

WWW.DOUGCOOKING.COM

MEDIA KIT

2024

DOUG HEILMAN

HOST & CREATOR OF DOUG COOKING



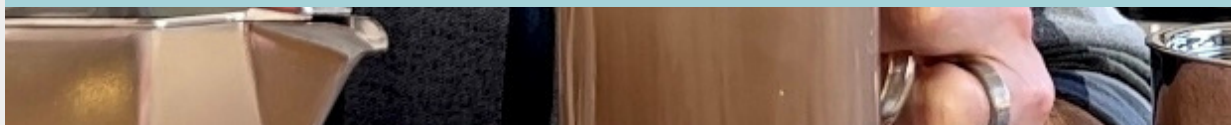
412.260.4624

COOKINGDOUG@GMAIL.COM

1212 PENNSBURY BLVD

PITTSBURGH, PA 15205

COOK AND EAT CURIOUSLY!



WHO AM I

Who am I... a life-long Western Pennsylvania native, self-taught home cook, and food media creator based in Pittsburgh, PA. With a 20+ year corporate career in Learning & Development and a degree in Nutritional Sciences, my cooking style brings easy, step-by-step approaches to a variety of dishes. I want folks to learn something, explore their curiosity, and feel confident that they can cook what I cook.

MY JOURNEY

With numerous TV, podcast, and live-event opportunities, my social media outlets have experienced exponential year-over-year growth. As my food journey continues, I am looking for partners and projects that align to my style of sharing delicious eateries, local food purveyors, accessible recipes, and easy cooking techniques.



MAIN PLATFORMS

-  INSTAGRAM: [@DOUGCOOKING](#)
-  YOUTUBE: [@DOUGCOOKING](#)
-  WEBSITE: WWW.DOUGCOOKING.COM

SOCIAL MEDIA ANALYTICS

- Instagram:
- Followers: 2,300
 - Accounts Reached: 5-10k/month
 - Audience: 60% Female, 40% Male, 28% age 35-44
 - Skews Pittsburgh / Western Pennsylvania
 - Includes Food Media Creators, Restaurants, Purveyors

- YouTube:
- Followers: 2,200
 - Audience: 62% female, 38% male, 35% age 25-34
 - Views: 300K
 - 58% United States

Television Work...



- Regular kitchen contributor on *Pittsburgh Today Live* for KDKA, CBS Pittsburgh
- WQED PBS National Cooking Special, *When In Rome*



WHY WORK WITH ME

Why is it a great idea to work with me... I am local and credible!

Raised with Western PA farming roots and a family that loves to cook, I bring an approachable 'home cook' style to any project. Additionally, my content delivery is built on my credibility and skills as a professional training facilitator backed with a degree in nutrition.

Social media and live appearance rates are negotiable, let's talk!
Want to get to know me better... check out my platform links above for more.
Thanks!

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