

# NOT ANOTHER COOKING SHOW

MEDIA KIT





# “My goal is to make sure more people are cooking today and cooking with confidence, than there was yesterday.”



Stephen's goal is to use every day as an opportunity to get more people to love to cook. Based out of New York, Stephen is an entire cooking show crew unto himself. A serial entrepreneur, he used a marketing degree and experience in advertising to open and operate a popular food truck in NYC, Food Freaks Grilled Cheese.

He then went on to start a food styling and production company servicing popular food brands such as Tribe Hummus, Ronzoni Pasta, No Yolks Noodles, and Bright Farms.

With years of culinary, photography, video production and editing skills under his belt, in 2018 Stephen created Not Another Cooking Show, a YouTube cooking channel in which he's quickly amassed an amazingly positive and loyal community of thousands of viewers and aspiring chefs.

His channel is the perfect way for him to achieve his goal, using it to communicate recipes and cooking techniques in a more effective and accessible way compared to traditional cooking shows.



# YOUTUBE TOTAL ENGAGEMENT

YOUTUBE.COM/NOTANOTHERCOOKINGSHOW

**100K**

SUBSCRIBERS

**4.2M**

VIEWS

**2.6M**

WATCH  
MINUTES







## TOP VIDEO VIEWS

**381K**  
Spaghetti Aglio e Olio

**319K**  
How to make Real Cacio Pepe Pasta

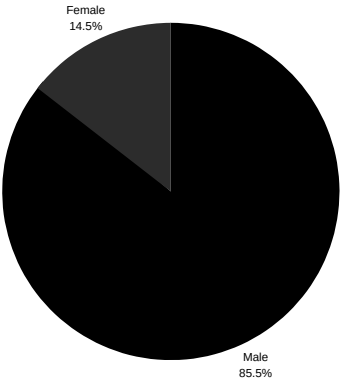
**208K**  
How to Make Spaghetti Carbonara

