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EverydayDishes.com

Stirring Up Dependable Recipes & Crafts for Everyday



# ORIGINAL CONTENT, TESTED & APPROVED

In an online world filled with endless options, we give her dependable recipes and DIY content she can count on.



## EAT

Incorporate your brand into original recipes developed and tested by our chefs in the test kitchens.



## SIP

Our mixologist will shake up one-of-a-kind cocktails and drinks using your brand.

## CREATE

Include your product in original how-to projects, kids crafts and printables made by our design team.



## VIDEO

Integrate your brand within our how-to videos, fully produced in-house.





# OUR REACH



**1,200,000**

Monthly Unique Users

**4,000,000**

Monthly Page Views



**60%**

Mobile Traffic



**12,000,000**

Monthly Social Media Reach



**200K+**



**20K+**



**62K+**



**23K+**

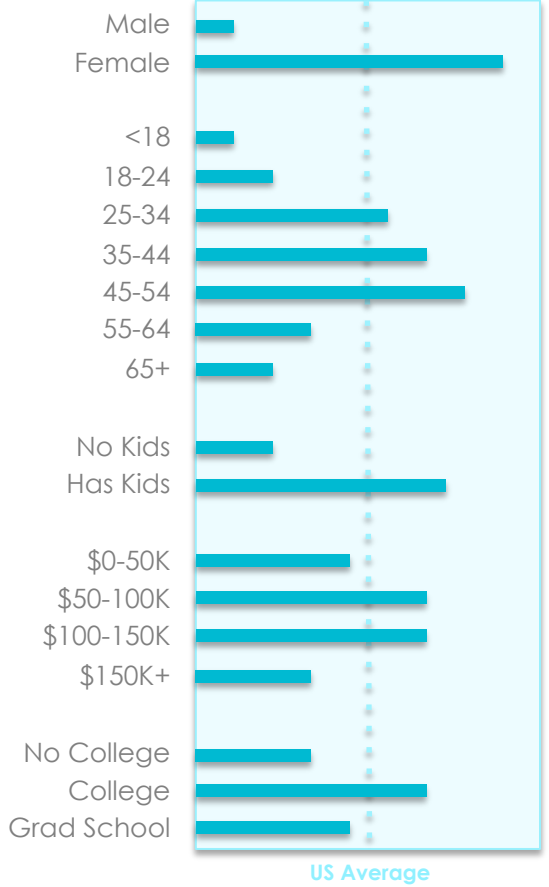


**600K+**



# MEET OUR AUDIENCE

Source: Quantcast, Oct 2014



**Top Interests    Affinity Index**

- Food & Drink 8x
- News 6x
- Arts & Entertainment 5x
- Beauty & Fitness 5x
- Shopping 4x



# OUR COMMUNITY IS ENGAGED

We've built a community of makers who love to share.

**CheryStyle** · October 19 ·

We are not kidding when we tell you that our one-pan mushroom Asiago #chicken brought streams of people into the test kitchen... it smells amazing and tastes even better! 🍴

What are you cooking tonight?

Get the recipe: <http://www.cherystyle.com/simple-food-recipes/dinner-recipes/mushroom-asiago-chicken/>



Like · Comment · Share

👍 29,000 💬 1,459 ➦ 131,593

**CheryStyle** · January 9 ·

Jump on the super-food bandwagon and make kale & quinoa (keen-wah) patties for dinner! They are jam packed with protein, naturally #glutenfree and absolutely scrumptious! #Recipe #Vegetarian

Share a pic with us of your dinner tonight tagged with #CheryStyle!

Make these: [http://www.cherystyle.com/showcase/healthy-kale-quinoa-patties-recipe/?utm\\_source=facebook](http://www.cherystyle.com/showcase/healthy-kale-quinoa-patties-recipe/?utm_source=facebook)



Like · Comment · Share

👍 3,738 💬 548 ➦ 39,412 Shares

**Tomica Onhergrindcarbstopped Irving**



👍 221 · October 21 at 2:34am

**CheryStyle** Awesome!!! Love it! Great idea with baked potato! What did you think??  
October 22 at 7:26am

**Louise Class** I really want to save this as it will be awesome and easy.  
👍 1 · October 27 at 8:48am

**Sonya BeyondBeautiful Murphy** Absolutely loved this dish. Everyone enjoyed it, from my picky kids to my hubby. Served mine with mashed potatoes and Caesar salad. Will definitely keep this recipe for the future. Will be leftovers for tonight with roasted potatoes and sautéed green beans.



