

Bites of BULL CITY

BitesofBullCity.com



CONTACT

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SOCIAL MEDIA STATS

*Followers as of August 2017



Instagram **7,000+**



Twitter **3,800+**



Facebook **1,600+**

BLOG STATS *Per month

Page views: 16,000+

Users: 7,500+

Time on page: over 3 min.

2017 ONLINE MEDIA KIT

Bites of Bull City shares the latest restaurant and food-related news in Durham, NC. It's currently the area's *only* dedicated local food news outlet and is a recognized resource around the Triangle.

Our stories have been featured in *WRAL Out & About*, *Triangle Business Journal*, *Durham Magazine*, and *Clarion Content*, and our photographs appear in *Flavor & The Menu Magazine*, *WhereTraveler*, *Spoon University* and on local restaurant Websites, including M Sushi, Luna, and Goorsha.

We believe in eating local, writing local and promoting local! We're different from other online sources because we're not a regular "review site" – we're a news and events blog that aims to celebrate Durham's expansive food scene!

OUR AUDIENCE

- ✧ 60% are between the ages of 25-44
- ✧ 56% female; 44% male
- ✧ 80% are viewing from NC, and of that, 80% of that are in the Triangle
- ✧ Our most popular pages include pre-opening Q&A's, restaurant previews, upcoming restaurants list, and foodie events calendar

50% e-newsletter open & view rate – that's three times higher than the industry average!

Partner with Durham's #1 Food Blog!

Winner!



Best Local Interest Blog and
Best Local Twitter!



LISTED AS 1 OF "DURHAM'S
TOP INSTAGRAM
ACCOUNTS TO FOLLOW" IN
2016

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@BITESOFBULLCITY

2017 RATES AND SERVICES

**Pricing subject to change*

- **Custom Marketing Plans for Restaurants** (monthly fee based on scope of project)
We'll create and implement a customized plan (including some of the services below) and help put it into motion, getting more people talking about your restaurant and coming through the the door!
- **Sponsored Posts & Advertising** (contact for pricing)
We'll help you reach your target foodie audience with advertising options that suit your needs and budget.
- **Featured Event of the Month** (\$150)
Designated blog post with links to tickets, featured spot in monthly e-newsletter, and several social media shares. (Can include a ticket giveaway or promo codes for gaining added interest.)
- **Photography** (\$125/hr + \$75 photo editing fee)
Affordable and creative food, restaurant and headshot/portrait photography.
- **Social Media Consulting/Training** (\$100 for a 90-minute session with up to 3 people present)
Learn best practices for Instagram, Twitter & Facebook, and tips for growing an engaged foodie audience.
- **Writing & PR Services** (price varies per project)
Articles, blogs, press releases and more – we can also distribute to the top local news outlets.
- **Food Tours and Special Events**
The opportunity to co-host foodie events or take part in local food tours with Bites of Bull City.
- **Gift Guide** (\$55)
Appear in our popular local foodie gift guide, which runs yearly in mid-November.

KUDOS FROM THE COMMUNITY

“I really enjoy Bites of Bull City...it's the first place I go to learn about new restaurants. It celebrates the food and the people, and both the stories and the pictures are beautiful! I really appreciate that it's designed to be informational and celebratory, not a review site.”

—*Ashley Lemons, Durham Small Business Owner*

“What I love about Bites of Bull City is that the creator behind it all is very personable and really supports our company. You don't see that in every media or business you work with, and it really makes the business relationship that much more.”

—*Elyse Diehl, Communications Director for Durham restaurant*

"I love this 'new look' from successful food blog, Bites of Bull City. A very "Durham" logo and website...It's one of the best resources to learn about the ever-changing food scene in Durham, NC.”

—*Sasha Travers, Local Public Relations Specialist*