**200K**  
Weekday Sauce

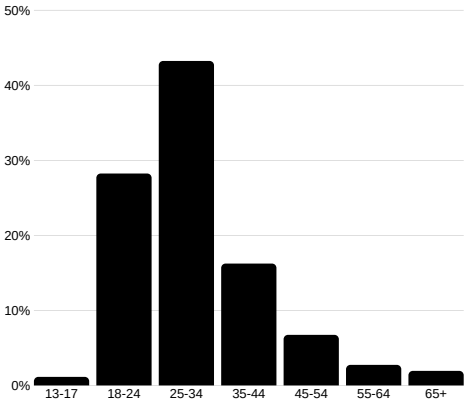
## MONTHLY ENGAGEMENT

WATCH TIME (MINUTES)	5:00
VIEWS	+670,903
AVERAGE VIEW DURATION	5:00
SUBSCRIBERS	+9,445
LIKES	22,840
COMMENTS	3,000

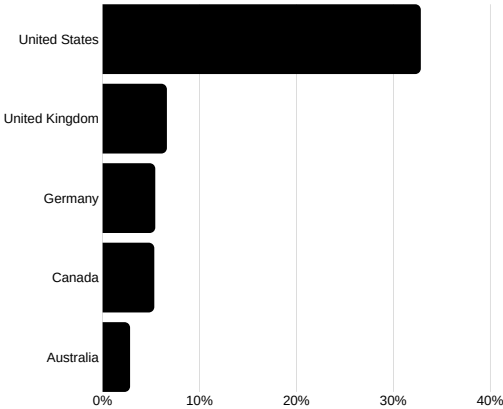
GENDER



AGE



TOP COUNTRIES

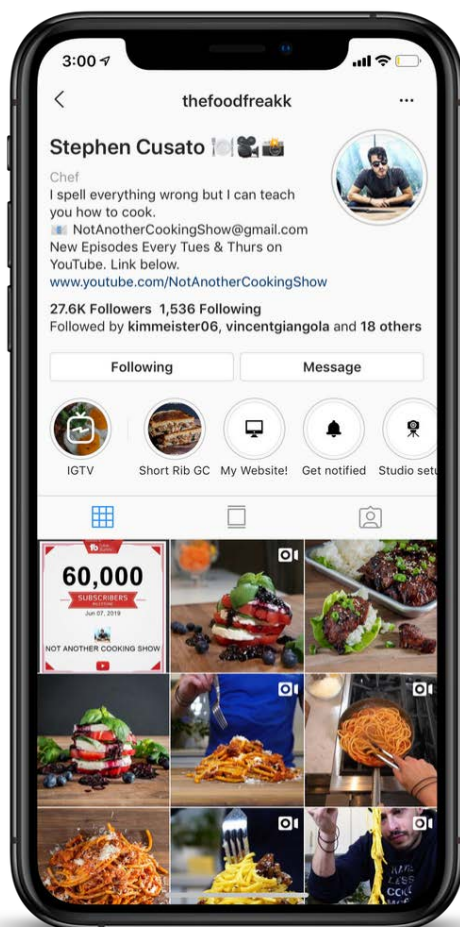






# INSTAGRAM TOTAL ENGAGEMENT

@THEFOODFREAKK



**31K**  
FOLLOWERS



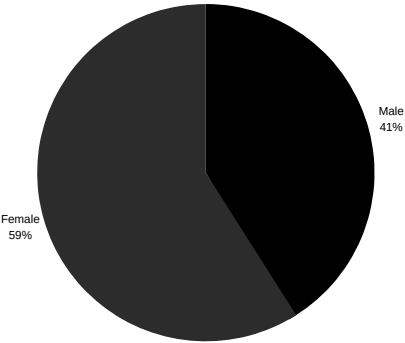


# MONTHLY ENGAGEMENT

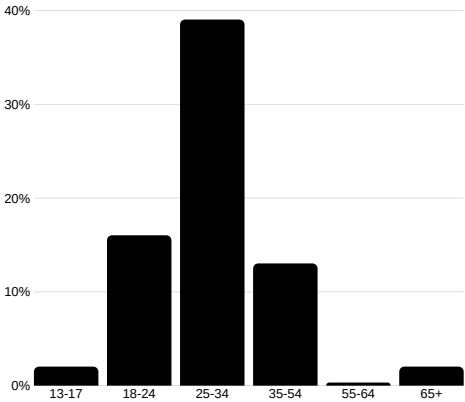
IMPRESSIONS.....261,509  
REACH.....30,072  
PROFILE VISITS.....2,675  
WEBSITE CLICKS.....188

ACTIONS TAKEN .....3,239  
AVERAGE LIKES.....800-1000  
AVERAGE STORY VIEW.....2,700  
AVERAGE VIDEO VIEW.....2,500-5,000  
NEW FOLLOWERS.....350

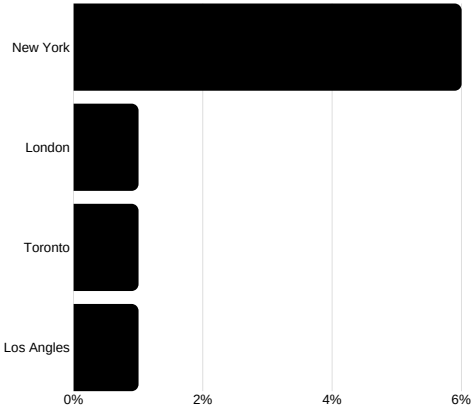
GENDER



AGE



TOP LOCATIONS





# FAECBOOK TOTAL ENGAGEMENT

FACEBOOK.COM/NOTANOTHERCOOKING SHOW

**2.2K**

LIKES

**2.3K**

FOLLOWERS

POST ENGAGEMENT.....42,339

REACH.....1,500



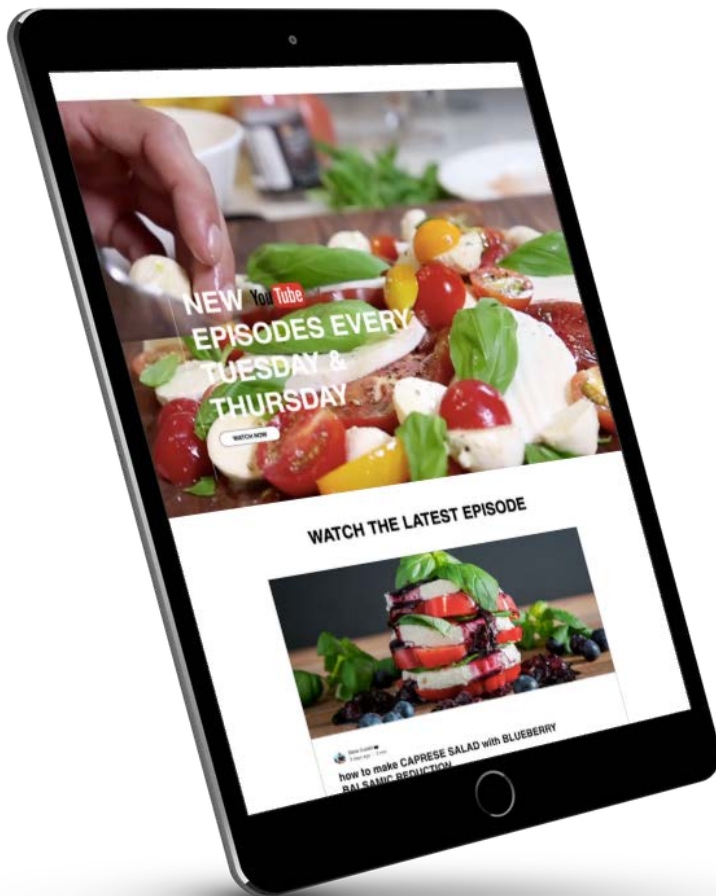
CURRENTLY UNDER REVIEW WITH FACEBOOK WATCH





# WEBSITE TOTAL ENGAGEMENT

[WWW.NOTANOTHERCOOKINGSHOW.TV](http://WWW.NOTANOTHERCOOKINGSHOW.TV)



