

MEDIA KIT

From-scratch recipes. Practical advice. Topped with exuberance.

I'm a reformed journalist turned food writer and cookbook author. For the past **ten years** I've been delivering delicious, doable recipes and clear how-to service pieces. My audience is itching to discover local ingredients, reconnect with the joy of fresh food and get to know their own kitchens better.

In my kitchen, solid culinary techniques mesh with inspired, approachable flavour combinations for new takes on familiar food. You'll encounter handfuls of fresh herbs, bursts of citrus and a spill are two.



Charmian Christie - The Messy Baker

Writer
Cookbook Author
Recipe Developer



200+ (600%
growth in 1 year)



500+



2K+ (62 Klout = high
engagement)



200+



400+ (400% growth
in 1 year)



800+

Website

25,700 - Visitors/month
22,600 - Unique visitors
34,500 - Page views
64.7% - Bounce rate
1.6 - Page views per visit
1.42 mins - Time on site

Demographics

- Female
- Graduate School
- Surf from home
- 57% - From USA
- 33% - From Canada

ON AIR



TESTIMONIALS

ON PAPER

TORONTO STAR

Canadian
GARDENING
relish

Complementary Therapies For Your Mind, Body and Soul
NATURAL HEALTH

THE
GLOBE
AND
MAIL

edible
TORONTO
Celebrating the Abundance
of Local Foods
in the Golden Horseshoe

kiwi
Growing families the natural and organic way...

pilatesstyle
live life to the core

Charmian's unique story ideas are a perfect fit for my brand. Her writing is succinct with an element of fun and humour.

~ Tara Nolan, Canadian Gardening

ON LINE

theKitchen

babble

gastropost
FOOD MISSIONS FOR FOOD LOVERS

VIV
MAG

CERTIFIED
yummi

recipes.ca
where Canada gets cooking

SAVEUR
SITES WE
LOVE

FOOD NEWS
JOURNAL
DELIVERED FRESH
EACH WEEKDAY

Charmian brings enthusiasm and personality to all of her writing. Better yet, her copy is letter perfect and insightful, too.

~ Dana McCauley, Recipe to Riches judge

ON TARGET

KitchenAid

CANADA BEEF INC.

PaperChef
THE ART OF COOKING
WITH PARCHMENT

SAMUEL
ADAMS

mcEwan



Tre Stelle



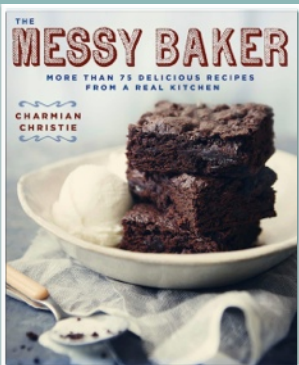
TURKEY FARMERS
OF CANADA
LES ÉLEVEURS DE DINDON
DU CANADA



mushrooms.canada

I adore Charmian's writing. Her blog never fails to make me smile. I've also had great success with her recipes.

~Monica Bhide, author of Modern Spice



Picked up by both
HarperCollins & Rodale.

Kindle version reached **#60**
in **Amazon pastry** books
6 months before release.



Named one of the
top 10 apps for
new cooks by
Relish Magazine.



I'm comfortable
demonstrating live
and on camera. See
some **TV**
appearances on
YouTube

SAMPLE
POSTS

CLICK AN
IMAGE



From Leftovers to
Avgolemono Soup



Easy Lavender
Honey Chicken



Strawberry Sour
Cream Ice Cream



How to Adjust
Cake Pan Size



10 Uses for
Parchment

LET'S WORK TOGETHER

Do people cook **in**, cook **on** or cook **with** your product? I'm looking to partner with brands that help people reclaim their kitchens through delicious, accessible recipes and a no-stress approach. I offer the following:

Recipe Development: I can create tailor-made, original recipes designed to showcase your brand and at a skill level that's right for your audience. Want a side of photos? Just ask.

Brand Representation: I'm available as an ongoing brand ambassador, a spokesperson for cooking demonstrations or select give-away opportunities.

Editorial Content: I can write original **service articles**, with or without recipes, that fit seamlessly with your house style. If different voices are best, ask about a **guest post** or exclusive **column** opportunity.

Ad Space: I offer ad space in the form of a side bar on my website or in my monthly **newsletter**.



Check out my social media posts and exchanges. They're fun, informative and inspiring. Just **click** on an icon.

CONTACT ME



CLICK

For prices or to see how we can work together, email me.

Is it urgent? I'm just a phone call away.
Office 519-821-7586
Cell 519-240-9293