



Meet Our Health-Driven Audience



Total Accessible Market

97 MILLION health-conscious shoppers have a clear connection to the principles of The Paleo Diet via low-carb, gluten-free, anti-inflammatory, low sodium, organic/non-GMO, or related health needs.

81.5 MILLION Americans are seeking more protein in their diet.

6.3 MILLION practice The Paleo Diet in a recognizable form.

How can we help your brand?

The Paleo Diet® reaches 30 million health-conscious consumers each year.

- 1** We offer marketing partnerships, licensing, and certification.
- 2** Let's develop and formulate new product lines.
- 3** Create custom content with our team.

Jen the Mom

Jen is a middle-aged, upper middle-class mom with a tween or teen at home. She's busy, but she believes health is worth the investment.

12 MM EST. AUDIENCE SIZE



DEMOGRAPHICS

- 41 years old
- \$80K HHI
- Urban/suburban

NEEDS + DESIRES

1. She wants to feel better and look better.
2. She wants to know more about functional foods; which foods are healthy and why?

HABITS + PREFERENCES

- ✓ Food is part of her self-care routine.
- ✓ Invests in hair, skin, and nails.
- ✓ Strives to "be present" for her family.



HOW WE REACH HER

Social Media: Content that shows the health and beauty benefits of The Paleo Diet.

Community building on social networks and a new community forum.

Newsletter focusing on health and skin, hair, "glow."



Molly the Busy Professional

25 MM EST.
AUDIENCE
SIZE



Molly is a career-minded professional who is always solving problems—either at work or with her health. She’s time-crunched and believes that food can be medicine.

DEMOGRAPHICS

 56 years old
 \$150K HHI
 Urban/
suburban

NEEDS + DESIRES

1. She has a health condition, symptoms, or food-related sensitivities that she wants to solve now.
2. She is time-crunched! She has limited time to cook—yet she wants to feel better ASAP.

HABITS + PREFERENCES

- ✓ Fast and easy meals, time-saving meal prep hacks, meal kits/delivery
- ✓ Focused on gluten-free
- ✓ Anti-inflammatory foods, autoimmune protocol



HOW WE REACH HER

Website content via search engines, SEO, and paid search.

Engaging short-form content on social media

Newsletter with guides and resources to help her solve problems.




Michelle the Runner

60 MM EST.
AUDIENCE
SIZE



Michelle is your fitness-minded friend! She’s always up to something—her active lifestyle includes yoga, jogging, or classes at the gym. To her, food is fuel, but it’s also a means to better health.

DEMOGRAPHICS

 47 years old
 \$100K HHI
 Urban/
suburban

NEEDS + DESIRES

1. She wants to achieve better health so she can stay active for a lifetime.
2. She seeks higher performance—at both work and play.
3. She wants to fuel better and feel better.

HABITS + PREFERENCES

- ✓ Active lifestyle includes solo and social fitness
- ✓ Food on-the-go, snacks and quick prep, pre-/post-exercise
- ✓ Anti-inflammatory foods



HOW WE REACH HER

Search engines, SEO, and paid search on fitness and women’s health topics.

Short, engaging “snackable” social media videos and graphics.

Newsletter featuring recipes, meal plans, exercise ideas, and content on better health and performance.



We’d love to hear from you!

Let’s talk about ways we can work together. Contact our team at partnerships@thepaleodiet.com.

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