



Media Kit 2016

IRIS
McCARTHY

FOOD & TRAVEL WRITER | AUTHOR | SPEAKER | PRESENTER



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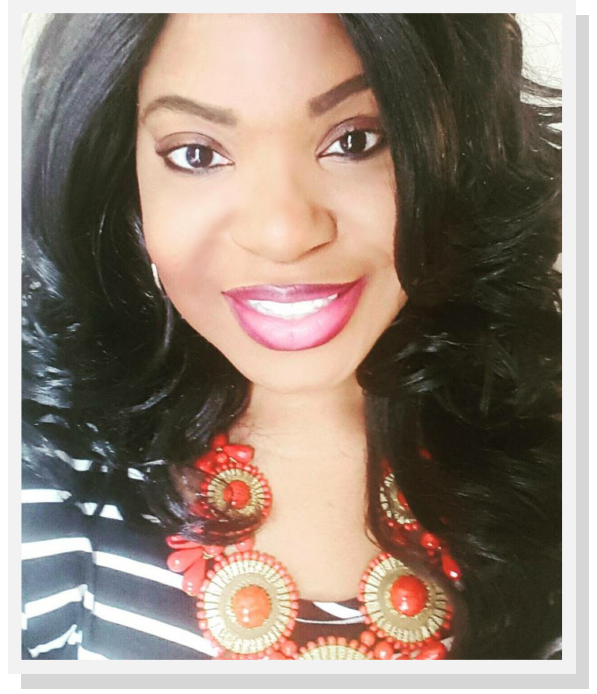
Information on marketing opportunities and speaking engagements

Social Media Influence

Find out how to connect with Iris and her audience on social media

Bio

Having spent nearly a decade in corporate America, Iris McCarthy left to pursue her passion for writing and food culture and crafted a career that has garnered critical acclaim and afforded her a host of once-in-a-lifetime opportunities. A self-proclaimed storyteller, Iris tells the stories that matter as an award-winning food and travel writer. She is also the author of the best-selling books *Food Lovers' Guide to Philadelphia* (Globe Pequot Press, 2012) and *Main Squeeze: Juicing Recipes for Your Healthiest Self* (Cedar Fort Publishing, 2015). Iris is also the founder of Full Plate Media, LLC—an editorial content development firm specializing in providing print and digital content to the culinary, tourism and hospitality industries. She is a member of the International Association of Culinary Professionals (IACP) as well.



Iris' success through social media has led to even more opportunities, including appearances on The Dr. Oz Show (with a hilarious interaction and culinary demonstration segment with Dr. Mehmet Oz himself), television and radio (Iris' show, *The Palate Princess*, appears on WWDB in Philadelphia) as well as countless partnerships with some of the world's most recognizable travel/tourism brands. She is often asked to speak at writers' conferences, author events and perform culinary demonstrations; her lively, interactive lectures and demos inspire and enthuse audiences of all backgrounds.

In addition to being a writer, Iris is also a wildly creative home cook who develops recipes for food and beverage brands and grocery stores including Emile Henry and regional grocer ShopRite. When she's not penning articles or writing books, you can find Iris making delicious messes in what she considers her comfort zone: her home kitchen.

Website



What is ThePalatePrincess.com?

I tend to think of food as the great unifier—sharing a meal has the unique ability to bring people of all backgrounds and means together. My fondest memories of travel always include food in some way, whether it's a memory of sharing a communal meal in the hills of Italy, navigating the language barrier with a street cart vendor or huddling en masse in a crowded mom-and-pop deli with a hungry crowd of fellow food enthusiasts.

My most cherished collection of travel souvenirs are my food memories and I share them not only in my formal, published writing but on The Palate Princess as well.

As seen on...



Reader Interest

Food, food culture, food policy
Cooking/food trends
Restaurants/dining
Product reviews

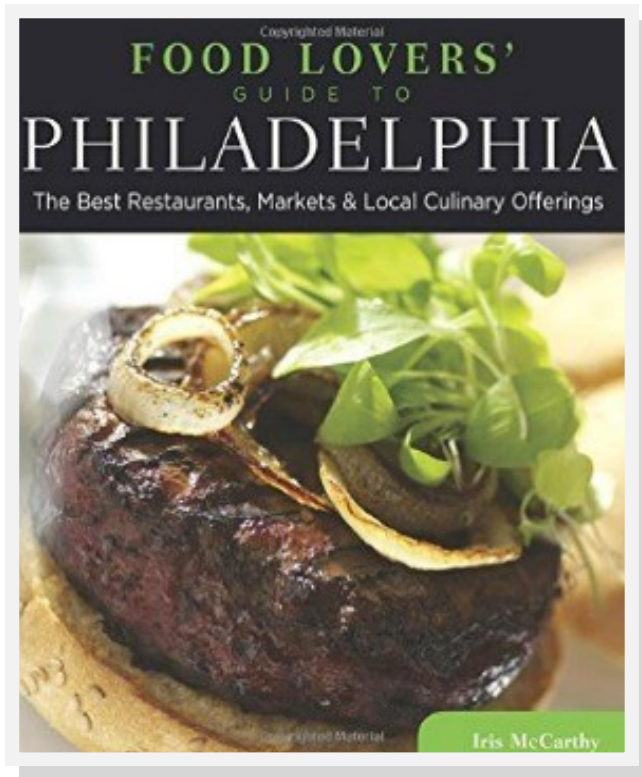
Demographics

66% - Female 34% - Male
Age range - 32 - 44
Average household income - \$108 K/yr.

