



donna hay



Donna Hay
represents one
of Australia's
most iconic
brands

— A leader in food & lifestyle,
donna hay is renowned for
making some of the most
beautiful content in the world



Partnerships with *donna hay* are considered and strategic



thoughtfully curated for maximum impact

A woman with blonde hair, wearing a tan trench coat and a straw hat, stands in shallow ocean waves between large, dark rocks. She is smiling and looking towards the camera. The water is a vibrant blue, and the sky is clear.

2 million+
people reached on social each month

1.4 million+
video views on social each month

an average each month

Continually growing, continually engaging

Instagram

Followers
862.4k+

Avg. reach per post
292k+

Avg. content interaction
58k+

Facebook

Followers
646k+

Avg. reach per post
146k+

Avg. engagements per post
1.7k+

Pinterest

Followers
87.1k+

Avg. monthly impressions
6.2m+

Avg. monthly engagements
289.4k+

YouTube

Followers
33.1k+

Avg. monthly views
20.1k+

donnahay.com

Avg. monthly sessions
894k+

Avg. monthly users
547k+

Average session duration
1:51 minutes

Digital newsletter subscribers
136k+

average newsletter open rate
45%+

our average social media network has a **5%**
engagement rate 2022*

*across instagram and facebook



Branded content
collaborations

white label content



Recipe development,
styling and photography



12 million+
unique recipe views on
dannahay.com in 2022

Global streaming partner



donna hay Christmas

4 part series

Streaming from November 2022

No. 1 Australian produced series
on the Disney+ platform.

Coming soon

donna hay celebrates Australia

6 part series

launching late 2023

donna hay christmas



Let's go on an adventure
together soon...

