



## LIFESTYLE & FOOD

# Saffron and Honey

### ABOUT

Hi! I am Ksenia - a cook, writer, and food stylist living in New York. I made a career as a consultant, then graduated from the Institute of Culinary Education in 2011 and worked at the Michelin-starred Breslin Bar and Dining Room.

Currently, I am also the NYC Editor at VRAI Magazine, a digital publication, where I cover food and fashion.

**Saffron & Honey is a food & lifestyle website focused on bringing a Provencal sensibility & joie de vivre to everyday cooking, living, & traveling. EAT CHIC!**

My audience is mostly female, 25 to 45. 86% from the US, with 13% mainly from the UK & Canada. S&H has a healthy mix of 41% regulars v 59% new visitors. They are stylish travellers and adventurous home cooks who like the transportive yet accessible nature of my recipes. I have an active IG following of 28k+.

Saffron & Honey is a food and travel blog focused on bringing a Provencal sensibility & joie de vivre – and all my favorite French things - to everyday cooking, living, and traveling.

My motto of EAT CHIC has recently expanded to include the Travel Guides - curated “tearsheet” guides to some of my most cherished destinations.

The most popular ongoing series on S&H include: Simple Suppers; Updating Provencal Classics; #FrenchThings; and Travel Postcards.

I also feature seasonal , shoppable Travel Style Guides and Holiday Gift Guides for chic gifts ideas.



800+ FOLLOWERS  
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900+FOLLOWERS  
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39K FOLLOWERS  
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2.9k FOLLOWERS  
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## READER STATISTICS

84% WOMEN

72% AGES 25-45

85% FROM THE U.S.

41% REGULAR VISITORS

## COLLABORATIONS

- + FOOD PHOTOGRAPHY/STYLING
- + SPONSORED POSTS
- + BANNER ADS
- + PRODUCT GIVEAWAYS
- + SOCIAL MEDIA POSTS
- + BRAND AMBASSADOR



## RECENT PARTNERSHIPS

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Foodland Hawaii  
Bayonne Ham  
Nutrimill



## LET'S WORK TOGETHER

**KSENIA**

OWNER / CREATOR

BLOG: [www.saffronandhoney.com](http://www.saffronandhoney.com)

CONTACT: [saffronandhoney@gmail.com](mailto:saffronandhoney@gmail.com)

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