



media kit 2019

FOR INQUIRIES ON FEATURES, SPONSORSHIPS, OR PARTNERSHIPS
EMAIL JENNE@THENOURISHINGVEGAN.COM
WWW.SWEETPOTATOSOUL.COM

FOOD
HEALTH
VEGAN
LIFESTYLE
FAMILY
MOTHERHOOD
ETHICAL
ECO-FRIENDLY



RECIPES

DELICIOUS, SOULFUL, VEGAN,

EASY TO MAKE, HEALTHY

OVER 300



VIDEOS



ENERGETIC,

COLORFUL,

INSPIRING, EDUCATIONAL,

PERSONAL

COOKING, MOTHERHOOD,

TRAVEL, BEAUTY

POSTED

WEEKLY

LIFESTYLE

HEALTH, PLANT-

BASED

NUTRITION, PARENTING,

YOGA, BEAUTY, FASHION

HOLISTIC



MEET JENNÉ

Sweet Potato Soul is the creation of Los Angeles-based vegan chef Jenné Claiborne. On the blog and through social media Jenné shares delicious vegan recipes, cooking videos, healthy eating inspiration, personal anecdotes, and advice for mindful and compassionate living.

Her work has been featured in the New York Times, Washington Post, Eating Well, Cherry Bombe, Well + Good, on the Today Show, and in many more mainstream print, web, and television outlets.

Jenné's first published cookbook "Sweet Potato Soul" (Crown | Penguin Random House) was released on February 6, 2018. It debuted as and has continued to be an Amazon best-seller.

In January 2019 she became the mother to a healthy baby girl.





BLOG TRAFFIC STATS

WHO'S LOVING SWEET POTATO SOUL?

MINIMUM USERS
PER MONTH

75K

MINIMUM
PAGE VIEWS PER
MONTH

330k

83% WOMEN

34%

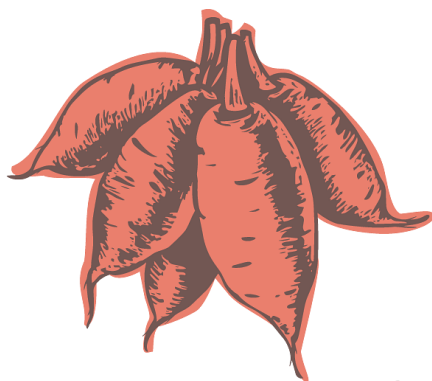
25-34 YEARS OLD

22%

18-24 YEARS OLD

INTERESTS

Recipes, Cooking Videos,
Fitness, Ethical Fashion &
Beauty, Millennial
Parenting/Motherhood,
Nutrition



440K+
YOUTUBE

42K+
FACEBOOK

135K+
INSTAGRAM

RAVING FANS +
GROWING EVERYDAY!



InStyle VegNews

The
New York
Times



REFINERY29

Reader's
Digest

SHAPE

vegetarian
times

well+GOOD
myc
YOUR HEALTHIEST RELATIONSHIP



everyday
HEALTH®

BAZAAR
Harper's



CONTACT

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