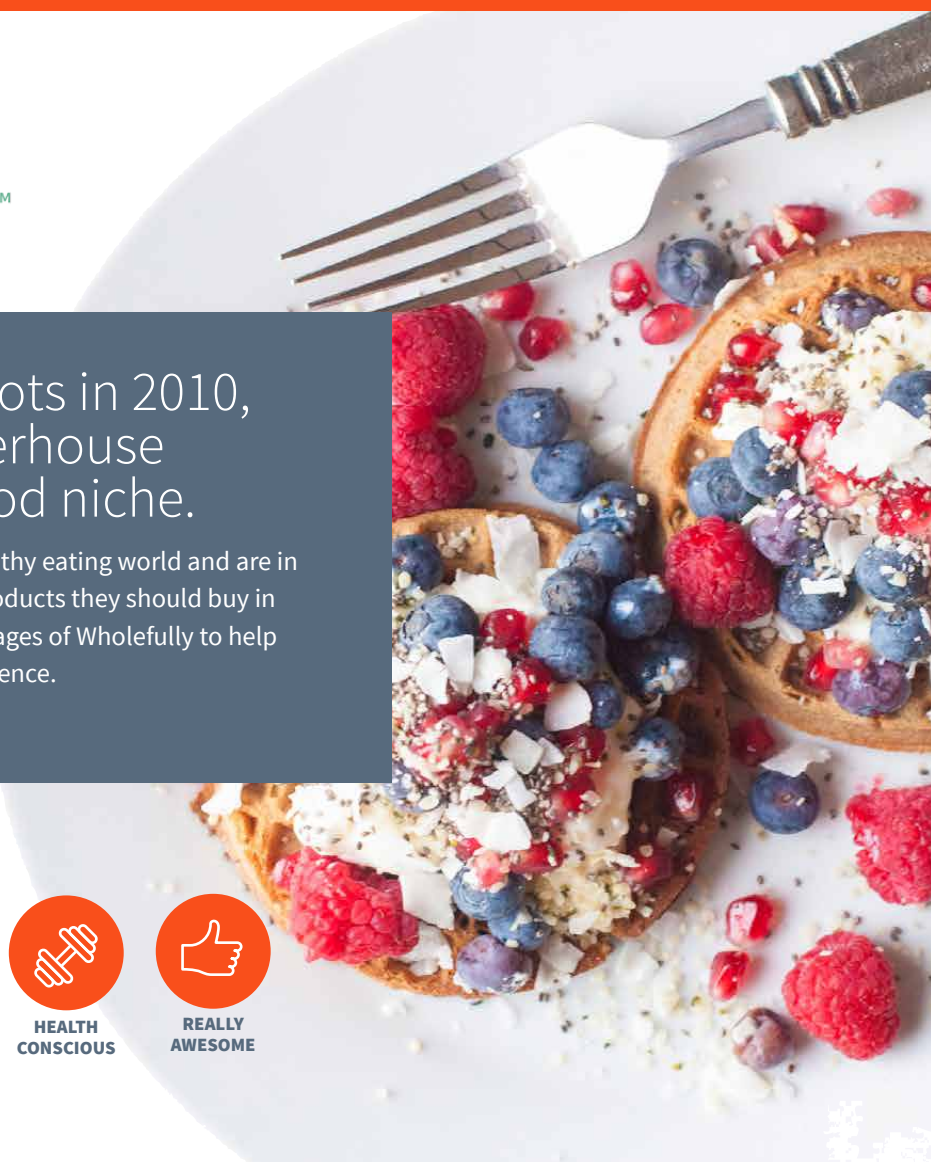




Founded with humble roots in 2010, Wholefully is now a powerhouse website in the healthy food niche.

Many Wholefully readers are brand new to the healthy eating world and are in search of authentic recommendations for what products they should buy in the natural food spectrum—and they turn to the pages of Wholefully to help them navigate their local grocery store with confidence.



the audience

- MOSTLY FEMALE
- 18-35 YEARS OLD
- AFFLUENT
- COLLEGE EDUCATED
- HEALTH CONSCIOUS
- REALLY AWESOME

the numbers AS OF DECEMBER 2017

 1.4 MILLION LAST 30 DAYS PAGEVIEWS	 65,500 PINTEREST FOLLOWERS	 67,500 FACEBOOK LIKES	 8,700 EMAIL SUBSCRIBERS <small>(LIST CLEANED QUARTERLY)</small>	 \$302,676 OF AFFILIATE PRODUCTS SOLD (SO FAR) IN 2017
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Cassie Johnston
FOUNDER &
CHIEF CONTENT CREATOR

ABOUT THE FOUNDER

With a background in journalism and graphic design, and a passion for healthy food, Cassie Johnston started Wholefully (under the name Back to Her Roots) in 2010 as a personal way to document her love of good food. Since then, Wholefully has blossomed into a bustling community for food-loving folks!

Cassie is the author of two health-focused cookbooks, *Cooking with Greek Yogurt* (Countryman Press, 2014)

and *Chia, Quinoa, Kale, Oh My!* (Countryman Press, 2015). Her work has been featured on BuzzFeed, AOL, *Shape*, Huffington Post, *Gourmet*, *Bon Appetit*, *Mother Earth Living*, and *Ladies' Home Journal*. She's worked with great brands like Crock-Pot, General Mills, Bob's Red Mill, Anytime Fitness, and Dave's Killer Bread.

Cassie lives on a small hobby farm in Indiana with her husband, daughter, and a flock of roving chickens.

Ready to work together? **Email Cassie** to get started!