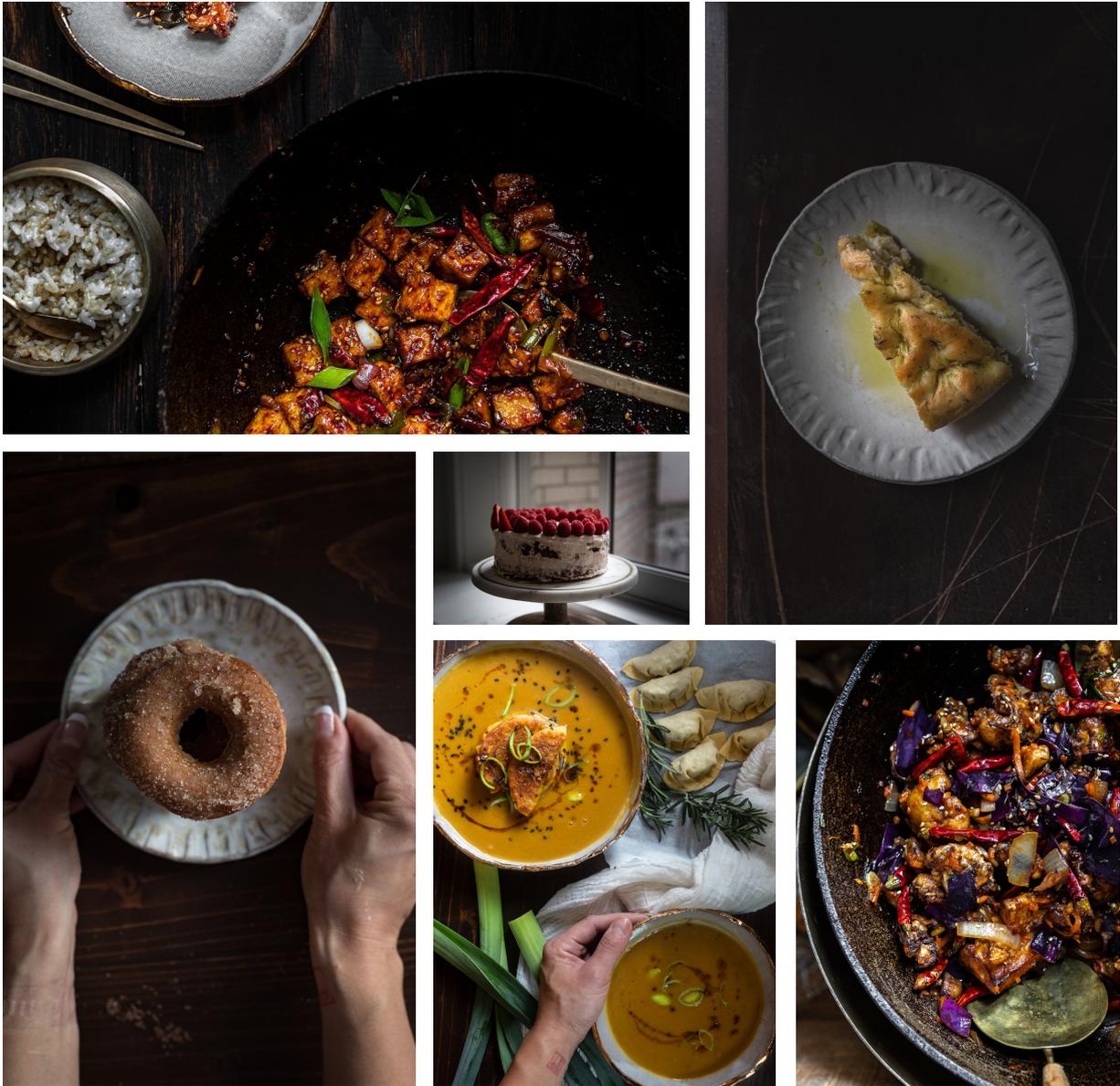


MEDIA KIT 2021



the Korean vegan.



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The Korean Vegan

Let's Work Together



Joanne@TheKoreanVegan.com

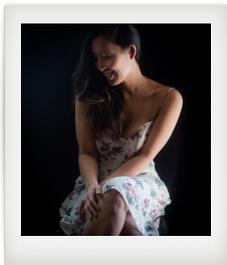


www.thekoreanvegan.com



The Korean Vegan

Recipes for a plant-based diet



With over 3.5 million fans spread across her social media platforms, Joanne Molinaro, also known as The Korean Vegan, has appeared on The Food Network and Al Jazeera English, been featured in the Los Angeles Times, The Washington Post, The Atlantic, NPR, and CNN, and released her debut cookbook + memoir with Penguin Random House on October 12th.

”

“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

2.7 Mil

TikTok
Followers

80K+

Monthly Website
Viewers

540K

Instagram
Followers

50.4K

Twitter
Followers

43K

Facebook
Followers

360K

Youtube
Subscribers

TikTok Demographics



USA, UK,
Canada,
Australia



Female 85.4%
Male 14.6%



Engagement
Rate: 24%





The Korean Vegan

Recipes for a plant-based diet



Background

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.

However, after a single post of her making Korean braised potatoes for dinner (while her husband taught a piano lesson in the background) went viral, Molinaro shifted her attention to producing 60 second recipe videos, while telling stories about her family—immigrants from what is now known as North Korea. In four months, she has amassed more than 1 million followers and tens of millions of views.

Popular TikTok Posts

The Korean Vegan is not only about providing plant based derivations of traditional Korean recipes, but is dedicated to sharing her family's stories or "tough love" advice:

- [The story of her mother's escape from North Korea at the outset of the Korean War](#)
- [The story of how her father had to grapple with being made fun of for his "kimchi breath" at work](#)
- [Advice on how to deal with heartbreak](#)
- [The story about Molinaro's divorce and her parents' reaction to the taboo](#)
- [Advice on how to deal with getting hurt](#)