

THE FODMAP FORMULA

LOW FODMAP DIET BLOG



GET TO KNOW THE FODMAP FORMULA

IBS is a chronic illness that impacts 1 in 5 North Americans. Research has shown 75-80% of IBS patients can find relief using the Low FODMAP Diet. But this life-changing program is so complicated, many IBS patients don't know how to start.

Here at The FODMAP Formula, I explain the science of IBS and the low FODMAP diet in plain English and show FODMAPers how to put a low FODMAP twist on everyday recipes. Together we'll get the Low FODMAP Diet down to a science.

AVAILABLE OPPORTUNITIES

If you would like to partner with The FODMAP Formula, the following services are available.

SPONSORED CONTENT

Includes recipe development, product reviews, and/or research-based articles with sponsored links.

NOTE: Brands must provide at least two complimentary samples of promotional products for testing and promotional photos.

SPONSORED NEWSLETTERS

Includes a branded message or event promotion in weekly and/or monthly newsletter. Sponsored newsletters must include a promotional code or bonus offer.

SOCIAL MEDIA PROMOTION

A la cart services available for Pinterest, Instagram (feed and/or stories), and Facebook. Social media promotions will be customized based on the scope of the project.

Please contact me at amyagur@fodmapformula.com for a basic pricing menu or a customized project quote.



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ONLINE REACH



2.1k 4.5k 7.5k 4.5k

Updated August, 2019

Daily Views - 2.1K+

Monthly Views - 60K+

Unique Views - 28K+

DEMOGRAPHICS

IBS is most often diagnosed between the ages of 20 to 30 and is three times more likely to impact women than men. The FODMAP Formula has successfully targeted this demographic.

The FODMAP Formula Audience

Females age: 24-35 (36%), 35-44 (23%)

Locations: USA (60%), Australia (13%), Canada (10%)

Interests: Food/Dining (5%), shoppers/Value Shoppers (5%), Lifestyle - Family-Focused (4%), Food/Foodies (4%)

TESTIMONIALS

"Amy has helped me learn so much about FODMAPs and finally given me some clarity about what the heck is happening in my body! Now I have the 'grounding' I need to branch out and test new foods with confidence and I no longer feel like I'm floundering alone."
- Deb F.

"While most information online is focused on what you can and can't eat, I love how Amy breaks down the actual science of the low FODMAP program. Amy's honest, funny, and accessible writing style makes me way more interested in digestive science than I ever thought I would be!"
- Suzie G.

MEET AMY AGUR

After an eclectic career path moving from a mental health support worker to manager at a prominent global law firm to low FODMAP blogger, Amy has built a strong skill set in research, project development and management, and communications. She currently uses these skills to bring important research-based information to the IBS community in plain English and with liberal use of puns. To begin sponsorship with The FODMAP Formula please email Amy at amyagur@fodmapformula.com.

