTOXIKATE TV

E-MAGAZINE

**EVENTS**