

Cooking with Caitlin

Overview

cookingwithcaitlin.com is inspiring culinary confidence every day. The site is brought to life with new recipes, articles, and other tasty reasons to engage by Kelly Trush, and Caitlin Steinger herself.

A web-based business built upon the connective nature of food, cookingwithcaitlin.com uses video, television, radio, print, in-person events, and the many avenues of social media to nurture and grow community among foodies at all levels of gastronomic mastery.

Digital Audience



1,293,375 views
1,431 subscribers
160 videos



3,703 followers



11,600 followers



1,475 followers



320 followers

Our Week!

Sunday

"The Cooking with Caitlin" radio show
 55KRC/550AM (iHeartMedia)
 3-4pm EST
 Average weekly listenership is 5K-10K people

Monday

#FNlchat Foodies' Night In
 Weekly Twitter party
 4-5pm EST once-a-month bonus video chats 5-5:30pm
 Averaging 3-5million weekly impressions

Tuesday

Newsletter
 Almost exactly 1,000 subscribers

Wednesday

Cincinnati Enquirer Food section weekly recipe (Gannett)

Thursday

Third Thursday & in-person events
 Served at least 756 courses of food to 5,000 guests

Friday

Weekly contributor to WCPO Insider (The E.W. Scripps Company)
 Subscription based news outlet

Saturday

Nap time!