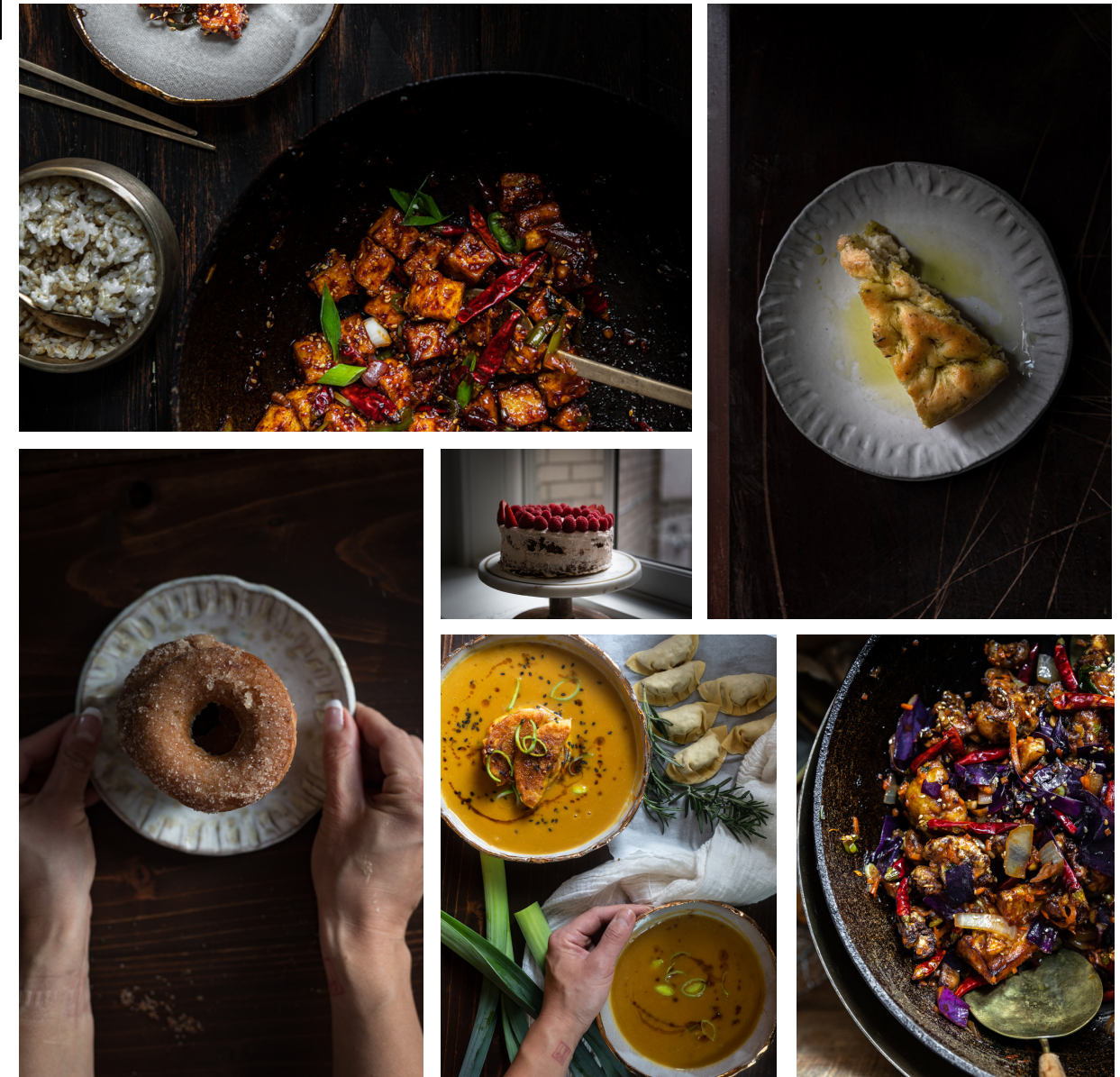


# MEDIA KIT 2024



the Korean vegan.



@thekoreanvegan



@thekoreanvegan



@thekoreanvegan



@thekoreanvegan



@thekoreanvegan



The Korean Vegan

Let's Work Together



JoanneMolinaroTeam@unitedtalent.com

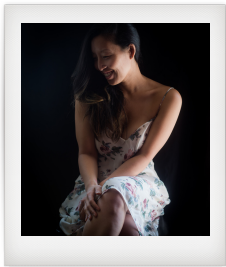


www.thekoreanvegan.com



# The Korean Vegan

## Storytelling Through Food



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.

“A lawyer by day, long-distance runner by morning, and author-slash-blogger by night... Molinaro has a characteristic efficiency that made her a natural on the short-form video platform...”  
Healthy-ish by Bon Appetit Magazine

**3.0 Mil**  
TikTok  
Followers

**140K+**  
Monthly Website  
Page Views

**779K**  
Instagram  
Followers


**157K**  
Threads | Twitter  
Followers


**1.1 Mil**  
YouTube  
Subscribers

**198K**  
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.

**3.0 Mil**  
TikTok  
Followers

**140K+**  
Monthly Website  
Page Views

**779K**  
Instagram  
Followers


**157K**  
Threads | Twitter  
Followers


**1.1 Mil**  
YouTube  
Subscribers

**198K**  
Facebook  
Followers

### TikTok Demographics

 USA, UK,  
Canada,  
Australia

 Female 85.4%  
Male 14.6%

 Engagement  
Rate: 24%