👍 124 · October 22 at 4:16am · Edited

**Ellen Finkelstein Mauer** I'll be making these regularly!



👍 1 · January 21 at 4:56pm

**CheryStyle** That is awesome!!! They look sooo good :) Thanks for sharing!

**Monica Girod** · Works at The Girod Residence  
Just made this for dinner. Super easy. Smells so good. Can't wait for it to finish cooking. Hubby is excited too.  
Like · Reply · Moderate · Publicly Visible · Unfollow Post · September 5 at 5:38pm

**CheryStyle**  
What's did you think?  
Like · Reply · Moderate · Publicly Visible · September 6 at 6:40am

**Monica Girod** · Works at The Girod Residence  
Amazing. It was so so good. Definitely a repeat.  
Like · 🍌 1 · Reply · Moderate · Publicly Visible · September 6 at 7:16am

**CheryStyle**  
Monica Girod Awesome! Thanks for sharing!  
Like · 🍌 1 · Reply · Moderate · Publicly Visible · September 6 at 8:13am

**Christina Perez** · Arizona State University  
I made this tonight as instructed and OMG yum! We really enjoyed all the flavor & it makes so much food so it's enough to feed us for days! Budget friendly and tasty!! Yes please! This recipe is going in the rotation! Thank you for sharing!  
Like · Reply · Moderate · Publicly Visible · Unfollow Post · September 4 at 7:30pm

**CheryStyle**  
Yay! So happy to hear it! Thanks for sharing with us! Happy Friday!  
Like · Reply · Moderate · Publicly Visible · September 5 at 6:18am

**Stacy Walker Myers** · Follow · Top Commenter · Chilhowie, Virginia · 345 followers  
This was FANTASTIC! I knew it would be good, but I didn't know it would be THIS good. :-)  
Thank you for a great way to use up the last of the season's peppers.  
Like · 🍌 1 · Reply · Moderate · Publicly Visible · Unfollow Post · November 4 at 5:54am

**CheryStyle**  
Stacy! You're awesome:) So happy to hear it and thank you for letting us know!!  
Like · Reply · Moderate · Publicly Visible · November 4 at 6:56am

**Stacy Walker Myers** · Follow · Top Commenter · Chilhowie, Virginia · 345 followers  
CheryStyle No, this recipe is what's awesome!  
Like · Reply · Moderate · Publicly Visible · November 4 at 10:35am

**CheryStyle**  
Stacy Walker Myers :) How about both!  
Like · Reply · Moderate · Publicly Visible · November 4 at 10:39am

**Donna Patterson McRae**  
I made this tonight. Oh so good  
I used 2 breasts, and followed exactly  
Like · Reply · Moderate · Publicly Visible · Follow Post · November 3 at 7:43pm

**CheryStyle**  
Awesome! So happy you liked it!  
Like · 🍌 1 · Reply · Moderate · Publicly Visible · November 3 at 8:05pm



