



DANI
VALENT

MEDIA KIT

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DANI VALENT

Writer | Eater | Traveller | Cook

WHO IS DANI VALENT?

Dani is one of Australia's most prominent and respected food journalists. For 10 years, she has been restaurant critic for the Sunday Age and her feature articles have profiled many of the world's best chefs, including Heston Blumenthal, Curtis Stone and Yotam Ottolenghi.



- freelance journalist of 20 years' standing for Fairfax Media, profiling prominent identities including ex-Prime Minister Julia Gillard, astronaut Andy Thomas and actor Kerry Armstrong
- regular commentator on food trends and issues on Australian radio and television
- sought-after MC for events and presentations
- producer and content creator at danivalent.com, a website centred around cooking videos - 150 and counting
- recipe developer and author of three cookbooks, honoured among 'best in the world' in the Gourmand World Cookbook Awards
- ambassador for FareShare, a charity which musters a volunteer taskforce to rescue food and turn it into healthy meals for those in need
- travel writer for Lonely Planet, authoring guidebooks to destinations including the Caribbean, Corsica, Hong Kong and Turkey

WHAT THEY SAY

"I've been to a number of events where Dani Valent acted as MC which is why I asked her to MC the San Pellegrino Regional Pacific Young Chef of the Year Awards night.

Apart from the fact that Dani is articulate and always fully prepared for her role, she was able to negotiate a potentially difficult situation with clever forethought and aplomb. I could not recommend an MC more highly."

John Flower, Director, HotHouse Media & Events



DANIVALENT

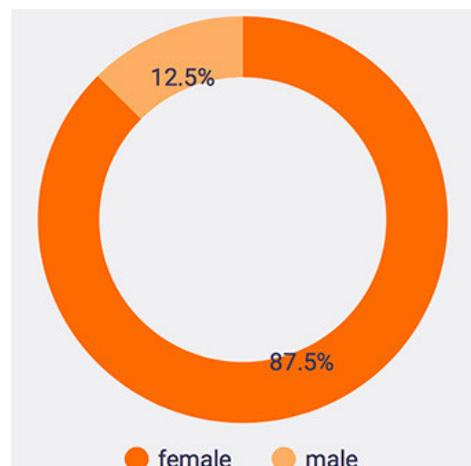
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INFLUENCE

Dani's core audience is women aged 35-65. She's a mother of teenage children and an involved aunty to primary-aged kids. She's a mum juggling competing priorities, a businesswoman with her finger in many delicious pies and a community figure with a keen interest in fostering social inclusion.

Her audience spans numerous mediums, including:

- goodfood.com.au 2,297,200 total readership over 12 months.
- Sunday Age: 509,000 readers
- DANIVALENT.COM monthly page views: 21,000 (increase of 68% year on year)
- Dani Valent Newsletter: 6000 subscribers
- ABC Radio (fortnightly commentator): 9.3% of audience
- Thermomix community (Dani is a frequent contributor): 278,000 Facebook likes: 300,000 approx newsletter
- Weekly impressions on Instagram 33,264



25K
Likes



10.6K
Followers



7K
Followers



6K
Subscribers



8.7K
Monthly



36K
Yearly



79K
Views

WHAT THEY SAY

"I am loving your new website and all the content, not just the food. You really do have the best one-stop cooking site." - Sharyn



DANI VALENT

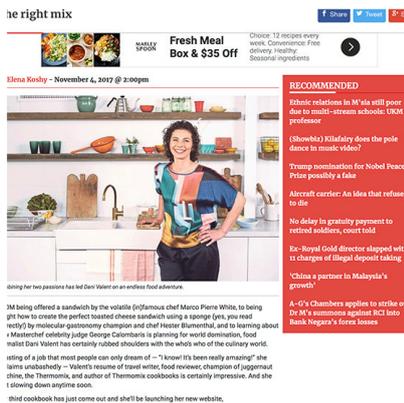
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IN THE MEDIA

Dani is a respected writer, food authority and figure of interest.

New Straits Times (Malaysia): The Right Mix

Australian Financial Review



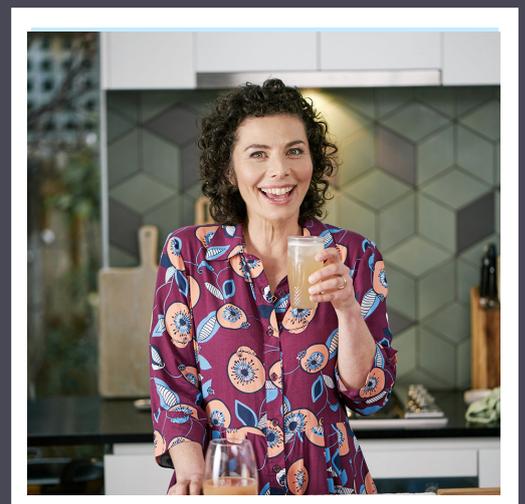
MC - 2017 San Pellegrino Young Chef Awards

ABC Breakfast Television



WHAT THEY SAY

"So inspiring to see you in action - just LOVE your passion & authenticity!!" - Amanda



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WHY PARTNER WITH DANI?

Dani's brand speaks of quality, trust, fun and expertise. Dani's style is engaging, upbeat and inclusive; she's a constant, active learner who is always keen to share her knowledge.

Dani brings authenticity, accuracy and professionalism to all she does, always with an inclusive, enthusiastic manner that engages and delights.



ASK

Dani's capacities include:

- Brand partnerships
- Media appearances and speaking engagements
- MCing and hosting
- Consulting including trend forecasting and market insights
- Bespoke food tours and cooking experiences

WHAT THEY SAY

"You are a fun and professional presenter. Was great to see you in action." - Amorette

