

Vibrant Wellness Journal

MEDIA KIT 2020

About Andrea



Andrea is a chef, educator, and blogger based in Honolulu, Hawaii. She has been publishing smart and informative content on Vibrant Wellness Journal since 2009. The site features deliciously creative recipes, insightful wellness articles, and mission-aligned book, product, and film reviews. She has taught in-person and video cooking classes in Honolulu and San Francisco for the past 10 years, and she published her first cookbook, *Gettin' Saucy*, in 2016.

She is a marketing & media professional focused on wellness-focused and socially impactful businesses, and she is an active yogi and surfer.

70%

NORTH AMERICA
READERS

80%

FEMALE READERS

50%

BETWEEN AGES 25-44

Google Analytics, data from 2015-2020

8,000

AVERAGE MONTHLY
PAGEVIEWS

40%

ORGANIC TRAFFIC

36%

SOCIAL MEDIA TRAFFIC

Google Analytics, data from 2015-2020



94,000 MONTHLY
VIEWS



1000
FOLLOWERS



1000+
FOLLOWERS



600+
FOLLOWERS

Our Ethos: Finding a Higher Purpose with Food

Vibrant Wellness Journal is a space for wholesome, plant-based recipes that nourish the body and soul. The ingredients and recipes featured are meant to be accessible, affordable, and attainable. Likewise, we feature critical thought leadership about wellness trends and food policy to help readers better understand our food system and our connection with it. The goal of finding a higher purpose through food is to look at food not as only a meal, but as soulful nourishment, connection to our planet and her resources, gratitude for the hands that feed us, and mindful awareness about the energetics of our ingredients.

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