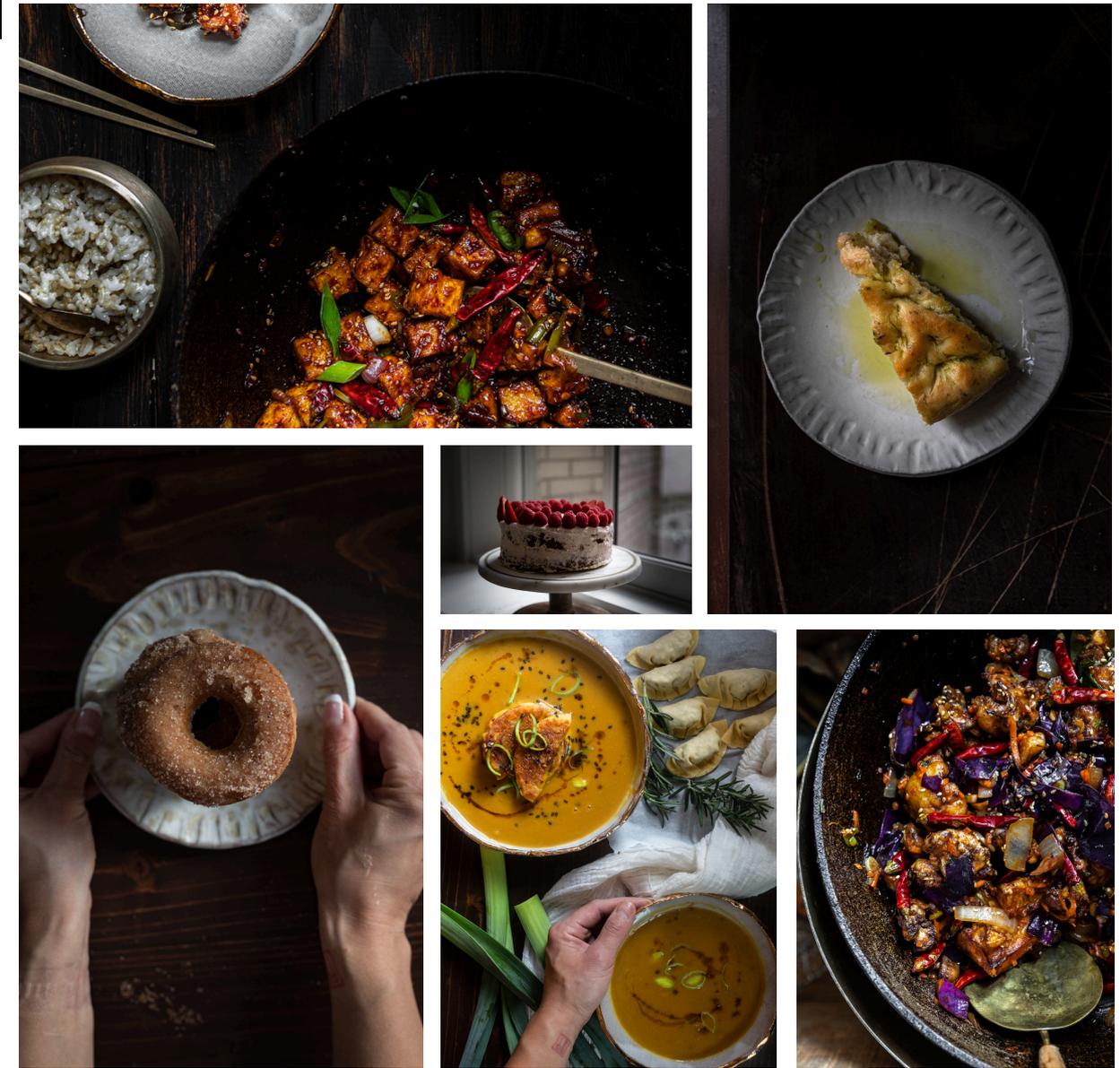


# MEDIA KIT 2024



the <sup>🌱</sup>Korean Vegan.



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The Korean Vegan

Let's Work Together



JoanneMolinaroTeam@unitedtalent.com

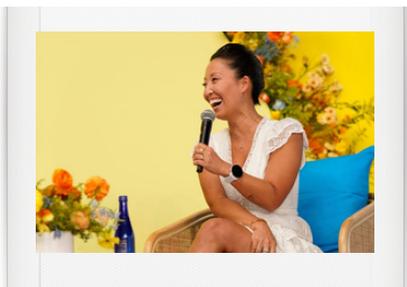


www.thekoreanvegan.com



# The Korean Vegan

## Storytelling Through Food



“Molinaro somehow makes you want to laugh, cry, march in the streets and devour every damn thing on her plate.”

-The Washington Post

With over 5 million fans spread across her social media platforms, New York Times best-selling author and James Beard Award-winner Joanne Molinaro, a.k.a The Korean Vegan, has appeared on The Food Network, CBS Saturday Morning, ABC's Live with Kelly and Ryan, The Today Show, PBS, NPR, CNN, and The Rich Roll Podcast. She's been featured in the Los Angeles Times, The Washington Post, The Atlantic, and Food & Wine Magazine; and her debut cookbook was selected as one of "The Best Cookbooks of 2021" by The New York Times and The New Yorker, among others.

**3.0 Mil**  
TikTok  
Followers

**779K**  
Instagram  
Followers

**1.1 Mil**  
YouTube  
Subscribers

**180K+**  
Monthly Website  
Page Views

**176K**  
Threads | Twitter  
Followers

**199K**  
Facebook  
Followers

### TikTok Demographics

 USA, UK, Canada, Australia

 Female 85.4%  
Male 14.6%

 Engagement Rate: 24%



# The Korean Vegan

Storytelling Through Food



## Background

Joanne Molinaro is a Korean American trial lawyer, born in Chicago, Illinois. Her parents were both born in what is now known as North Korea. Molinaro started her blog, The Korean Vegan, in 2016, after adopting a plant-based diet. In July 2020, she started her TikTok (@thekoreanvegan), mostly as a coping mechanism for the isolation caused by the global pandemic. She began posting content related to politics and life as a lawyer during quarantine.

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