

Snacking in Sneakers



balancing food, fun, + fitness

About the Blog

Snacking in Sneakers is fitness & food blog dedicated to providing wellness information that is both helpful and entertaining. The blog shares healthy recipes, fitness advice and workouts, running and triathlon tips, and sports nutrition information. Our target audience is women who are 20-40 years old that are interested in starting or continuing to live a healthy lifestyle - but without giving up their favorite chocolate chip cookies to do so. On the blog, they can find ways to exercise, eat right, and still enjoy that occasional treat.



Monthly Unique Visitors:	17,000+
Monthly Pageviews:	25,000+
E-Newsletter Subscribers:	700



2,600



235



585



340



675

*Current as of October 1, 2015

About Chrissy

Chrissy Carroll is a 30-year-old self-proclaimed wellness enthusiast residing in Shrewsbury, Massachusetts. Blogging on Snacking in Sneakers lets her combine her professional knowledge as a Registered Dietitian and Certified Personal Trainer with her personal passions as a runner, triathlete, and food-lovin' gal.

Chrissy has been featured in print in Redbook Magazine, Working Mother Magazine, Today's Dietitian, and Bay State Parent Magazine - as well as on many online publications and websites.



Opportunities

Let's work together

Our readers are young & middle-aged women who are curious about ways to live a healthier lifestyle while maintaining a sense of fun & freedom. They appreciate food brands that make healthy eating easy & more accessible, and fitness brands that enhance workout quality & enjoyment. Through available services, you are able to reach a targeted health-conscious audience while the blog is able to expose readers to useful food & fitness brands.

"Your post looks FANTASTIC! Very thorough, exactly what we were looking for and then some. You are a very excellent writer." -- Jessica, Zig Marketing

available services:

- Sponsored Posts & Videos
- Product Reviews
- Giveaways
- Brand Ambassadorships
- Recipe Development
- Twitter Party Host
- "Ask the RD" on your social pages

Disclosure: Snacking in Sneakers follows FTC guidelines. All sponsored posts (for compensation or product) are disclosed as such, and all links are no-follow.

Current or past partnerships have included...

 UnitedHealthcare


simple ingredients,
not a lot of sugar






PREMIUM FRESH FROZEN



*Partnerships may be direct or network-based (through FitFluential, Clever Girls, etc).

Let's work together!

Get your brand in front of the Snacking in Sneakers audience - women who are passionate about living a healthy lifestyle while having fun!

Email me!

chrissy@
snackinginsneakers.com