



ABOUT ALTERNATIVE FOOD NETWORK

You are what you eat!

At Alternative Food Network (AFN), we believe food can be medicine, a tool in the integrative tool box to heal and balance. AFN is a niche multi-media resource at the intersection of food and personal best health. AFN produces informative podcasts with experts in the fields of medicine, science and nutrition. Our mission is to foster a 'can-do' approach to eating for a healthy and energetic life, including those with food limitations and sensitivities.

AUDIENCE

50,000+ podcast listens

100's of hours of content consumed

Top Countries:

U.S. & Canada

Top Cities:

Toronto, Los Angeles and New York

Top Age Groups:

1) 25-34 2) 35-44 & 17-24.

Split female/male

Interests/Needs:

Our audience wants to be healthy and is curious about food - to prevent disease, to help live their best life, to manage a medical issue. Their main interests are: Sports & Fitness, Food & Drink, Health & Wellness, 'Free-From', Plant-Based, Cannabis, Lower Sugar.

Podcast listeners are loyal, affluent and educated.

LET'S WORK TOGETHER

 www.alternativefoodnetwork.com

 info@alternativefoodnetwork.com

ABOUT THE FOUNDER

Having spent 15 years working in the television industry as a lawyer, Esther Garfin decided to tap into her professional experience and use media to help others struggling nutritionally and emotionally with food challenges. Esther is aware first hand of the journey to conscientious eating in pursuit of health and wellness goals. A proud grant recipient of the City of Toronto's Starter Company entrepreneur program, Esther officially launched AFN in the Fall of 2017. In 2019, she was added to PeopleMaven's *Food Bloggers to Follow* list.

PODCAST ADVERTISING WORKS

Leverage the power of AFN's niche audience. Listeners trust the podcast host which benefits the brand. Over half of listeners are motivated to take action after hearing a podcast ad. Podcasts generate up to 4.4x better brand recall than display ads on other digital media platforms. Working with AFN is a way to get in front of a growing audience who spend hundreds of hours consuming AFN content and who are eagerly seeking information and new products.

OPPORTUNITIES FOR OUR PARTNERS

- Podcasts: sponsored host read ads (English & French language)
- Sponsored newsletter (English)
- Social Media Promotion (English & French language)

Let AFN help you create awareness, response and revenue!