# CUSTOM CHANNEL

## CUSTOM CHANNEL

Custom Landing Page

Brand Integration

Sponsor Logo & Link

Custom Skin & 100% SOV

ATF Native Promotional Placement Across Site

Driving Users to the Custom Channel

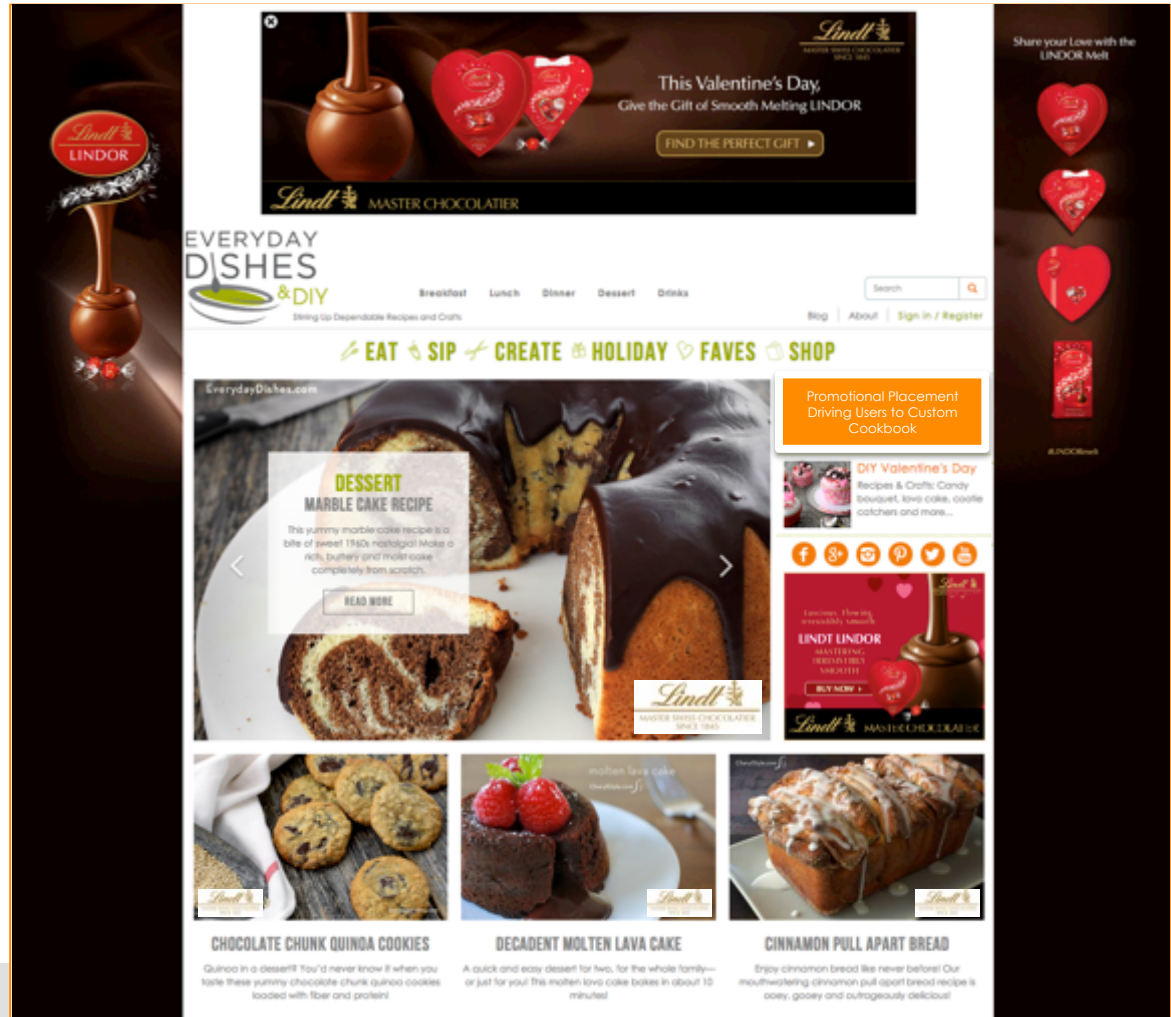
Social & Co-branded Promotion

Newsletter Promotion

Downloadable & Printable Cookbook

ATF Native Placement within Custom Channel

Driving Users to the Custom Cookbook



Mock up image for demonstration purpose only



# SPONSORED RECIPES

## SPONSORED CONTENT

Brand Integration within Recipes

Sponsor Logo & Link


Social Media Promotion

Co-branded Promotion

Newsletter Promotion

Homepage Roadblock (Days TBD)


728x90



Breakfast Lunch Dinner Dessert Drinks

Slings to Dependable Recipes and Crafts

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### SLOW COOKER CHICKEN AND DUMPLINGS

10k 10k 10k 10k 10k 10k

prep time	cook time	total time	makes
15 mins	5 hours 30 mins	5 hours 45 mins	8-10 servings

We have the best slow cooker chicken and dumplings recipe you'll ever make! The instructions are so simple, even the most novice cook will make a five star comfort food classic.

