

food is our
religion

Media Kit
2013

Food is our religion is written by Shanshan Lam. Food is where Shanshan finds her happiest moments. Be it her gloomiest of lows, or most exuberant of highs, good food will always bring a sliver of joy to this most rapacious of hearts.

If one truly believes in good food, they know that the greatest rewards are found in neither the class of the restaurant nor the expense of the meal. This is the essence of Food is our religion. It is a way of opening fresh insights to your diet, uncovering unique and exotic cuisines and, of course, whetting the appetite – as much as it has whetted hers.

Established in October 2009, **Food is our religion** is an adventure in all things food. Its blog-based reviews are centred on Sydney's eclectic cafe, pub, bar and restaurant scenes. Food is our religion also reviews pre-launch media events, culinary fare, unique recipes, as well as favoured foodie travel destinations.

Food is our religion shares a personalised and unfettered experience with its readers, which focuses on delivering insightful and honest appraisals. It also aims to expose current food trends consuming Sydney, as well as offering fresh insight on product ranges set to hit shelves around Australia.



Key Demographics

- Females: aged 18-35 years.
- Visits from 65 countries with majority of readers coming from Australia, followed by United States and Poland.

Social Media Ranking

- Facebook page (www.facebook.com/foodisourreligion) - 125 likes
- Twitter (twitter.com/food_religion) - 459 followers
- Instagram (instagram.com/food_religion) - 775 followers
- RSS Feed (feeds.feedburner.com/FoodIsOurReligion) - 78 followers
- Google Plus (plus.google.com/106140095434440117874/posts) - 88 people in my circles

All statistics are as at 9 February, 2013.

Statistics



Food is our Rel... ▾

Blog Stats

Came from

Keywords

Referrals

EARNINGS

Earnings

Payment History

SERVICES

Poll

Today

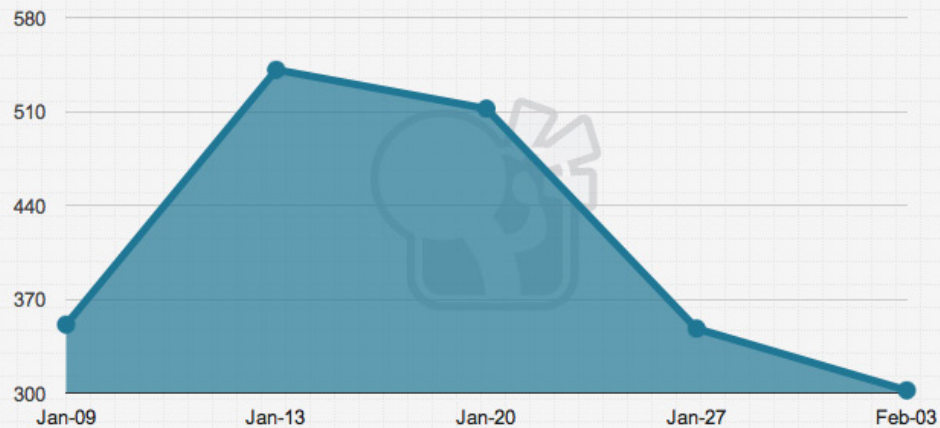
This Week

Last Week

Last Month

2054 TOTAL UNIQUES LAST MONTH

3892 TOTAL VIEWS LAST MONTH



Date	Uniques	Views
Jan-09	351	582
Jan-13	541	1035
Jan-20	512	998
Jan-27	348	810
Feb-03	302	467
Total	2054	3892

Page views: 3,892

Visitors last month: 2,054

All statistics are as at 9 February 2013



Blog
Statistics

Restaurant and product reviews

Food is our religion is pleased to accept invites to the following:

- Restaurant reviews;
- Product reviews;
- Cooking classes;
- Sponsored giveaways
- Sponsored posts and;
- Paid insertions

Please feel free to send Shanshan an invite at any time. Food is our religion loves a great launch party!

Food is our religion has three additional sections featured on the blog. Please note: these sections do not include restaurant review invites, as these are featured exclusively on the blog posts.

- Recipes and cooking classes (www.foodisourreligion.com/p/cooking101.html)
- Reviews and launches (www.foodisourreligion.com/p/launches.html)
- Travel (www.foodisourreligion.com/p/travels.html)

Please be aware that all photographs are taken by Shanshan herself (unless otherwise stated) and are covered by creative copyright. To obtain an authorised copy of these photographs, please forward all requests to foodisourreligion@gmail.com.



Advertising &
Sponsorship

Sidebar and Banner Advertisements

Food is our religion is willing to accept advertisements on the right sidebar, as well as relevant placements for the banner ad.

Please note that the abovementioned terms are subject to Food is our religion's disclosure policies (www.foodisourreligion.com/p/disclosure-policies.html).

Should you have any questions or queries, do not hesitate to contact Shanshan Lam via foodisourreligion@gmail.com.

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