

MEDIA KIT

KALE & CARMEL

Food for all five senses.

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community

Pageviews
125K/month

Unique Visitors
12K/month

Tumblr
56K

Instagram
24.1K



About Lily

Lily began her love affair with plants of all kinds in her childhood garden on Maui. The daughter of an herbologist and aromatherapist, her passion for cooking is fueled by gorgeous ingredients and informed by science. Both play a role in the ingenious recipes she creates for inner nourishment and outer beauty—fresh, delicious eats and pure, luxurious body products.



About Kale & Caramel

Kale & Caramel is built around the idea of eating well, feeling great, and creating beauty inside and out—and devoted to helping readers find that delicious balance. Packed with irresistibly healthy recipes that make the most of each season, and simple, ingredient-driven recipes for homemade beauty products, it's a destination for readers looking to eat well and feel beautiful in equal measure.

audience

Kale & Caramel followers are women between the ages of 25-34 who are seeking healthy and simple ways to live a more beautiful life, inside and out.

18% are between 18-24

57% are between 25-34

9% are between 35-44

85% of readers are women

partnership opportunities

Work with us.

We love our sponsors! Our goal is to create partnerships that connect readers with brands we love in ways that get real results. Contact us for more information about our unique content packages.

BRAND COLLABORATION & SPONSOR PACKAGES

- Social Media Strategy
- Product Placement
- Recipe Development
- Custom Video Content
- Brand Ambassadorship & Native Advertising

collaborations



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