Gluten-Free New England
media kit '22

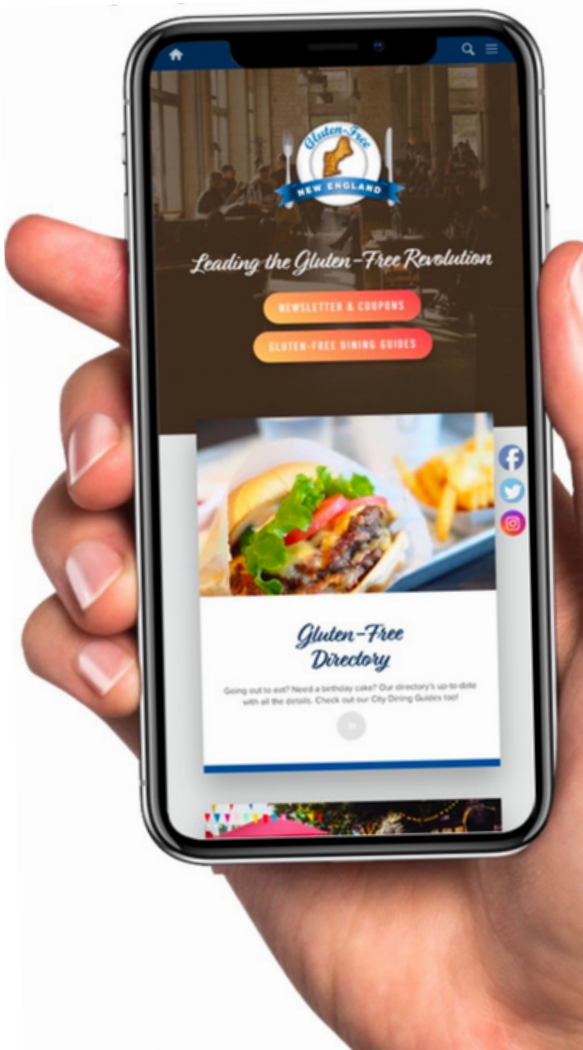
"I founded Gluten-Free New England in 2016 with a twofold mission: To connect the best gluten-free brands and businesses with our vibrant, loyal, and ever-growing audience, and to help our communities connect with each other."

Abby Helman Kelly
Owner

the premier gluten-free resource for new england & beyond

www.wickedglutenfree.com

- ***Top-rated dining directory***
- ***City guides***
- ***Expos***
- ***Features, news, reviews, support, recipes & more***
- ***Expansive influencer network***



stats

ALL of our visitors are already searching for gluten-free dining, products, and services!

social

26,000+
FOLLOWERS

12,700+
FOLLOWERS

7,000+
SUBSCRIBERS
42% OPEN RATE

www.wickedglutenfree.com

23,000+
VISITORS

18,000+
UNIQUE VISITORS

67% 33%

1 M 35S
AVG SESSION DURATION

45,000
PAGEVIEWS

35,000
UNIQUE PAGEVIEWS

35-44 24%	18-24 13%
25-34 23%	55-64 12%
45-54 18%	65+ 10%

TOP AFFINITY CATEGORIES

- HOME & GARDEN/HOME DECOR
- GIFTS & OCCASIONS/GIFT BASKETS
- APPAREL & ACCESSORIES/WOMEN'S APPAREL
- REAL ESTATE

expos

Boston South Shore Expo

Saturday, May 7th, 2022, 9am-5pm
Starland Sportsplex - Hanover, MA

- 100 booths
- 3,000+ attendees expected
- Local and national influencers
- Food Trucks
- Sampling & selling event
- Small business options
- Sponsorships available
- Inquire for pricing

Expo To-Go Connecticut

DRIVE-THRU EVENT
October 2020 East Hartford, CT

- 2,000 GF Swag bags total
- 1,000 bags distributed at drive-thru
- 1,000 bags shipped nationwide
- 50 participating brands

Expo To-Go Massachusetts

DRIVE-THRU EVENT
May 2021 Boxborough, MA

- 2,000 GF swag bags total
- 1,000 bags distributed at drive-thru
- 1,000 bags shipped nationwide
- 70 participating brands