Just chop an onion, open a package of boneless skinless chicken, a can of broth, two cans of condensed soup and a little butter. Woo-hoo, you've already completed 90% of this recipe! Can it get any easier? Well actually, yes. It can't use frozen vegetables in this dish rather than chopping your own. This chicken and dumplings recipe practically makes itself.

This recipe requires around 5 hours on high (or 8 hours on low) in the slow cooker, so dump in all of your ingredients and then take a nap, walk the dog or take the kids to the park. You get the idea!

We love this meal because it's rich and hearty. You'll want a second helping but we can't guarantee that you'll have room in your tummy! The most difficult thing about this recipe is deciding whether you should eat it with a fork or with a spoon.

Make it, share it, and tag it #EverydayDishes & DIY.

◀ PREVIOUS
♥ SAVE TO FAVORITES
✉ E-MAIL
🖨️ PRINT
NEXT ▶

#### WHAT YOU'LL NEED


Your Branded Product Here

- 2 – 10.75 oz cans condensed cream of chicken soup
- 1 small yellow onion, diced small
- 14 oz can chicken broth


#### LET'S DO IT

1. Rinse chicken under cool water and place it in the slow cooker with the butter, both cans of cream of chicken soup, diced onion and chicken broth. Stir to just combine, cover turn the slow cooker on high and cook for 4-4½ hours. Or if you want this to be waiting for you at the end of your work day, cook it on low for 8 hours. There's no need to stir or chop the chicken—just put the first 5 ingredients in the slow cooker and let it do the work.

Promotional Placement Driving Users to Custom Cookbook




DIY Valentine's Day Recipes & Crafts: Candy bouquet, lava cake, cookie catchers and more...




300x250


#### POPULAR SIDE DISHES



POTATO QUIDAS PATTIES



ONE-POT BROCCOLI ASIAGO CHEESE ORZO



CHOOSE FROM OUR FULLY TESTED DESSERT RECIPES at [EverydayDishes.com](#)

