

BLAHNIKBAKER

ELEGANT DESSERTS FOR EVERYDAY CELEBRATIONS

ABOUT BLAHNIK BAKER

Blahnik Baker is a baking and dessert blog dedicated to sharing seasonal, easy, yet elegant desserts for everyday celebration moments. The audience is made up of avid home bakers who are adventurous and love to try new and creative recipes as well as new tips, kitchen equipment and products. The Blahnik Baker community is made up of a wide range of readers, from amateur bakers to more experienced bakers simply looking for easy dessert recipes to enjoy with their families everyday and on special occasions.

We enjoy working with brands in creative ways to develop unique recipes promoting products that fit with our audience and their needs. From sponsored posts to original recipe development to brand ambassadorships and sponsored travel, there are several ways we can work together to promote food and family entertaining. Our recipes and content have been featured in BuzzFeed, TODAY Food, The Huffington Post, Better Homes and Gardens, Country Living and many more.



blahnikbaker.com

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[f](#) [i](#) [t](#) [@](#) [blahnikbaker](#)

[p](#) [zmansaray](#)

AUDIENCE



94% of readers are **women**
55% have children in household

20% are between 25-34
21% are between **35-44**
19% are between 45-54



52% of readers have an income of **\$0-50k**
31% of readers have an income of **\$50-100k**

46% are college educated 
12% have attended grad school

REACH

Monthly Page Views: 70,831
Monthly Unique Visitors: 52,009

[f](#) 26,000
[p](#) 24,000
[i](#) 4,000
[t](#) 3,000
[Google](#): 1,695

ABOUT ZAINAB

Zainab first tried baking a mere three years ago and she is not afraid to admit it was not pretty and far from perfect. She started Blahnik Baker to share her baking adventures with like-minded home bakers looking for new easy recipes. As a self-taught baker, she takes her readers along as she experiments with new baking techniques and creates new classic recipes. Originally from Freetown, Sierra Leone, she currently resides in Central NY with her husband (the self-assigned recipe taster) and son where she's a PhD neuroscientist by day and a cake-obsessed shoe-a-holic girl by night, hence the stylish blog name.

PAST BRAND COLLABORATIONS