Greater Boston Expo

IN-PERSON EVENT
October 2019
Burlington, MA
Sponsors: Promise Gluten Free
King Arthur Flour
Bakery on Main
Eat Naturall
Glutenberg

- 75 Vendors
- 4 Food Trucks
- Seminars
- 2,100 attendees
- 50 influencers

3rd Annual CT Expo

IN-PERSON EVENT
April 2019
Wallingford, CT
Sponsors: Enjoy Life Foods
King Arthur Flour
Bakery on Main
Big Y Foods
Smart Chicken

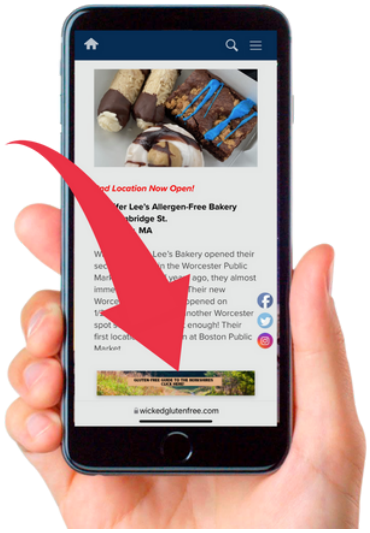
- 75 Vendors
- 4 Food Trucks
- Seminars
- TV feature 3 days before
- 2,100 attendees
- 50 influencers

2nd Annual CT Expo

IN-PERSON EVENT
April 2018
Wallingford, CT
Sponsors: Enjoy Life Foods
Goodman Gluten Free
Big Y Foods
Eat Naturall

- 70 Vendors
- 4 Food Trucks
- Seminars
- 2,000 attendees
- 40 influencers

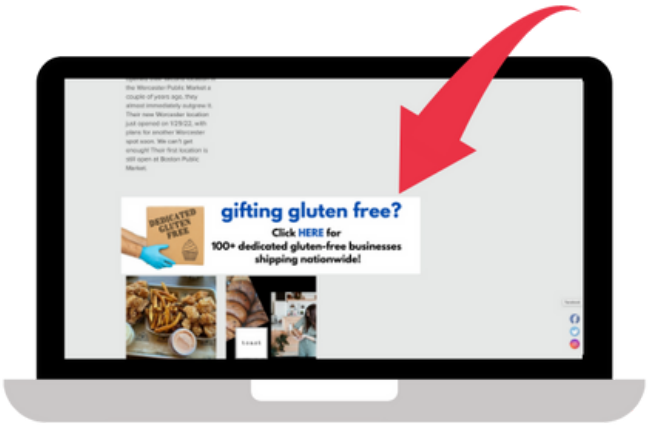
advertise - display



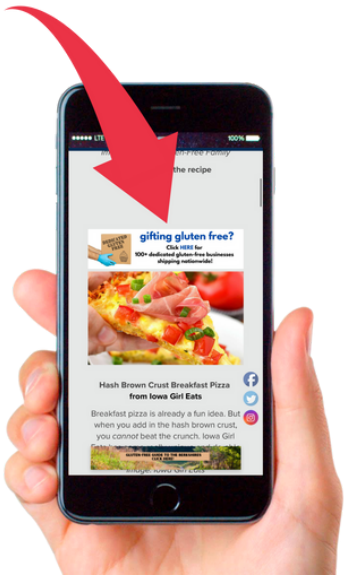
Mobile Anchor Ad

- Sticks to the bottom of screen while scrolling
- $500/month, $1,300/3 months $2,000/6 months
- 3 rotating ads
- Excludes Dining Directory
- Inquire for dimensions

