



## 2018 Media Kit

Cassie Bjork is a globally recognized industry leader in weight loss, a highly sought-after speaker, and the #1 International Best Selling Author of *Why Am I Still Fat? The Hidden Keys to Unlocking That Stubborn Weight Loss*.

For more than a decade, she has helped tens of thousands of people achieve the bodies they want—not by starving or skimping, but by eating foods that fuel effective and sustainable weight loss.

Cassie speaks widely and contributes a regular column, “Real Talk with Cassie” in *Paleo Magazine*. Virtually every major media outlet t—including CBS, ABC, WCCO, FOX News, CNN, TIME, Parade, Cosmopolitan, SELF, SHAPE, Women’s Health, and HuffPost— has covered Cassie’s debunking of dieting lies as she shares the truth about food, weight loss, and overall health.

*“We’ve been working with Cassie since 2015. Cassie is a genius at promoting our skin care products to her fans and has brought in over \$33,000 in sales. She is amazing to work with and is an essential part of our team of affiliates!!”*

Lisa Alfaro  
Affiliate Manager, Annmarie Skin Care  
January 1, 2017

### Our REACH

**35,000**  
Unique  
Monthly  
Visitors

**65,000**  
Page Views  
Per  
Month

**26,000**  
Email  
Subscribers

  
**12,000**  
Twitter

  
**13,000**  
Facebook

  
**10,000**  
Instagram





## Who are Cassie's readers?

### Reader profile:

Cassie's audience is comprised of 90% women, ranging from 38 to 54 years old. They are busy, working women with a spouse who also works. They are willing to invest in products and conveniences that make it easier for them to live a healthy lifestyle, and they have been following Cassie for years.

#1

**Priorities**  
Health &  
Convenience

**90%**  
Women

Average  
age  
**46**

Cassie provides a refreshing no-nonsense, keep-it-simple approach to nutrition, health and life. She helps her followers find a new kind of freedom in their daily life. Freedom from counting calories. Freedom from the latest magazine-hyped food confusion. And freedom from the cycle of never-lasting diets. Cassie's overall mission is to provide some real talk about real food and real life.

"In the midst of a big storm, Cassie has been a touchstone for me. I'm so grateful."

**-Heather O. (St. Paul, MN)**

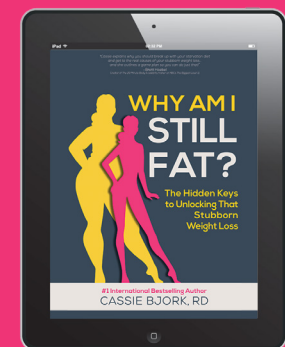
### They're educated!

The majority of visitors and subscribers are college educated women who are looking beyond a quick fix—they want something they can stick to, and that will last.



### They're tech savvy!

Our audience knows a thing or two about technology and do a large amount of shopping and reading from mobile devices.



### They're loyal!

Cassie has built a loyal following by providing honest, valuable and life-changing content, and that's why she has a strong ability to influence purchase patterns.





## Brand Influence Blog Posts



*My Mattress was Putting  
My Health in Jeopardy!*



*Why You Should  
Care About Skincare*

### SERVICES Offered

- Sponsored blog posts
- Social media promotion
- Dedicated e-mail blasts
- Product giveaways
- Affiliate promotion
- Product reviews
- Faves page feature
- Sponsored speeches
- Live video tutorials

### BRAND Relationships

- Gaia
- Annmarie Gianni Skincare
- intelliBED
- Coffee Blocks
- Desert Farms Camel Milk
- Barrier Island Organics
- The Sola Company
- Avia
- RXBAR
- JOOV

**MEDIA**  
Mentions



THE  
HUFFINGTON  
POST

SHAPE

PALEO  
MAGAZINE

Men'sHealth

Parade

TIME



msn

COSMOPOLITAN



SELF

Women'sHealth

## A note from Cassie:



Hi!

I'm excited to potentially partner with you to get the word out about your awesome product!

I've spent the past decade building an audience who cares about their health and wellbeing, is incredibly engaged and loyal, and trusts my recommendations.

I'll admit that I'm quite selective as to which brands I work with (and as a result, the ones I pour my heart and soul into helping get huge results!) There are many health brands who contact me on a regular basis, and I only want to work with the ones that are a great fit—for all parties involved!

We'll get along if you have something awesome—maybe even unique—to offer, if I experience it and personally LOVE it, and it provides lots of value to my readers and my company.

I'd love to hop on a call and discuss how I can support you: from shooting videos, blasting it out on social media, sending out dedicated emails, securing you a spot on my "Faves" page... the sky is the limit!

Can't wait to hear from you!

♥Cassie

