

ADVERTISING OPPORTUNITIES



Newsletters

We publish a daily (Monday – Friday) newsletter that is emailed to over 50,000 readers. Our scheduled newsletters offer something new each day; Monday is our Food for Thought column, which goes out an additional 500K+ readers through FlyLady.net; a weekly musing on food, cooking or both. On Tuesday, we publish TTR—Tips, Trick and a Recipe, a popular post on using new healthy foods via a tip on choosing it perhaps, a trick in cooking with it and a recipe to try it out with. Wednesday, we send out our weekly special on SavingDinner.com—usually a new product. Thursday, we send out our Dinner Diva syndicated newspaper column to our readers which appears in 250+ newspapers nationwide and in Canada. Friday is Healthy-Foods, a compilation newsletter with a column by Leanne and a guest columnist. This newsletter has been in e-publication for 11 years now.

Websites

www.SavingDinner.com ● www.SavingDinner.tv ● www.LeanneEly.com ● www.CoachingWithLeanne.com

Videos

Our new channel, SavingDinner.tv launches April 2, 2010. These cooking segments will hone in on a variety of cooking and healthy eating problems, offering solutions in quick bite-sized segments. Some of these segments will be called Extreme Meal Makeover with a big graphic reminiscent of Extreme Home Makeover. Every week, a new webisode will make its debut.

Webinars and Teleseminars

Monthly calls and/or classes on everything from specific foods, healthy eating, nutrition, cooking, recipes, and to teach our readers and members how to get the most out of all that Saving Dinner and our partners have to offer.

OUR MISSION



- **Back to the Dinner Table**

Recognizing the strong connection between eating dinner at the family dinner table and children doing better socially and academically, it is our quest to help families use this simple piece of furniture in their homes as often as possible through the many tools available on our website.

- **To Bring Families Together**

Understanding that breaking bread together is intimately tied to children's security and their place in the home. The dinner table offers families an opportunity to really know each other and appreciate what happens in each other's lives day to day.

- **To Teach Healthy Lifetime Habits**

Knowing that the choosing, procurement and preparation of food is a life skill and a foundational principle for building healthy habits, SavingDinner.com aims to equip parents and children on how to do just that in practical ways.

- **To Help Families Save Substantial Money**

Our menu planning is sensitive to family budgets and pocketbooks alike. According the Bureau of Labor Statistics, eating dinner at home will save families nearly 50% of their food costs.

- **To Help Families Save Time**

We provide the tools to get families in and out of the grocery store as quickly as possible; easy healthy recipes to feed the family and a plan to get it all done with. We are a one-stop solution for feeding families.

ABOUT US



Leanne Ely is a New York Times best selling author and the author of the Saving Dinner series. According to Woman's Day Magazine, she is **the** expert on family cooking.

Her media experience includes multi-city book tours, satellite media tours, QVC several times as well as guesting on several national television shows, including HGTV's Simple Solutions, ABC Family's Living the Life, Ivanhoe's Smart Woman, Small Talk for Parents and Talk of the Town. She has guest chef-ed on the cooking show, Carolina Cooks and has taught cooking classes all over the country for Bloomingdale's.

Additionally, she is a seasoned radio personality. Leanne's own radio show, Heart of A Woman aired during drive time in two major California markets, Los Angeles and San Diego. Her current show, Saving Dinner with the Dinner Diva airs each Wednesday afternoon on BlogTalkRadio.com and is one of the top shows on that channel.

Leanne's weekly syndicated newspaper column, The Dinner Diva goes out to over 250 newspapers nationwide and in Canada.

On the Internet, she pens the Food for Thought columnist for the immensely popular, FlyLady.net, with over a half a million readers several times a week.

She has been featured in Woman's Day, Parents, Redbook, Self and Shape magazines to name a few. Leanne has also been featured in the Chicago Tribune, New York Times, Boston Globe, St. Petersburg Times, Charlotte Observer, Orange County Register—and many other major newspapers.

Additionally, she is a sought after speaker and has spoken all over the country, with keynote addresses to corporate and non-profit entities.

