TOBY AMIDOR NUTRITION

TOBY AMIDOR MS, RD, CDN, FAND

With 20+ years of experience in the food and nutrition industry, Toby Amidor is an award-winning nutrition expert and Wall Street Journal best-selling cookbook author who believes that healthy and wholesome can also be appetizing and delicious. Toby is the founder of Toby Amidor Nutrition, PC where she provides nutrition and food safety consulting services for individuals, restaurants and food brands. Toby is the author of eleven cookbooks, with her twelfth cookbook "Healthy Living, High Protein Cookbook: 85 Recipes and Meal Plans to Build Muscle, Balance Metabolism, and Thrive at Any Age," (Cider Mill Press) being released June 2026.

For close to 20 years she has been the nutrition expert for FoodNetwork.com, writing for their Healthy Eats Blog, and is a regular contributor to U.S. News and World Report, MensFitness.com, For the past 11 years, she has had her own "Ask the Expert" column in Today's Dietitian Magazine and is the official closing session speaker annually at the Today's Dietitian Symposium. Toby is a member of the Forbes Health Advisory Board and Medical Advisory Board for EatThis.com, and Today's Dietitian Editorial AdvisoryBoard. Toby has been quoted in thousands of publications like Health.com, Forbes.com, National Geographics, Glamour, Reader's Digest, Shape.com, and many more. Toby has also appeared and continues to appear weekly on national and local television including shows like The Dr. Oz Show, Daytime Tampa, Mass Appeal, Connecticut Buzz and appears regularly on Fox61 Morning News (Hartford, CT). For 11 years she served as an adjunct professor at Columbia University, Teachers College and also was an adjunct professor at Hunter College and Lehman College in New York City and Quinnipiac University in Connecticut. Toby trained as a clinical dietitian at New York University.

Through ongoing consulting and faculty positions, she has established herself as one of the top experts in culinary nutrition, food safety, and media communications.In 2018, Toby was awarded by the Academy of Nutrition & Dietetics the coveted Media Excellence Award.

BRAND AUDIENCE

TOP CITIES

New York
Los Angeles
Chicago
Atlanta
Houston

GENDER

Female: 86%
Male: 13%

AGE

25-34: 38%
35-44: 29%
45-54: 16%
55-64: 8%

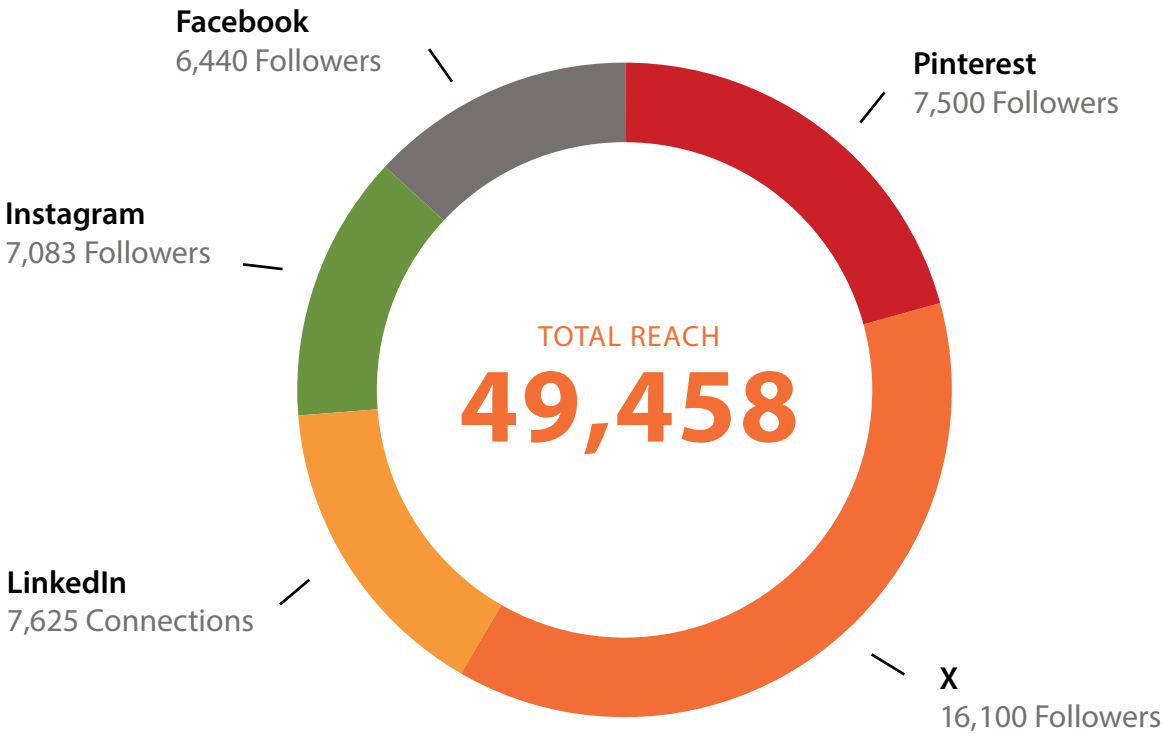
CONTACT: Toby Amidor, Toby Amidor Nutrition, PC, toby@tobyamidornutrition.com, 914-588-0363

REACH

30,200+
MONTHLY PAGEVIEWS

24,200+
UNIQUE MONTHLY VIEWS

3,600+
NEWLETTER SUBSCRIBERS



BEST WAYS TO PARTNER

- Sponsored TV segments
- Reels
- Events
- Brand Ambassadorship
- Speaking Engagements
- SMTs
- Content Development
- Tradeshow Representation
- Desk Sides
- Social Media Campaigns
- Book signings
- Live Demos
- Blog posts
- Recipe Development
- Videos
- Print Articles
- Radio
- Nutritional Analysis

CONNECT

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SPONSORED BROADCAST SEGMENTS

With over 71 local television shows around the country, Toby will book, produce and is the talent for sponsored TV segments.

Top segment locations include:

- New York City
- Chicago
- Springfield, MA (Boston area)
- Philadelphia
- Dallas/Ft. Worth
- New Haven, CT
- Houston
- Phoenix
- Tampa (syndicated)
- Denver
- Cleveland
- San Francisco
- Washington DC
- Nashville
- Raleigh

The segment includes:

- Registered dietitian expert delivering messages
- Mutually agreed upon topic for the segment
- Curated script with host introduction and questions using sponsors messages
- Call to action
- Images and/or B-roll during segment
- Bottom third (website or QR code)
- All shows promote segment on their website and/or on their social media

For more information and pricing:

- Individual sponsored segment locations (including reach and pricing)
- Sponsored segment samples

Call or email Toby Amidor
(914)588-0363 or
toby@tobyamidornutrition.com

MEDIA

AND MORE!

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