

media kit

about bacon & legs

Bacon & Legs began as a modest little food blog in 2012. It remains true to Fontina's initial desires: a place to find delicious comfort food from an honest voice. But it has also evolved. The slogan "Food. Beer. Nerder. Classy as Fuck." is a perfect synopsis for what Bacon & Legs provides.

FOOD

All of the recipes on Bacon & Legs have been tested and perfected. It's luxurious, comforting and accessible to home cooks, casual kitchen tinkerers and the fancy white coat wearing peeps. All of this comfort food can be found on the **MORE CUSHION** section of the website.

BEER

Whether it's a pairing or an ingredient, Fontina brings her knowledge of craft beer to the food in full force. All of the beer-related chatter and recipes can be found on the **BREW ME IN THE KITCHEN** section of the website.

NERDERY

So many of the recipes that fall out of Fontina's head are inspired by pop culture. Food puns galore accent the solid, well-crafted recipes found in the **POP IT IN YOUR MOUTH** section of the website. From Doctor Who to the Breakfast Club, Bacon & Legs has it all.

CLASSY AS FUCK

Everything on the site is written in Fontina's voice. It might not be kid-friendly, but it's attention-grabbing and honest. The **CLASSY TALK** section of the website is just for some editorial musings on food, beer and pop culture.



FONTINA TURNER
creator of baconandlegs.com

statistics & reach



Active accounts on Twitter, Instagram, Facebook, Pinterest and Google+



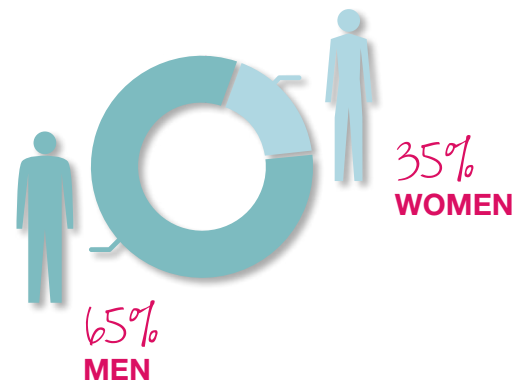
1,900+
TWITTER FOLLOWERS

5000
**WEBSITE VIEWS
PER MONTH**



1750
**UNIQUE WEBSITE
VIEWS PER MONTH**

demographics



83%
OF READERS RECOMMEND
BACON & LEGS TO OTHERS



86%
READ THE CONTENT DIRECTLY
ON BACONANDLEGS.COM

statistics pulled from a self-selected online survey of readers

sponsorship

ADVERTISING OPPORTUNITIES

At Bacon & Legs, we take aesthetics and design very seriously. There is a limited amount of **advertising space** available to ensure maximum visibility for the sponsor.

Please email thelegs@baconandlegs.com regarding space and pricing.

SPONSORED FEATURE PACKAGE

If you have a product or service that you would like featured on BACONANDLEGS.com, this is the perfect opportunity. This not only includes a **high-quality column** written about your product or service in Fontina's fun and spunky writing style, but also stunning and unique **photography** (where relevant), a **social media** push and **SEO** optimization. The piece can be personalized to include **giveaways and contests**.

Please email thelegs@baconandlegs.com regarding details and pricing.

The screenshot shows the Bacon & Legs website interface. At the top, there are navigation links for 'ABOUT BACON & LEGS', 'SHOP', and 'ADVERTISING'. The main title 'BACON & LEGS' is prominently displayed, followed by the tagline 'Food. Beer. Nerdy. Classy as Fuck.' Below this, there are four category tabs: 'MORE CUSHION', 'BREW ME IN THE KITCHEN', 'POP IT IN YOUR MOUTH', and 'CLASSY TALK'. The main content area features several food-related images with captions. One large image shows a plate of food with the caption 'RICK AND MORTY: RECIPE FOR CONCENTRATED DARK MATTER' by Fontina Turner. Other smaller images include 'INNIES AND OUTTIES' and 'CLASSY AS FUDGE'. A 'FEATURE >> EDIBLE BEER STUFFS' section is visible, containing three articles: 'CLASSY AS FUDGE', 'BEER-CANDIED ORANGE PEELS', and 'GO HOME, BURGER. YOU'RE DRUNK.'. On the right side, there is a 'FLAVORFUL WORLD INTERVIEW' section featuring an image of a woman and the date 'April 28, 2015'.

www.BACONANDLEGS.com

contact

To begin sponsorship with Bacon & Legs, reach out to Fontina Turner:

thelegs@baconandlegs.com

or to translate into boring Helvetica, thelegs@baconandlegs.com



This stuff, too:

twitter.com/bacon_and_legs

[instagram.com/fontinaturner/](https://www.instagram.com/fontinaturner/)

[facebook.com/baconandlegs](https://www.facebook.com/baconandlegs)

[pinterest.com/baconandlegs/](https://www.pinterest.com/baconandlegs/)

[google.com/+Baconandlegsblog](https://www.google.com/+Baconandlegsblog)