

THE FROSTED PETTICOAT

Food & drinks with a dash of whimsy!



Since 2011, The Frosted Petticoat has given readers a behind-the-scenes look at Sam's life as an accidental food and drink writer, stylist, and recipe developer. From sneak peeks at recipes she is creating for retail brands to exclusive foodie news, The Frosted Petticoat serves as a backstage pass to the food and drinks industry. A true believer that fun and quality can go hand-in-hand, Sam's trademark whimsical style adds color and magic to every foodie adventure. Her approachable and cheeky viewpoint makes for an enjoyable reader experience that has created a cult following of self-proclaimed members of 'The Petticoat Nation'. And with Sam's knack for putting unique twists on classic recipes, there's really no end to life's delicious moments!

48,000+

MONTHLY UNIQUE VISITORS

143,900 +

MONTHLY PAGE VIEWS

5.5m +

TOTAL MONTHLY ENGAGEMENT

1,800+

EMAIL SUBSCRIBERS



163,100+

*5.4m monthly viewers

@frostpetticoat



11,800+

*2.5%+ engagement

@frostpetticoat



4,900+

/frostedpetticoat



5,200 +

@frostpetticoat



640+

@frostedpetticoat

ABOUT

Sam Temsah-Deniskin

Sam started The Frosted Petticoat blog as a creative outlet from her day job as a Manhattan trial attorney over 7 years ago. Combining her favorite past-times of cooking, design, writing, and photography, the blog quickly took off and became known for its whimsical and fun style. It also spawned an accidental career for Sam as a freelance food & drink writer, recipe developer, stylist, and photographer for retail brands. Due to The Frosted Petticoat's

remarkable success, she happily quit her day job to pursue the delicious career full-time. Sam's approachable and whimsical style has received critical acclaim from such media outlets as The Huffington Post, Real Simple Magazine, PopSugar, and Racked. She now also serves as a contributing writer and recipe developer for Liquor.com. When she's not dreaming up magical dishes, Sam spends her time going on love-filled adventures with her husband and 4 year-old daughter.



PACKAGES

BLOG POST with full rights: \$1,500

Includes full rights to all photography, recipe creation and/or product styling, a minimum of 10 hi-res photos, a 600 word article, and social media promotion on Instagram, Facebook, Twitter, and Pinterest. All hi-res images will be offered after posting with full rights for brand use.

INSTAGRAM POST: \$300

Includes recipe creation and/or product styling, a minimum of 3 hi-res photos, sponsored caption, one Stories shout-out, and a re-post on Facebook.

EVENT COVERAGE: \$500

Includes 1 - 2 live social media posts at event, event photography, a 300 word article with a minimum of 5 images, and social media promotion.

A LA CARTE

TWEET: \$15

Includes 1 sponsored caption, a brand image, and relevant tags.

PINTEREST PIN: \$50

Includes 1 brand image pin to a relevant board on our Pinterest profile.

FACEBOOK RE-POST: \$50

Includes a re-post of a brand photo and sponsored caption.

INSTAGRAM RE-POST: \$150

Includes a re-post of a brand photo and sponsored caption.

PHOTO RIGHTS: \$150

Includes the full rights to one photo from a post or stylized recipe/product shoot.

ARTICLE: \$300

Includes 600+ words on a requested food, drink, and/or travel topic. Image research with relevant credits included.



BRAND PARTNERSHIPS

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BACARDÍ

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PIPER-HEIDSIECK
CHAMPAGNE

Tyson

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