**100K**  
SESSIONS

**48K**  
USERS

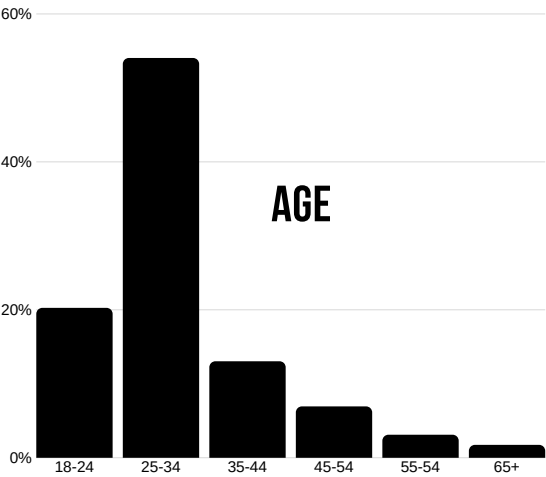
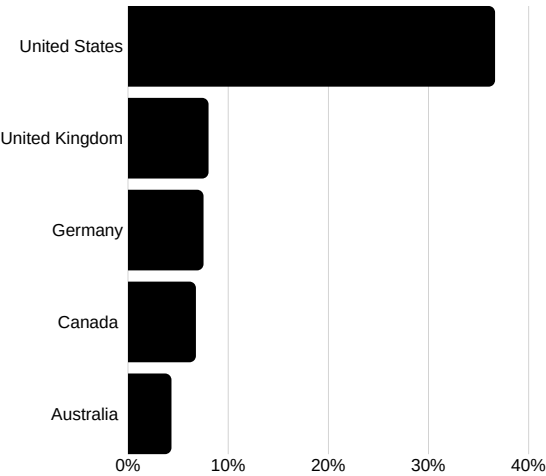
**3,363**  
RECIPE DOWNLOADS





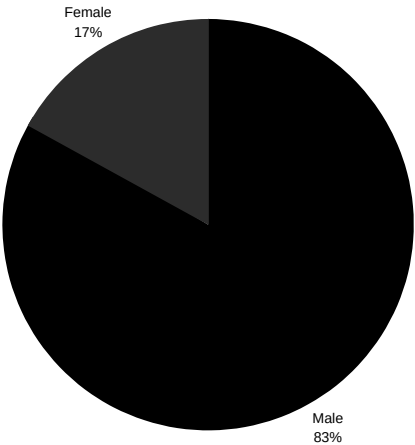
# MONTHLY ENGAGEMENT

## TOP LOCATIONS



## AGE

## GENDER





# BRAND COLLABORATION

## COLLABORATION OBJECTIVE

Hired to bring in a new, younger audience or beginner cooks and teach them the basics of outdoor cooking while introducing them to Adrenaline Barbecue's line of grilling products.





# PRESS



working with the network to produce food-related content for the program.



**COOKING TUNA**  
August 9, 2019



**CHEESESTEAK RECIPE**  
May 21, 2019



**COOKING WITH THE KIDS**  
April 25, 2019



**TACO TUESDAY**  
March 12, 2019



**OSCAR FOOD PARTY**  
February 22, 2019



**MAKING RISOTTO**  
February 13, 2019



# VIDEO SPONSOR PACKAGES

NOT Another Cooking Show is seeking brands who understand what this show is about. Brands who understand the nature of the new media landscape and would like to attach themselves to a hard working, dedicated creator working on making this cooking show the best there is and inspire people to cook like they never have before. There are a number of ways we could work together. Below is just a basic rundown of what it might cost to activate a brand integration on the show. I would love to chat in more detail about the possibilities.

## \$7000

For delivery of multiple pieces of content, both photo, and video, distributed over the course of 2 days to a total of over 130,000 followers.

(Rates subject to negotiation for long term sponsorships.)

### DAY 1: TEASER DAY

- 1 Teaser Photo on Instagram Timeline
- 1 Teaser Instagram Story
- 1 Teaser Photo on the Youtube Community Post
- 1 Teaser Photo on Facebook Timeline

### DAY 2: RELEASE DAY

- 1 Youtube Video Long Form
- 1 Instagram 30 sec - 1 min video ad for the Youtube Video
- 3-5 Instagram Stories
- 1 Facebook Video Long Form

Rates represent a "packaged deal". If interested in only one platform then rates are subject to negotiation.





## STEPHEN CUSATO

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- [YOUTUBE.COM/NOTANOTHERCOOKINGSHOW](https://www.youtube.com/NOTANOTHERCOOKINGSHOW)
- [@THEFOODFREAKK](https://www.instagram.com/THEFOODFREAKK)
- [FACEBOOK.COM/NOTANOTHERCOOKINGSHOW](https://www.facebook.com/NOTANOTHERCOOKINGSHOW)
- [NOTANOTHERCOOKINGSHOW.TV](https://www.NOTANOTHERCOOKINGSHOW.TV)
- [PATREON.COM/NOTANOTHERCOOKINGSHOW](https://www.PATREON.COM/NOTANOTHERCOOKINGSHOW)