

CONTENT / DISPLAY ADVERTISING

High-Margin Culinary Content Brand with Multi-Channel Distribution

Established baking and desserts content site with diversified revenue across display ads, syndication partnerships, affiliate, and digital products — backed by a 200K+ social following and 44K email subscribers.

ASKING PRICE

\$470,244

24x Monthly Multiple

\$252K TTM REVENUE	\$233K TTM PROFIT	93% PROFIT MARGIN	46% YOY REVENUE GROWTH
BUSINESS MODEL Multi-Channel Content	ESTABLISHED 2022	OWNER INVOLVEMENT ~16 hrs/week	
TEAM SIZE 2 Contractors	CUSTOMER MARKET United States	TREND Growing (Record Q4)	

Investment Highlights

- 93%+ profit margins with minimal operating expenses and a lean, outsourceable operation
- Diversified traffic across organic search, social media, and major syndication platforms — not dependent on any single source
- 200K+ combined social media followers and 44K+ email subscribers with 33%+ open rates
- Strong Q4 seasonality with peak month hitting \$51K revenue — significant recurring upside each year
- All backlinks organic; no paid link building, PBNs, or penalties — clean SEO profile

Growth Opportunities

Video Expansion Launch short-form and long-form video content on major platforms to capture new audiences	Digital Products Expand beyond eBooks into courses, paid communities, and interactive challenges
Brand Partnerships Secure sponsorships in baking, kitchenware, and ingredients verticals	Email Monetization Build automated funnels with segmentation, affiliate offers, and membership upsells

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

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