

IRENA MACRI | EAT DRINK PALEO



I am an Australian food blogger with a solid international audience and social media following within the **real food, paleo and healthy eating niches**. I work as a freelance writer, recipe and meal plan developer, food photographer, brand ambassador, and event speaker. I have released multiple books and eBooks - with Penguin Random House and self-published - and I have collaborated with brands and organisations to create custom content and campaigns.

I am an avid traveller. For the past few years I've been based in London, UK but I'm about to embark on another year-long adventure. As well as cooking, I love the great outdoors and you will often find me hiking, rock climbing or doing yoga in the wild.



In 2012, I founded my food blog, **Eat Drink Paleo (eatdrinkpaleo.com.au)**, and since then have maintained my status as one of the world's top paleo and real food blogs. I share recipes and ideas for healthy, gluten-free, paleo friendly eating, as well as wellness and natural living tips and inspiration.

My books and eBooks are available around the world, and my Eat Drink Paleo Cookbook has been translated into multiple languages and has won the Paleo Book Of The Year at UK Paleo Awards 2017.

I have a wide ranging audience on my blog and social media, including visitors from Australia, the US, the UK, Europe, and beyond. My demographic is a largely female readership. The top three visiting countries are US (45%), Australia (35%) and the UK (10%) in the last 30-day period.

205,000

*Unique visitors
per month*

350,000

*Page views
per month*

25,000

*Newsletter
subscribers*

13K+



117K+



3K



29K+



**Based on the last 30 days traffic, from Google Analytics.*

WORK WITH ME

SERVICES & RATES (\$USD)

Recipe development commission
from \$300 (includes photography)

Brand ambassadorship
please contact me for a custom quote

Sponsored blog posts & recipes
from \$350 (includes photography, social media & newsletter inclusion)

Sponsored social media posts
from \$150 (depending on the platform)

Giveaways (admin & social media)
\$150 + product & fulfillment

Newsletter promotion inclusion
from \$200

Food photography & styling
\$450 day rate or \$70 per hour

Cooking classes / events / talks
\$70 per hour

Customised meal plans
\$70 per hour

BRANDS & CLIENTS

About Life, Amazonia, Nature's Way, The Primal Pantry, Paleo Foods Co., Pepe Saya Butter, Perfectly Paleo, The Meat Merchant, OptimOZ, Niulife Coconut Oil, Ecology Skincare, Cape Grim Beef, Balance Festival, Health Unplugged Conference, Love Peace & Low Carb, I Sea Pasta, and more.

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