

stress BAKING



ABOUT LESLIE KISZKA

Baking really helps calm my nerves, and it's not unusual to find me in the kitchen at 3AM on a Tuesday whipping up a batch of cupcakes - so I like to channel my stress into a constructive (and delicious) place! I share the results of my stress relief in the form of easy to follow, homemade recipes - with a dash of sarcasm. I construct my own recipes, do my own photography, and provide all my own witty commentary.

You can learn more at stressbaking.com/about.

PAST BRAND COLLABORATIONS



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AUDIENCE

My readers are cooking enthusiasts and aspiring chefs who are looking for easy to follow recipes with ingredients that are easy to procure - and pronounce!

Their favorite recipes are on the sweeter side (my top viewed recipes are Jack & Coke Cupcakes and Mascarpone Whipped Cream) but they also enjoy savory recipes and cocktails (my Copycat Ruby Tuesday Salad and Cranberry Mimosas are consistently a big hit).



89% of readers identify as women



15% are between 18-24
35% are between 25-34
22% are between 35-44



82% live in the US
5% live in Canada
4% live in the UK



67% use iPhones
32% use Android

REACH

Monthly Pageviews: 150K+

Unique Visitors: 100K+

STATISTICS



1.2K+



730+



2.3K+



9.3K+

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PO Box 254, Hull, Massachusetts 02045

leslie@stressbaking.com • www.stressbaking.com