Inside Content Ad

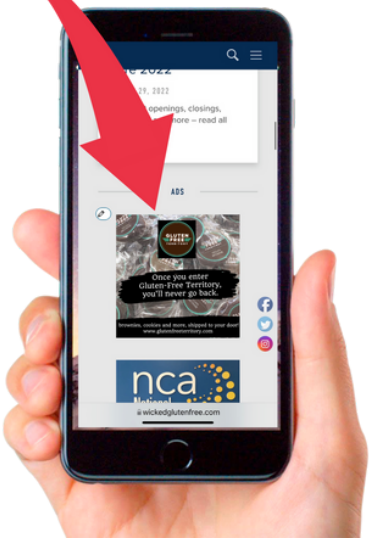


- $350/month
- 3 rotating ads
- 970x250



Sidebar Ad

- $300/month
- 3 rotating ads
- 300x250
- Large Sidebar 300x600 $350



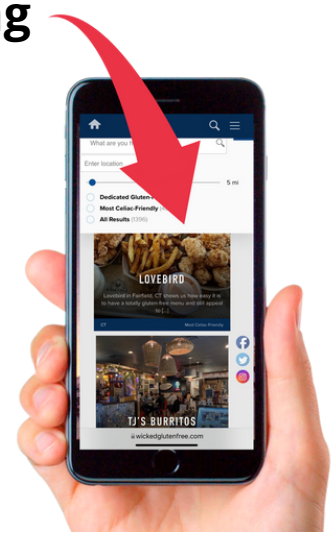
advertise - display

Dining Directory

Our dining directory is one of the most visited features of www.wickedglutenfree.com. Over 1,500 listings, with more added weekly. Retail dining establishments are eligible for a free ad in our directory. Gluten-free products and services may place a Dining Directory Display Ad.

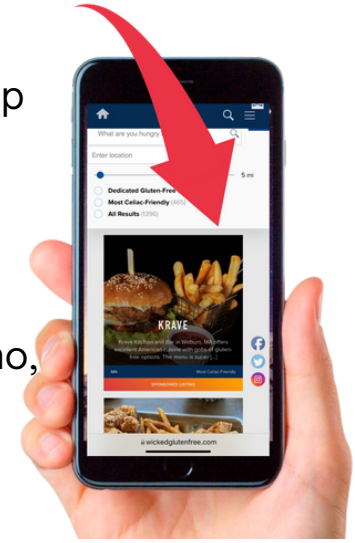
Basic Listing

- Free



Boosted Listing

- Your listing at the top of all directory searches
- Labeled as "Sponsored"
- $200/mo, $500/3mo, $1,000/6mo



Dining Directory Display Ad

- Ad appears inside search results, looks like a listing, and is labeled as 'Sponsored"
- 300 x 250
- 4 rotating ads
- $250/mo, $650/3 mo. $1,000/6 mo.

advertise - social & native

Gluten-Free New England Facebook Page:
26,000+ followers
Gluten-Free New England Community Forum Facebook Group:
4,200+ members

Facebook post with 1 image, tag and link, posted on both FB pages $300

Gluten-Free New England Instagram Account
12,700+ followers

Instagram post with tag + 2 stories $250

Featuring YOU!

- A 300-500 word feature posted on the homepage in the **"Latest Posts"** on our website, including images & links. Feature lives indefinitely on the site.
- Includes link/promotion on our FB page, FB Community Forum Group, and Instagram.
- This option looks and feels like Gluten-Free New England content. (Subtly labeled as sponsored)
- $600
- Add promotion of your FB post via FB advertising. Inquire for pricing

Featuring YOU! Video

Video content is favored by social media algorithms. Our Wicked Gluten-Free TV segments receive thousands of views on FB

- We'll create a 3 minute+ video about your product and/or at your place of business (travel within New England only)
- Video posted to:
  - Website Latest Posts
  - FB main page + Community Forum Group
  - Instagram
  - Our Wicked Gluten-Free TV YouTube channel.
- $900

Monthly Newsletter / Email Blast

- Short article about your product, eatery or service + image + link + discount code
- 7,000+ subscribers, 35% open rate
- $150

Expos

Boston South Shore Expo
Saturday, May 7, 2022, 9am-5pm
Starland Sportsplex & Fun Park
Hanover, MA

- Get your product, eatery or service in front of thousands with our first in-person expo since 2019!
- 100 booths, 3,000+ attendees expected
- Add an item to 50 deluxe swag bags for local and national influencers
- Sponsorships available

Affiliate Shop

COMING SOON

- Sell your product via our trusted platform to an ever-growing & loyal gluten-free audience.

Got a collaboration idea? Run it by us!
abby@wickedglutenfree.com
860-836-5041