

# donna hay

EDITOR . AUTHOR . INFLUENCER



## ***Donna Hay* is Australia's favourite food influencer**

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The multi-platform *donna hay* brand sets the international standard for quality and innovation in recipe writing, food styling, photography and design. It is regarded as one of the world's most beautiful, trusted and accessible food brands, providing lifestyle inspiration for both entertaining and everyday.

***The opportunities to connect with a passionate and active audience who love to celebrate life with food are enormous and transformative.***

Our audience's desire for beautifully styled content, quick, clever ideas and simple yet special recipes is what draws them to the brand. The many touch points then serve this growing and highly engaged audience, inspiring, supporting and surprising them along the way.

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# *Donna Hay* is a multi platform brand

television series  
shown in **135 countries**

more than **6 million cookbooks**  
sold around the world

more than **500k global users**  
every month on donnahay.com

donna hay magazine sold  
**in 28 countries**

donna hay has a digital proofprint  
**of 1.7 million people**







What  
does **food mean**  
to *Australians?*



*1. Food is **health***

*2. Food is **joy***

*3. Food is **comfort***







What are the  
**top food priorities**  
for *Australians*?

*1. Eat more fruit & vegetables*

*2. Smaller portion sizes*

*3. Reduce sugar intake*

*4. Eat healthier snacks*

*5. Cut down on fat*







The *donna hay team* has a consistently *innovative* approach to the food they produce – *setting trends*, discovering new ways with new ingredients and *revamping classics* to delight their audience.

But they never forget the core brand message, *special food made simple*. A key driver in the content across magazine and digital editions with regular features such as *staff shortcuts*, *quick-fix* and *weeknight dinners* proving to be *consistently high performers*.



## QUALITY CONVENIENCE

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50% are main **grocery** buyers

Average weekly supermarket  
**spend of \$150**

**62% like to experiment**  
with new taste sensations  
and cuisines

75% love to try **new flavours**

78% say their priority when  
choosing food is **flavour**  
**and taste**





## *donna hay* magazine **main edition**

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*A highly acclaimed, top-selling premium food title,  
donna hay magazine is immensely popular,  
both in Australia and internationally  
(with subscribers in over 82 countries)*

Print run: **88,000**  
Readership: **599,000**  
Print subs: **26,676**  
Digital subs: **15,055**  
Frequency: **bi-monthly**  
Editor-in-Chief: **Donna Hay**

Also available on **Phone, iPad and Android.**

2015 Australian Magazine Awards Finalist  
Food and Entertainment Magazine of the Year

2016 Publish Awards Finalist Editor of the year

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## donna hay magazine **fresh & light**

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A special, quarterly edition that focuses on wholesome eating, power ingredients and nutritious recipes - aimed at the luxe-health market. *Fresh + Light* inspires readers to achieve the perfect balance and make a step towards cleaner eating and living.

*The Fresh + Light concept was delivered to meet the needs of the emerging premium health market. It has exceeded all expectations in market since launch.*

Print run: **58,000**

Print subs: **4,530**

Digital subs: **3,452**

Instagram: **28.100**

Also available on **Phone, iPad and Android**.

2015 Publish Awards Finalist  
Special Edition of the Year

2016 Australian Magazine Awards  
Finalist cover of the year

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*18.5k paid digital  
subscriptions*

*donna hay magazine* is available  
for both *iPad* and *Android*,  
the digital edition for desktop  
computers also available on  
*Zinio*

More than *86.5k issues*  
*downloaded* in 2016

Audiences can cook their  
favourite recipes using enhanced  
*step-by-step cook*  
*modes* and enjoy *exclusive*  
*animation and video*  
*content*

## *DIGITAL EDITION MAIN MAGAZINE*

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Australia's #1  
paid digital audience

2015 Publish Awards winner  
best app on mobile or tablet device

2015 Australian Magazine Awards  
Winner Magazine App of the Year

2016 Publish Awards Finalist  
best app on mobile or tablet device

*for the love of coffee*  
Discover an exciting new way to enjoy your daily caffeine fix with these  
delicious breakfast recipes using invigorating blends from Nespresso.  
by JUSTINE POOLE photography CHRIS COURT





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*Donna is Australia's  
#1 selling cookbook author.*

*Donna Hay  
has sold more than  
6 million award-winning  
cookbooks worldwide.*

*Her books have been  
translated into  
nine languages.*

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# SWEET SUCCESS

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The highly engaged *donna hay* social media audience are particularly passionate about their sweet treats.

From traditional baked goods to oozing lava cakes, the moment they appear in the feed, the fans love to like, share, re-create and comment on their personal favourites.

6.7m reach  
692.6k engagement



1m reach  
61.8k engagement



724k reach  
66.6k engagement



708k reach  
36k engagement



632k reach  
16.5k engagement



1.2m reach  
15.8k engagement



893.2k reach  
61.2k engagement



712k reach  
23.5k engagement



643k reach  
15k engagement



581.7k reach  
38.2k engagement







# video opportunity

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Video content transports readers into the world of donna hay, like having Donna pop over for a cuppa and a chat.