Mock up image for demonstration purpose only



# CUSTOM BRANDED COOKBOOK

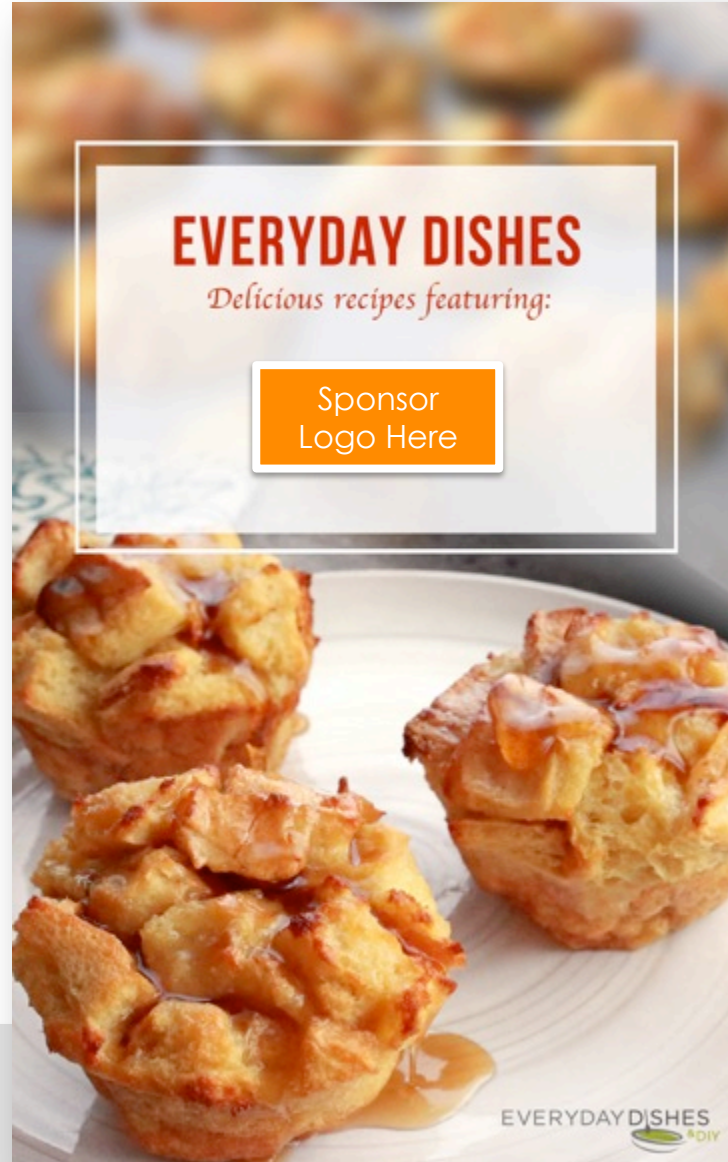
## CUSTOM COOKBOOK

Downloadable & Printable Cookbook

ATF Native Placement within Custom  
Channel Driving Users to the Branded  
Cookbook

Brand Integration within Recipes

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Mock up image for demonstration purpose only





# SPONSORED CONTENT & CUSTOM VIDEO DEMONSTRATIONS

## CUSTOM VIDEOS


Custom Recipes with Video Demos

Product Placement in Videos

Pre Roll (10-30 sec)

Sponsor Logo at End of Videos

728x90




Stirring Up Dependable Recipes and Crafts

Breakfast Lunch Dinner Dessert Drinks





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Delicious & Easy Cocktails: Mango Raspberry Margarita Granita



### MANGO RASPBERRY MARGARITA GRANITA

Sponsor Logo Here

prep time

6 hours

total time

6 hours

makes

10 cups

My friend Bruce, from D.Vine Savannah Wedding and Events, is in town and I thought we'd kick off an afternoon of video production with my yummy mango raspberry granitas to loosen us up!

This is a party drink you can make ahead—just put it in the freezer overnight then bring it out when you're ready to serve!

« PREVIOUS
♥ SAVE TO FAVORITES
✉ E-MAIL
🖨️ PRINT
NEXT »


#### WHAT YOU'LL NEED

Your Branded Product Here


- 12 oz can frozen margarita concentrate
- 12 oz can frozen grape raspberry juice concentrate

#### LET'S DO IT







1. Combine mango orange, grape raspberry and margarita concentrate in a large bowl. Gently break up any chunks with a wooden spoon until no lumps remain.
2. Add water, sugar, Cointreau and tequila to the bowl then stir until the ingredients are completely combined and the texture of the mixture is smooth.



**Cheryl Najafi**  
Press and Events




**Meet the Team**  
New name...  
Some great people!









300x250

#### YOU MIGHT ALSO LIKE



SAME DAY DRY-RUBBED WINGS



KALE & CABBAGE CONFETTI SALAD

Mock up image for demonstration purpose only



# CUSTOM ADVERTORIAL & GIVEAWAY

## FAVE ADVERTORIAL & GIVEAWAY

Custom Advertorial

Sponsor Link & Logo

Optional Giveaway (Prizing TBD)

Branded Sweepstakes Landing Page


Custom Hashtag for Entries

#SPONSORGiveaway

Social & Co-branded Promotion

Newsletter Promotion

728x90




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**EAT SIP CREATE CELEBRATE HOLIDAY FAVES SHOP**



**KITCHENAID STAND MIXER**

Sponsored


The Everyday Dishes & DIY Test Kitchen wouldn't be the same without our crazy awesome **KitchenAid Stand Mixers**. We have one in white, orange and yellow and they put in hard time making up the tasty creations you'll find throughout our site.

So when KitchenAid suggested we team up for a giveaway we jumped all over the chance to award one of our lucky readers with a versatile, life-changing and oh so colorful kitchen gadget.


The first thing you need to do is choose the color of the KitchenAid® Artisan® Series Tilt-Head Stand Mixer that you want by **clicking here**. That way when you enter to win you can select the color that best suits the décor and personality of your kitchen.

Got your color picked out? OK! Now click on the ENTER button below and fill in all of your info! Easy right? You're on your way to whipping up your favorite Everyday Dishes & DIY recipes with ease. Good luck!

