



**JL Fields** is a cookbook author, recipe developer, dining critic, radio show host, freelance writer, and a vegan lifestyle and cooking coach and consultant. [JLgoesVegan.com](http://JLgoesVegan.com)

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## WHY ENGAGE WITH JL FIELDS?

- JL Fields is the author of *Vegan Pressure Cooking* (Fair Winds Press), co-author of *Vegan for Her* (Da Capo Lifelong Books), vegan dining critic for the Colorado Springs *Gazette*, and producer/host of the *Easy Vegan* radio show (airs weekly on 93.9 FM in Colorado Springs, CO, 103.5 FM in Janesville, WI, and streams globally).
- Regarded as an authority on health and wellness as it relates to veganism, JL Fields is a certified Food for Life instructor (Physicians Committee for Responsible Medicine) and is a certified Vegan Lifestyle Coach and Educator (Main Street Vegan Academy, where she serves on the faculty and advisory board).
- JL Fields taught over 50 vegan cooking classes to over 1,400 students in just six months as part of her latest book tour; she is invited to speak at vegetarian festivals throughout the U.S. and Canada. JL Fields is the lead organizer for the Colorado Springs Vegan & Vegetarian Group (900+ members).
- JL is the founder of the Facebook Group “Real World Vegan Meals” with 1,000+ members.

### Social Media Influence

- 18,760+ Twitter followers @jlgoesvegan
- 10,725+ Facebook followers @jlgoesvegan
- 8,200+ Pinterest followers @jlgoesvegan
- 5,600+ Instagram followers @jlgoesvegan
- Google+ 1,500+ Vegan Pressure Cooking Community Members @JL Fields
- Two YouTube channels 950+ subscribers; 54,400+ views @JL Fields @jlgoesvegan

### Influencer Ranking:

- Google Page Rank: #4
- PR Quality: STRONG
- KLOUT: 71
- Monthly site stats: 30,000 views; 15,000 monthly visitors
- 150,000+ annual website visitors

### Newsletter:

- 2,630 subscribers
- 34% open rate

## JL FIELDS RATE SHEET

### Ad Space

- Above the fold: \$100 a month or \$255 for three months
- Below the fold: \$65 a month or \$165 for three months
- Special packages: Hybrid packages including above or below the fold ads + sponsored social media touts (17,945 Twitter followers / 9500 Facebook fans) are available.

### Sponsored Posts

- \$200 (\$100 @ hour / 2 hour minimum) – This editorial review will speak directly to my readers and followers, about why a product like this fits into my lifestyle as a vegan and/or cooking instructor, cookbook author, or foodie.

### Giveaway/Recipe Development Posts

- \$100 – giveaway only
- \$300 – recipe development related to product (includes high quality image)
- \$375 – recipe development related to product (includes high quality image) + giveaway

## BIOGRAPHY

**JL Fields** is a vegan lifestyle coach & educator, Food for Life instructor, personal chef, career coach, and a corporate consultant offering wellness training, brand representation, and strategic planning services. She is the author of *Vegan Pressure Cooking: Delicious Beans, Grains, and One-Pot Meals in Minutes* (Fair Winds Press, January 2015), co-author of *Vegan for Her: The Woman's Guide to Being Healthy and Fit on a Plant-Based Diet* (Da Capo Lifelong Books, July 2013), contributor to *The Book of T.O.F.U.* (2016) and *Running, Eating, Thinking: A Vegan Anthology* (Lantern Books, May 2014), writes the monthly vegan dining review for the Colorado Springs *Gazette*, produces and hosts the radio show *Easy Vegan* on KCMJ 93.9FM Colorado Springs (syndicated on WADR 103.5 FM Janesville, WI and streams globally), and is a food, health and wellness freelance writer.

A devoted culinary student, JL has studied at the Natural Gourmet Institute and Organic Avenue, and completed the Intensive Study Program at The Christina Pirello School of Natural Cooking and Integrative Health Studies. She is certified by – and on the faculty of – the Main Street Vegan Academy, is certified as a Food for Life Instructor by Physicians Committee for Responsible Medicine and holds a Master of Science degree.



JL provides in-person vegan cooking services, lifestyle coaching and classes in Colorado Springs and the surrounding area as well as Skype and/or phone coaching throughout the U.S. and internationally. She provides career consulting for health and wellness coaches, chefs, and other professionals who want to develop their coaching practice. She is on the fitness faculty at the Center for Creative Leadership and the online strategist for The Soyfoods Council and Flavorful Insight.

JL speaks on plant-based food and vegan activism, fitness and body image, making big changes post-40, blogging, and nonprofit management at festivals, farm markets, community organizations, and colleges and universities. She has been interviewed for TV, radio, and podcasts including FOX-31 Denver's Everyday, KVOR's Table Talk, Main Street Vegan on Unity.FM, Our Hen House, and Erin Red Radio. JL shares plant-based education, recipes and cooking techniques, as well as animal rights information and resources, on the popular blog JL goes Vegan and launched the first vegan weekly online column "I Eat Plants" for the Life and Style section of The Journal News (Westchester, NY).

JL is the owner and lead consultant for JL Fields Consulting: Strategic Services for the Nonprofit and Education Sectors and she offers career coaching to people who are ready to re-imagine work and to professionalize their passions. JL serves on the board of directors of Our Hen House.