

www.TheStoriedRecipe.com



THE STORIED RECIPE

A PODCAST ABOUT FOOD, CULTURE, AND LOVE

A background image of several ripe, red strawberries with green stems, scattered on a dark, textured surface. Some strawberries are whole, while others are sliced, and there are small droplets of liquid on the surface.

MISSION

My listeners and I are a community believing that food is a love language connecting us across generations and cultures.

Each podcast guest shares a cherished recipe from which we dive deep into the guest's life, culture, and heritage.

To honor these stories, I make, photograph, and share every recipe, which together bring over 30K monthly visitors to my site.

My goal is to bring your products AND your story to my listeners.



3 OFFERS

As a former wedding photographer, I specialize in telling stories through words and image. Choose the sponsorship package that best leverages my skills and audience for your needs and budget.

MORE THAN A PODCAST...

The Storied Recipe has an engaged, loyal, and growing audience across multiple platforms. A sponsorship includes shares on ALL platforms.

89%

Of all listens
last more
than 45
minutes.

45%

Open rate
on weekly
newsletter.



6K

MONTHLY
LISTENS

9.8K

IG FOLLOWERS

3600

NEWSLETTER
SUBSCRIBERS

45K

WEBSITE
VISITORS

66%

AMERICAN

80%

WOMEN

65%

AGES 35-44

Premium Offer: Brand as Guest

*Tell the story of your company to my audience as a guest on the podcast.**



- 60 minute episode with guest(s) of your choice telling the story of your brand.
- Gallery of at least 10 full resolution images featuring your product.
- Blog post featuring your story & offerings in words and images.
- IG post & story announcing the episode in words and images.
- Newsletter edition featuring your episode with words and images.

4800

**Not available to every sponsor. Requires a preliminary phone call to ensure the episode will be an engaging experience for my listeners.*

Exclusive Sponsorship

Tell the story of your company to my audience in words and images.



Sponsor 3 episodes across all platforms:

- *Podcast:* 30 second reads in each of 3 episode intros
- *Site:* I will share the full text of those reads + a link to your site + an image featuring your product in the show notes (blog posts) for each episode
- *Instagram:* After the release of each episode, I will share 2 story slides thanking you for your sponsorship and featuring your product.
- *Newsletter:* Full text of reads + a link to your site + an image featuring your product in the newsletters announcing each of 3 episodes

3200

Enhanced Sponsorship

Tell the story of your company to my audience in words.

Sponsor 3 episodes across all platforms:

- *Podcast:* 30 second reads in each of 3 episode intros
- *Site:* I will share the full text of those reads + a link to your site in the show notes (blog posts) for each episode
- *Newsletter:* Full text of reads + a link to your site in the newsletters announcing each of 3 episodes

800



I'm Becky Hadeed, host of The Storied Recipe Podcast and I'd love to work with you!

Thanks so much for your interest.