

HEALTHY(ish)  
APPETITE

# LEANNE RAY, MS, RDN

registered dietitian nutritionist, food photographer & recipe developer  
founder of HealthyishAppetite.com



## get to know Leanne

Leanne Ray is creating feel-good recipes that people actually want to eat. At Healthyish Appetite we cook up plant-forward, big-flavor meals that taste as good as they look. We're fun, innovative and on-trend without getting caught up in the fluff like pancake cereal. Leanne uses simple, approachable ingredients (um bee pollen, no thank you) and creates show-stopping imagery so readers are excited to get in the kitchen. Leanne has been cooking, photographing and writing about food for over 15 years and has an authentic, engaged community.

### numbers



**HEALTHYISHAPPETITE.COM**

>10k monthly PVs with consistent growth



**ACTIVE EMAIL LIST**

500+ subscribers with 40% open rate



**@HEALTHYISH\_APPETITE**

2k+ followers



**HEALTHYISHAPPETITE**

1 million+ monthly views





# HEALTHY(ish) APPETITE

## sample work



## rates + offerings

### RECIPE + BRAND PHOTOS (STARTING AT \$500)

I'll use your product to create a fun, fresh and delicious recipe for your audience, and provide one or more high-resolution photo(s) to use across your social channels.

### INSTAGRAM REEL AND/OR IDEA PIN (STARTING AT \$750)

Reach a new audience by allowing me to share your product on my own social channels. My most popular reels have reached over 5k and I have multiple pins that have reached over 1 million.

### SPONSORED BLOG POST (STARTING AT \$1000)

I bring a strong knowledge of best practices for keyword research and SEO. This option has the potential to reach the most people, for the longest period of time.

I also welcome longer-term partnerships. Let's work together to come up with custom package.