

A woman with blonde hair tied back, wearing a light-colored dress and a white towel draped over her shoulders, stands barefoot on a dark, wet, and textured rock formation. She is holding a large, round, woven straw hat and a dark bottle. The background features a calm sea with gentle waves under a bright, low sun that creates a warm, golden glow and a faint rainbow on the left. The overall mood is serene and peaceful.

donna hay



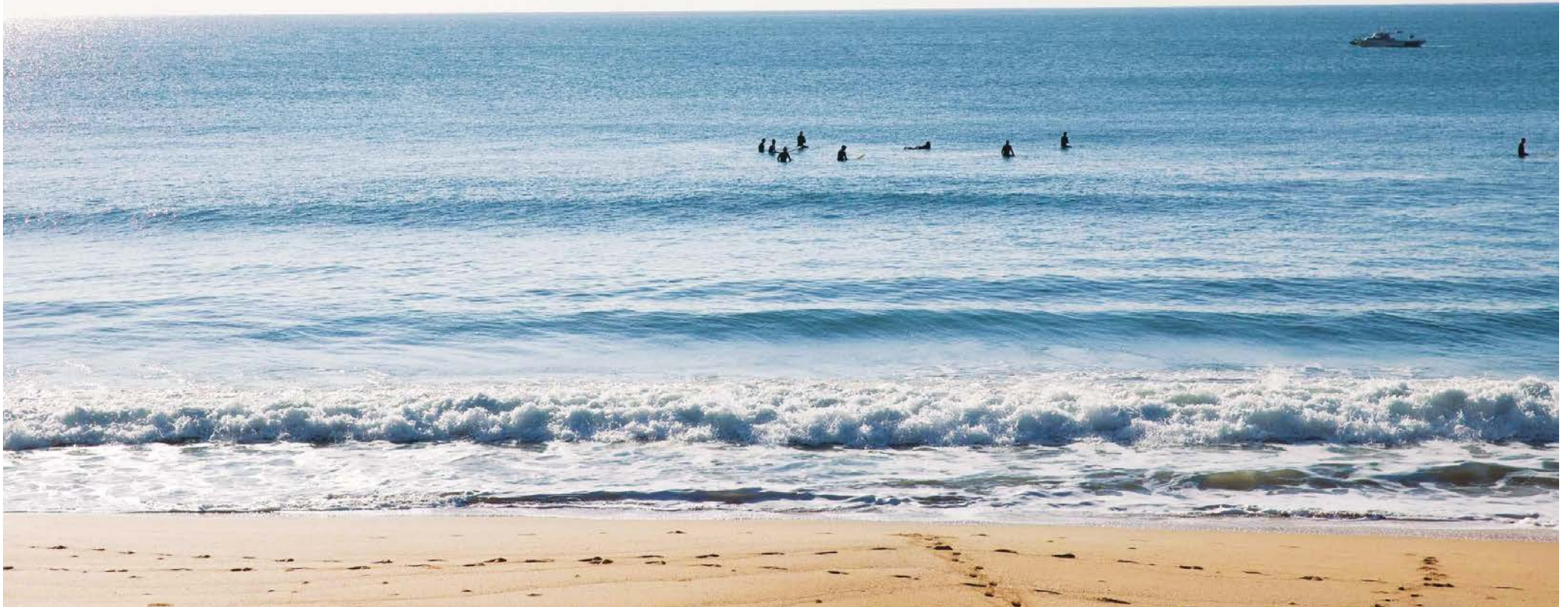


Donna Hay  
represents one  
of Australia's  
most iconic  
brands





— 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 over a black top, stands in shallow ocean waves between large, dark rocks. She is smiling and holding a straw hat and a light blue cloth. The water is a vibrant blue with white foam from the waves. The background shows more rocks and the ocean stretching to the horizon under a clear sky.

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

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

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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...

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