Media Kit
2018-2019
Hello There!
I'm Melissa Boufounos

Over the past three years, I have been able to build a brand and business that I am extremely proud of.

As a Certified Holistic Nutritionist working with Obstacle Course Race (OCR) athletes, I have had the opportunity to team up with some incredible brands and companies.

My hard work has resulted in me being recognized as one of Canada’s 2018 Top 100 Health Influencers and the Official Nutritionist of OCRWC 2018.

There is nothing I love more than a really great collaboration.

I’ve created this guide to give you all the information you need to decide if you want to work with me too!
The Website...

I started my website in 2015. Over the years, readership has continued to grow and reach new countries.

New posts are scheduled for Wednesdays, covering topics that are relatable to OCR athletes including general health, nutrition and lifestyle advice to help athletes recover faster and perform better so they can improve their race times.

The Stats

- 2,200 + Monthly page views
- 1,000 + Unique monthly visitors
- 31% % of returning visitors
- 69% % of new visitors
- 20% Direct visits
- 45% Readers from social media
- 60% Female readers
- 40% Male readers
- 32% % of readers age 25-34
- 35% % of readers age 35-44
- 18% % of readers age 45-54

Publishing Schedule

Wednesdays

*Stats are accurate as of July 2018
Social Media...

I have been an avid social media user since 2007 when I was studying Broadcast Journalism.

I have grown a following of devoted followers and friends on both my personal and business accounts where I am proud to share many aspects of my life.

While my Facebook page has been active since 2015, I only decided to start a business Instagram account in 2017.

*Combined total of followers for @mbouf & @ocnutrition
Price List...

Prices are current as of July 2018

Social Media Endorsements

Social media endorsements reach followers quickly and are a popular way to advertise. This rate includes endorsement of product / service on Instagram (along with a story mention), Facebook and Twitter.

$100 per post

Blog Post

Blog posts reach a wide audience and are shared with my e-mail list, Facebook and Twitter. This rate includes endorsement of product / service in a 500 word blog post detailing my experience.

$300 per post

Speaking Engagements

E-mail melissa@melissaboufounos.com with your event information and dates and I will get back to you within 48 hours to begin the conversation on teaching topics and booking me for your event.

Starting at $500 per event

Who follows Melissa?

My followers are OCR athletes around the world who are interested in recovering faster and performing better so they can improve their race times.

They range from Weekend Warrior to Competitive to Elite to Pro.

Instagram is 52% men and 48% women followers. 40% age 25-34 and 35% age 35-44.

Facebook is 67% women and 32% men followers. 19% 25-34 and 27% 35-44.

Website is 60% women and 40% men readers. 32% age 25-34 and 35% age 35-44.

Athletes mostly come from Canada, USA and UK.

All posts are subject to approval and may be declined if they don’t align with my values or brand image.
Let's Team Up!
A little bit about me

- Chocoholic and Carb Queen
- Could spend hours on social media each day
- Lover of essential oils
- Athleisure is my dress code
- Perfectionist learning to take the path of least resistance
- Car karaoke is my jam
- Need 8-9 hours of sleep daily
- Big believer in keeping things real and authentic
- Could spend an entire day lost in a good book
- Learning to love running
- Don't believe in fad diets or restrictive eating
- Obsessed with learning
- True crime junkie
- Enjoy camping, hiking and trips to cottage
- Love to cook
- Can be found dancing around the house singing obnoxiously
- Secretly desire to be a fashionista but don't have the patience for it
- Listen to a hilarious mix of country, post-hardcore, metal, 'emocore', classic rock and 80s/90s pop music
Thanks for stopping by! I can't wait to collaborate!

How To Book

Let's do this

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please e-mail melissa@melissaboufounos.com and include product or service, the website, and what you envision for the sponsorship.

Please allow 48 hours for a reply.

As seen in:

OCR
World Championships

Optimyz
Your Health & Fitness

thatcleanlife