



BlogHer & Cooking.com announce e-Commerce partnership

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Online women's blogging community BlogHer announced a new partnership with Cooking.com to create the first-ever BlogHer-branded shop, according to the [company](#).

The new shop features top-tier food and kitchen products, and was a huge boost for the promotion of BlogHer Food '09, which took place on Sept. 26.

BlogHer Food '09 was a topic-focused event that brought together different types of food bloggers in an effort to teach and share cooking and blogging methods and to "meet and eat" at the St. Regis Hotel in San Francisco.

Cooking.com's new partnership with the San Francisco-based company allows BlogHer foodies to engage and interact with content and products of interest.

The partnership was also designed as a benefit exclusively for bloggers who are members of the BlogHer Network. It creates a referral-based affiliate program where Cooking.com sales earn bloggers revenue.

BlogHer's primary goal is to create opportunities for women who blog to pursue exposure, education, community and economic empowerment.

Marina Del Rey, Calif.-based Cooking.com is an online marketplace for the kitchen. The sites in its portfolio include: StarbucksStore.com, PillsburyStore.com, BettyCrockerStore.com, Kraftstore.com and FoodNetworkStore.com. The online entity also features an extended shopping platform for food personalities like Rachael Ray and Mario Batali.

[BlogHer](#) Co-Founder and Chief Operating Officer Elisa Camahort Page spoke further with DailyVista about this recent collaboration with [Cooking.com](#).

Camahort Page said that food bloggers are among the most well-trafficked and highly trusted bloggers in BlogHer's network, and as such, the site's partnership with Cooking.com gives those bloggers a new outlet as a resource to their existing readers, while also introducing themselves to new readers and increasing their earning potential.

"Via this partnership, BlogHer also hopes to bring the high-quality food-related content in our publishing network to a wider audience," she said. "Cooking.com has partnered with such ubiquitous food personalities and brands such as Rachael Ray and Mario Batali, so needless to say, we're pretty proud to be in such good company."

BlogHer hopes that by spreading the word about the new cooking store, its network of bloggers will embed widgets that contain links to the store on their own sites. In addition

to this effort, Camahort Page said that BlogHer will also feature the new store on its own community homepage.

“As for future collaborations, we are constantly working to identify and work with great companies on both syndication and other partnership agreements, such as this one with Cooking.com,” she said. “For instance, we recently launched new syndication agreements with TreeHugger and AOL's Lemondrop.”

Our source added that prime partnership opportunities stem from sites or companies that align with diverse interests and aspirations of the BlogHer community. She added that BlogHer is interested in exploring how it can work with those types of entities.

“BlogHer itself does not spend on media outside of our own network. We do however promote things across our own network, which consists of more than 17 million unique visitors a month,” Camahort Page said. “We are definitely hopeful that this collaboration with Cooking.com will bring them a new population of food enthusiasts, and bring the food bloggers in our network – and the food content on BlogHer.com itself – a new crop of readers.”

Camahort Page is confident that because “everyone eats,” the new store is a recession-proof project that can increase consumers preparing home-cooked meals instead of spending money at restaurants.

“Luckily, ‘kitchen porn’ – as we have been known to call it – can range from a great gadget for under \$10 to amazing gear at 100 times the price,” she said. “When it comes to stocking your kitchen, there is truly something for everyone and every budget available at Cooking.com. And since a healthy portion of our food bloggers talk about how to cook and eat economically, there is also content for everyone from gourmet ‘foodista’ to practical ‘frugalista.’”

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