This powerful medium delivered exceptional results in 2016 and with our new in-house filming studio 2017 is already delivering more highly engaging donna hay video content.

Your brand can be a part of that story.

*2.65m views*



*762k views*



*343k views*



*1.1m views*



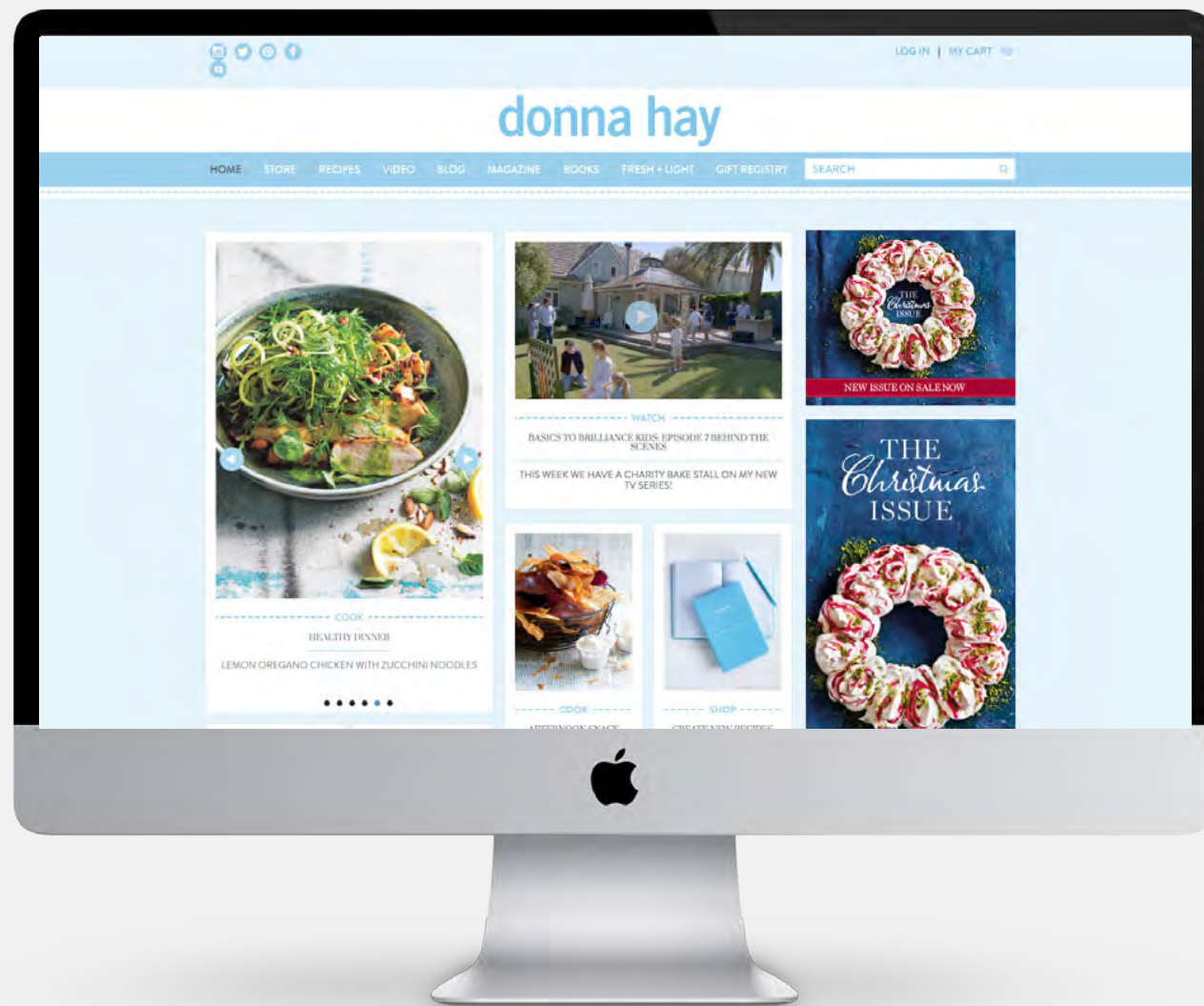
*267k views*



*185k views*







## donnahay.com

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The website is another seamless extension of the brand DNA. Now fully responsive and highly engaging donnahay.com offers a heightened user experience.