Meet our staff:

Laurie – Menu & Project Manager

Lee – Webmaster

Nikki – Affiliate & Social Media Manager

Sally – Customer Service Guru

Tyia – Customer Service



ABOUT OUR READERS

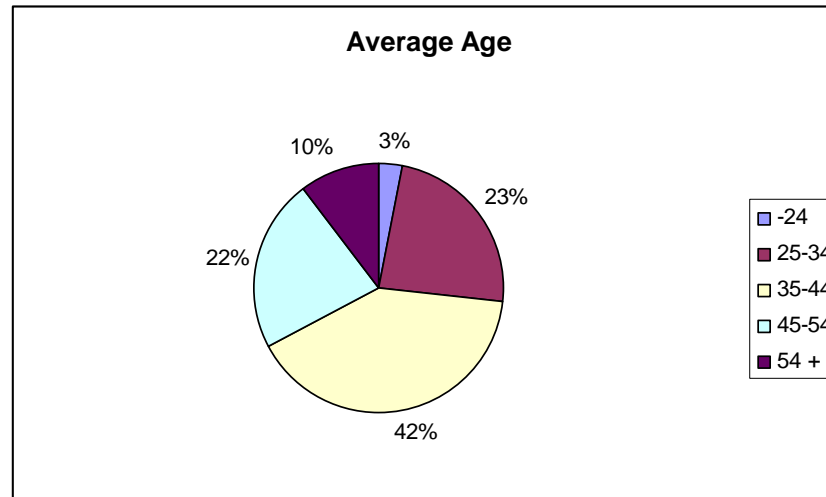


We focus on busy moms and dads looking for healthy, affordable meal time planning solutions.

Top Cities:

Atlanta
Houston
Los Angeles
Chicago
Dallas
Seattle
Oklahoma City
Tampa
Richardson
New York
Philadelphia
Saint Louis
Salt Lake City

Approximately 93%
of our readers and
buyers are female



WHAT OTHERS ARE SAYING



I'm watching Michael Pollan on Oprah. He's talking about how people need to COOK their own food and Oprah's talking about how hard that is. -- They just need Saving Dinner. Leanne, Oprah needs YOU on her show as follow up to Michael Pollan!
~Andrea (via Facebook)

Again, thank you very much for you help and your site! We are just aghast at how these simple recipes are. They taste better, are easier to make, and are better for you than hundreds of recipes we have collected!

Kind regards, Janet

By far, my favorite concept is "Now and Later". I bought that menu, and we have loved every one of the dishes - twice! I'm now applying the "now and later" to most of my meals. Using the tools and menus you've given me, I now make double recipes, cook one, freeze one.... At this point, I'm only actually prepping and cooking about 7 times a month, even though we are eating at home every night. Talk about freedom! Best of all, we haven't done fast food, take out or pizza delivery in over 2 months. Now, the occasional night out to a restaurant is really a treat, and, with the extra in the food budget, our night out can be more of an upscale evening. thank you, thank you, thank you.

Fan in Colorado

P.S. I also appreciate the e-mails newsletters, and have learned a lot about healthy eating.

ADVERTISING OPTIONS

Here are some options you have to partner with SavingDinner.com.
We're also open to your creative ideas, so let us know what you've got in mind!



1. *Paid advertising space on our website*

You can choose between advertising on a single blog post or posting a banner on our main site.

2. *Newsletter Sponsorship*

With a mailing list of over 50,000 readers you can't go wrong with sponsoring a newsletter.

3. *Giveaway Sponsor*

Participate in a contest and provide a prize giveaway for our readers.

OUR ADVERTISERS AND SPONSORS



WANT TO JOIN OUR CONVERSATION?



Contact Leanne Ely

President & CEO, More Food for Thought, Inc.

Lulucooks@gmail.com

704.843.1877

Facebook: www.facebook.com/savingdinner

YouTube: www.youtube.com/savingdinner

Twitter: www.twitter.com/savingdinner

Blog Talk Radio: www.blogtalkradio.com/saving-dinner

Contact Nikki Ritter

Social Media & Affiliate Manager

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Contact Laurie Reynolds

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Customer Support

Customer Support

LeanneEly@savingdinner.com



Websites:

www.SavingDinner.com

www.SavingDinnerSHOP.com

www.SavingDinner.TV

www.LeanneEly.com