Statistics

30K+ Pageviews/month
12K+ Unique visitors/month
14K+ Twitter followers
1K+ Facebook fans

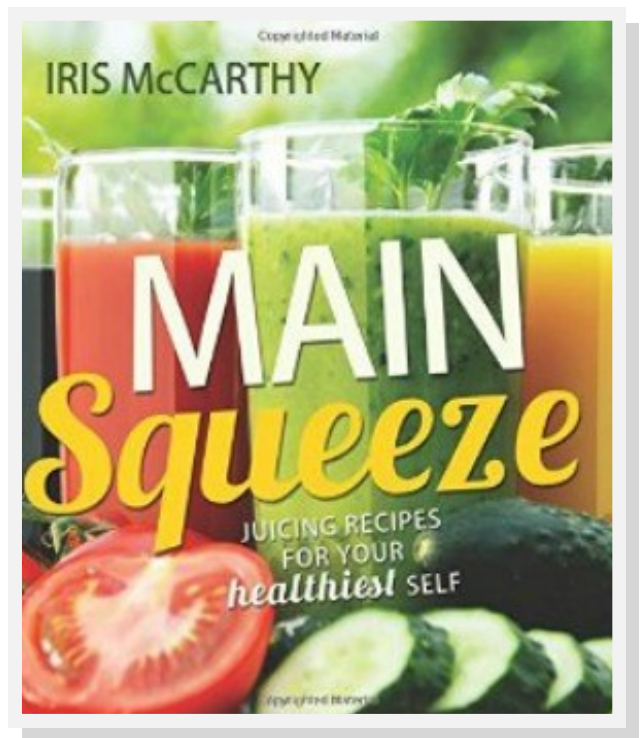
Books



Beneath the rough and imposing exterior of city life in Philadelphia lies a culturally rich and diverse environment that showcases a wide selection of extraordinary cuisine. Chefs from all over the world have been creating new and brilliant outlets of eating throughout Philly that have allowed this city to flourish. In *Food Lovers' Guide to Philadelphia*, seasoned food writer Iris McCarthy shares the inside scoop on the best places to find, enjoy, and celebrate these culinary treasures. A bounty of mouthwatering delights awaits you in this engagingly written guide.

With delectable recipes from the renowned kitchens of the city's iconic eateries, diners, and elegant dining rooms, *Food Lovers' Guide to Philadelphia* is the ultimate resource for food lovers to use and savor.

Say goodbye to unhealthy sodas and energy drinks and hello to delicious, healthy juices you can make in your own home! Perfect for anyone looking to boost their energy level- and maybe shed a few pounds at the same time-these simple and satisfying recipes will tantalize your taste buds and keep you going strong! All you have to do is drink up!



Available at these fine retailers



Clients & Partners



I have been fortunate enough to collaborate with the following tourism boards and brands:

Tourism Boards

- Visit Greece
- Athens, Greece
- Karpenisi, Greece
- Kalabaka, Greece
- Jordan Tourism Board
- Costa Rica Tourism Board
- Visit México
- Huatulco, Mexico
- Discover London
- Vancouver, BC, Canada
- Halifax, Nova Scotia, Canada
- Prince Edward Island, Canada
- Bar Harbor, Maine
- Greater Wilmington Convention & Visitors Bureau
- Visit Philly
- Destination Delco



Brands

- And more...
- ShopRite
- Emile Henry
- Tripology
- General Motors
- Hotel Grande Bretagne
- And more...
- Lodge
- Apple Vacations

Let's Work Together

I provide excellent marketing opportunities for food- and travel-related businesses. A variety of options are available:

- **Twitter Campaigns, Chats, and Live-Blog Trips:** Real time marketing through usage of a specific hashtag with measured results.
- **Sponsored Posts and Social Campaigns:** Become a sponsor of any upcoming post or topical series.
- **Video:** Visual production of an engaging story for your brand.
- **On-air Appearances/Product Demonstration/Hosting:** Have your destination or brand reviewed on local, regional or nationally syndicated television shows.
- **Speaking Engagements:** Areas of expertise include topics such as food history/culture, destination planning, social media, editorial planning, book publishing

Past presentations have included "Blogging For Brands," "Developing An Effective Social Media Strategy," "The Business of Blogging," and "Write it Right: How to Create Captivating Content."

For more information and a rate card contact:

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[@PalatePrincess](https://twitter.com/PalatePrincess)



facebook.com/thepalateprincess



www.thepalateprincess.com

Social Media Influence



1K+ followers



14K+ followers



3K+ followers



Thank you!

Thank you so much for taking the time to get to know me. It is my belief that the best brands are built on great storytelling and it goes beyond content and a narrative. Your brand's story is each and every element that makes up your business; it is the image you wish to project to your audience and the emotions and feelings you seek to elicit.

Allow me to tell your story...