Average monthly sessions: **954k**

Average monthly users: **568k**

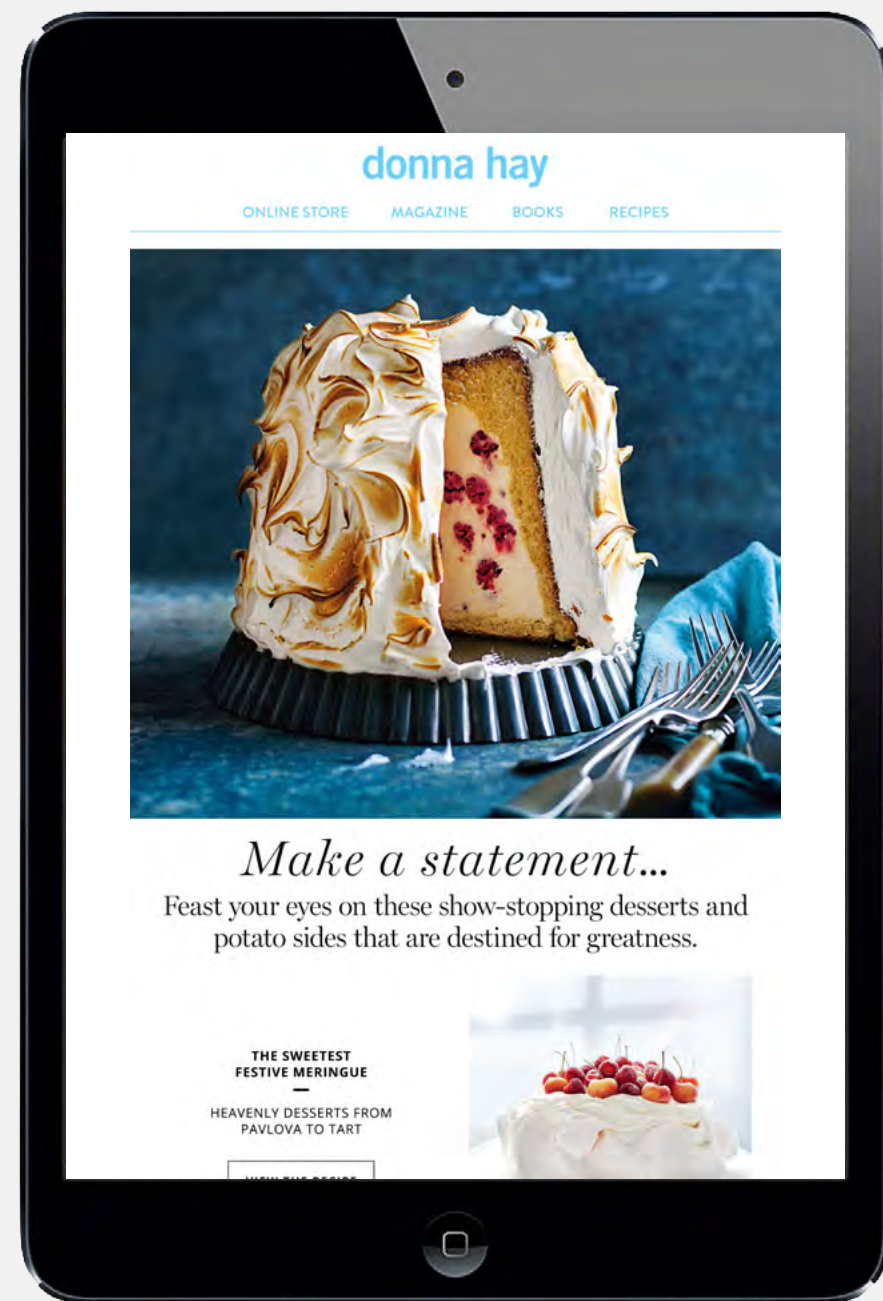
Average monthly page views: **2.02m**

Page views per session: **2.12**

Average session duration: **1 minute 44 seconds**

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## edm opportunity

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*Promote your brand to **92k loyal subscribers** through a joint giveaway with **your brand featured in the EDM**, which goes out to the **donna hay** audience when the issue goes on sale.*

*In 2018 we will be increasing the frequency of our edms.*

Newsletter database: **93k**

EDM open rate: **34.6%**

EDM click through rate: **4.2%**

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# donna hay social media

## *Facebook*



546k+ Likes

Current reach per week is 300k+

Engagement (reactions, likes, comments, shares) 55k

Total video views per week 26k+

## *Instagram*



@donna hay magazine 282k+ followers

@donna.hay 182k+ followers

@freshandlight 38k+ followers

Loyal Instagram following with high engagement  
rate within the competitive landscape

## *Twitter*



99k+ followers

## *Pinterest*



41k+ followers

## *YouTube*



12k+ subscribers



*donna hay* content inspires  
**actions & reactions**



This animation of our beautiful layered Christmas cake generated over 200k views



The Christmas cover cake inspired many people to recreate their own versions and share it on social media.





## *The case* for content **that delivers**

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Content created by the *donna hay*  
team elicits reactions!

*Imagine the potential for YOUR brand to be styled and  
designed by the donna hay team.*

Story telling, not story selling through bespoke  
recipes, beautiful styling and world-class  
photography all created by the *donna hay* team.

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## enquiries

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