



ALTERNATIVE DESSERTS FOR WHOLESOME DIETS

Unconventional Baker is a fuss-free dessert recipe blog where no dairy, no gluten, and no refined sugar = no problem! Recipes are posted 2-3 times per week, usually on Tuesdays, Thursdays, and Fridays. Readers engage directly through blog comments and are especially active on Instagram.



BLOG STATS PER MONTH

96K
UNIQUE VISITORS

213K
PAGEVIEWS

87%
OF READERS ARE WOMEN

47% OF READERS ARE FROM THE US,
10% FROM AUSTRALIA,
9% CANADA, AND 9% THE UK



ABOUT THE BLOGGER

Audrey Snowe is the recipe developer, photographer, food stylist, and author behind Unconventional Baker. She started the blog in 2013 when faced with changing her own diet. She documents her unconventional kitchen experiments and readers love coming back for inspiration on eating outside the box.

READERS LOOKING FOR ALTERNATIVES

Unconventional Baker readers are interested in health, fitness, allergy-friendly baking, raw desserts, plant-based recipes, and specialty kitchen gadgets. They're willing to spend the extra time and money to impress when entertaining, to cater for loved ones with dietary restrictions, and to spoil themselves. They ask questions, actively research alternative products in the marketplace, and value quality of life.

SPONSORSHIP AND COLLABORATION OPTIONS

There are several opportunities to reach the highly targeted audience that Unconventional Baker attracts. All partnerships are approached with care to maximize exposure and engagement for the brand, whether it is via social media, custom crafted recipe posts, or strategic ad placements. Please contact for current rates. Options include:

- Sponsored Posts
- Food Photography
- Display Ads
- Recipe Development



123K Followers
@unconventionalbaker



28K Followers
@audreysnowe



23K Fans
@unconventionalbaker

RETURNING VISITORS

31%

READERS AGE 25-44

58%