

DOWNSHIFTOLGY

with LISA BRYAN



ABOUT LISA

Lisa is a healthy food and lifestyle influencer, and #1 [bestselling cookbook](#) author. She's the founder of the popular blog and YouTube channel Downshiftology which features wholesome gluten-free recipes, meal prep ideas, and step-by-step cooking videos. She's been featured on Good Morning America, Well+Good, Real Simple, Good Housekeeping, The Kitchn, and Elle. Lisa lives in Southern California where she hikes, bikes, and enjoys all things healthy.

WEBSITE STATS

10,500,000
MONTHLY PAGEVIEWS

5,600,000
MONTHLY USERS

233,000
EMAIL SUBSCRIBERS

75%
FEMALE READERS

25-44
READER AGE GROUP

READER PROFILE

The Downshiftology community is attracted to all aspects of simple, healthy living. They're looking for seasonal recipes along with uplifting home and lifestyle content. They want to take life "down a notch," travel the world, and feel supported through a positive, like-minded community who reminds them that "they can do it!"

POPULAR TOPICS

- Healthy Living
- Wellness
- Gluten-Free
- Home & Style
- Travel
- Nutrition

FEATURED ON

[Good Morning America](#) • Shape • Real Simple
Huffington Post • Fitness Magazine • Well + Good
Athleta • POPSUGAR • MindBodyGreen • ELLE
The Everygirl • Good Housekeeping • Chowhound

 326,000

 258,000

 2,450,000

 10mill+

 3,300

www.downshiftology.com

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PARTNERSHIP OPPORTUNITIES



RATES

Gain massive visibility of your brand/product across multiple channels through sponsored content and video. A la carte rates are listed below. Cross-platform packages are available at a reduced rate:

- Blog Post: \$15,000
- YouTube Video: \$30,000
- YouTube Short: \$6,000
- Email Mention: \$7,000
- Instagram Post: \$6,000
- Instagram Story (3-4 frames): \$6,000
- Instagram Reel: \$8,000
- Facebook Post: \$3,000
- Facebook Reel: \$5,000
- TikTok Video: \$5,000

Additional fees may apply for exclusivity, full rights, and quick turn-arounds.

TOP CITIES

US

- New York
- Chicago
- Los Angeles
- Houston
- Seattle
- Dallas

GLOBAL

- London
- Toronto
- Sydney
- Melbourne
- Vancouver
- Dubai

Note that these may vary across platform.

OTHER OPPORTUNITIES

Lisa is available for brand ambassadorships and partnerships, newsletter mentions, social account take-overs, editorial contributions, cooking classes, food photography and styling, speaking and presenting.

THE FUN STUFF

Lisa is a sunshine-loving, always-smiling, feet-in-the-sand California girl. She's a Kiwi by birth and a dual citizen of New Zealand and the United States. She's slightly addicted to travel and always up for an adventure. Sometimes that adventure is the local farmer's market and sometimes it's motorbiking through Thailand. But it's **always** a soul-fulfilling experience that makes life a little more healthy and happy.