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**Cheryl Says**  
Everyday dishes from our Creative Catalyst, Cheryl Najafi




**DIY Valentine's Day**  
Recipes & Crafts: Candy bouquet, lava cake, coffee catchers and more...

f g+ v p t y

300x250

**POPULAR SIDE DISHES**



**POTATO QUIDAS**

Side Bar Feature



# HOMEPAGE ROADBLOCK



Smooth. Flowing. Luscious.  mastering irresistibly smooth [BUY NOW ▶](#) 

*Lindt* CHOCOLATE BEYOND COMPARE

**EVERYDAY DISHES & DIY**  
Stirring Up Dependable Recipes and Crafts

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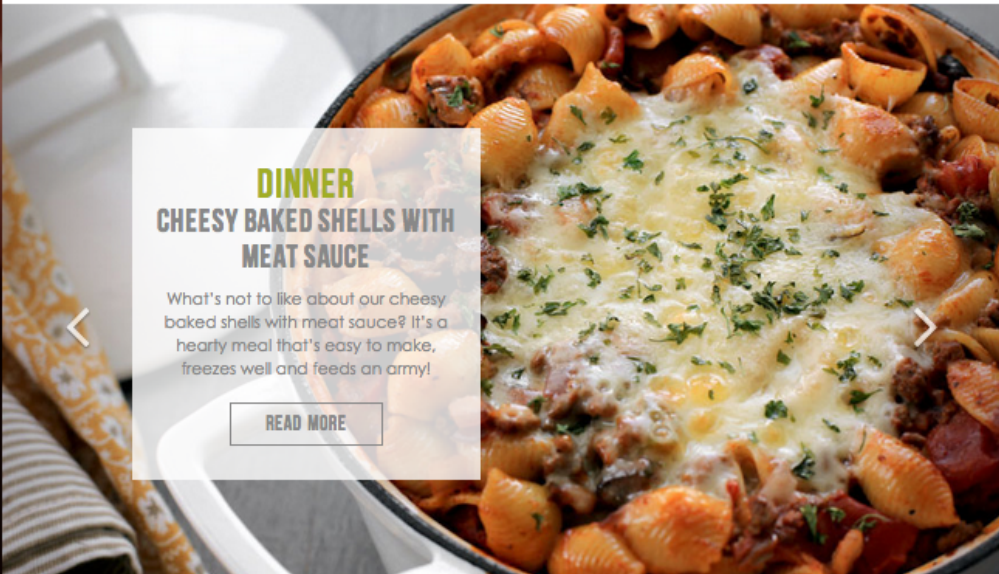
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**DINNER**  
**CHEESY BAKED SHELLS WITH MEAT SAUCE**

What's not to like about our cheesy baked shells with meat sauce? It's a hearty meal that's easy to make, freezes well and feeds an army!

[READ MORE](#)



 **Cheryl Says**  
Check out Cheryl's everyday tips and tricks

 **Meet the Team**  
New name... Same great people!

[f](#) [g+](#) [i](#) [p](#) [t](#) [You Tube](#)

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mastering irresistibly smooth  
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# SUPPORTING MEDIA

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728x90

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EAT SIP CREATE CELEBRATE HOLIDAY FAVES SHOP

**HEALTHY KALE QUINOA PATTIES**

prep time 15 mins | cook time 12 mins | total time 27 mins | makes 10 patties

Try some superfoods that are super delicious and super good for you! Our super healthy kale quinoa patties recipe is a scrumptious substitute for rubbery-tasting veggie patties. We cannot begin to express the utter deliciousness of this recipe without you trying it for yourself. Quinoa—which tastes like a cross between brown rice and oatmeal—combined with fresh kale, yellow onion, chives and Parmesan cheese is sure to rock your taste buds!

POPULAR SIDE DISHES

POTATO QUINOA PATTIES

## SUPPORTING MEDIA

Display 728x90, 970x90, 300x250,  
160x600, 300x600

Tablet & Mobile Media

IAB Rising Star Capabilities

300x250

300x600



THANK YOU!

Patti Milan  
Director of AdOps  
[p.milan@EverydayDishes.com](mailto:p.milan@EverydayDishes.com)  
Cell: 480-241-9390

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