

BACON IS MAGIC

KEEP LIFE DELICIOUS



TRAVEL

WHERE TO EAT THE BEST
FOOD AROUND THE
WORLD

FOOD

HOW TO MAKE IT
AT HOME



**AUTHENTIC.
MODERN.
FUN.**

**BACON IS MAGIC COMBINES THE
AUTHORITY OF A FOODIE WITH
THE APPROACHABILITY OF A
HOME COOK**

My goal is to empower readers with what they need to know about my favourite destinations and flavours. From the best patisseries in Paris to how to make a classic ratatouille, I make the intimidating achievable.

I'm passionate about the people and places behind meals around the world. I look for the authentic without pretension, sharing tips you won't find elsewhere.



MODENA TRAVEL GUIDE WITH VIDEO
PARTNER: EMILIA ROMAGNA TOURISM BOARD

FOOD HUNTERS

Sophisticated readers look to me as a trusted source that is without bias.

They are experienced travellers, seasoned cooks and often the influencer in their peer group.

They don't want the TripAdvisor mainstream experience and or where everyone goes because it was featured by Anthony Bourdain. From taco trucks to Michelin starred restaurants they are **looking for the ultimate experience.**

They like to try new flavours, but also master the classics. They'll entertain often, choosing themes and enjoy spending the day cooking.

Authenticity over price, they want the best for loved ones and love to share their favourite tips and recipes.

They consider Bacon is Magic part of their extended network, not only looking for advice but also offering their own opinions.

I'm not a faceless brand to them, after eight years of Bacon is Magic I've become a trusted source they connect with on social media and on my website.



BRAZILIAN SHRIMP SOUP
PARTNER: GRACE FOODS CANADA

NASHVILLE HOT FRIED CHICKEN
PARTNER: TABASCO CANADA

BY THE NUMBERS

December 1-31, 2018



205,597 pageviews, 178,311 sessions, 153,696 users



2403 newsletter subscribers



/baconismagic 19,928 fans



@Ayngelina 18.8K



@Ayngelina 39.8K



1.3 million monthly views



/ayngelina 3392 subscribers



PARTNER OPPORTUNITIES

EVERGREEN. SHARABLE. VALUABLE

I only create valuable posts for readers and sponsors. Sharing evergreen content for brands means readers engage now and a year from now. Optimizing for SEO, I deliver highly searched content with lower competition that our readers will want to share on social media and Pinterest.

ON SITE

- Sponsored Posts
- Sponsored Content Series
- Contests
- Downloadable guides
- Embedding your content
- Newsletter presence

SOCIAL MEDIA

- Two strong accounts:
Facebook and Instagram live
- Instagram takeovers
- Social only campaigns

CONTENT CREATION

- Recipe Development
- Custom video
- Photography

OFFLINE

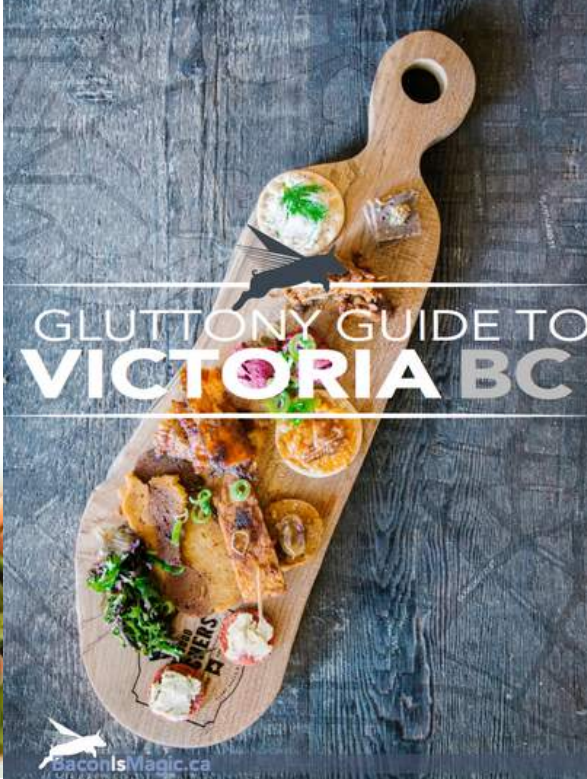
- Public speaking
- Social media workshops

MODENA ITALY

FREE 42-page culinary travel guide includes customs, traditional foods, and best restaurants



GLUTTONY GUIDE TO VICTORIA BC



Canada Day ENTERTAINING GUIDE

PLAN AHEAD AND ENJOY THE PARTY



STAY TOP OF MIND

Readers engage at two different stages, first they are entertained and then they make a decision. Guides are a great way to stay top of mind during the decision making process.

INSPIRATION

Following along daily for entertainment. Gathering ideas for the future they share on social media and make mental notes.

ACTION

Planning a trip or making a recipe. They don't want to search but have everything in one place.

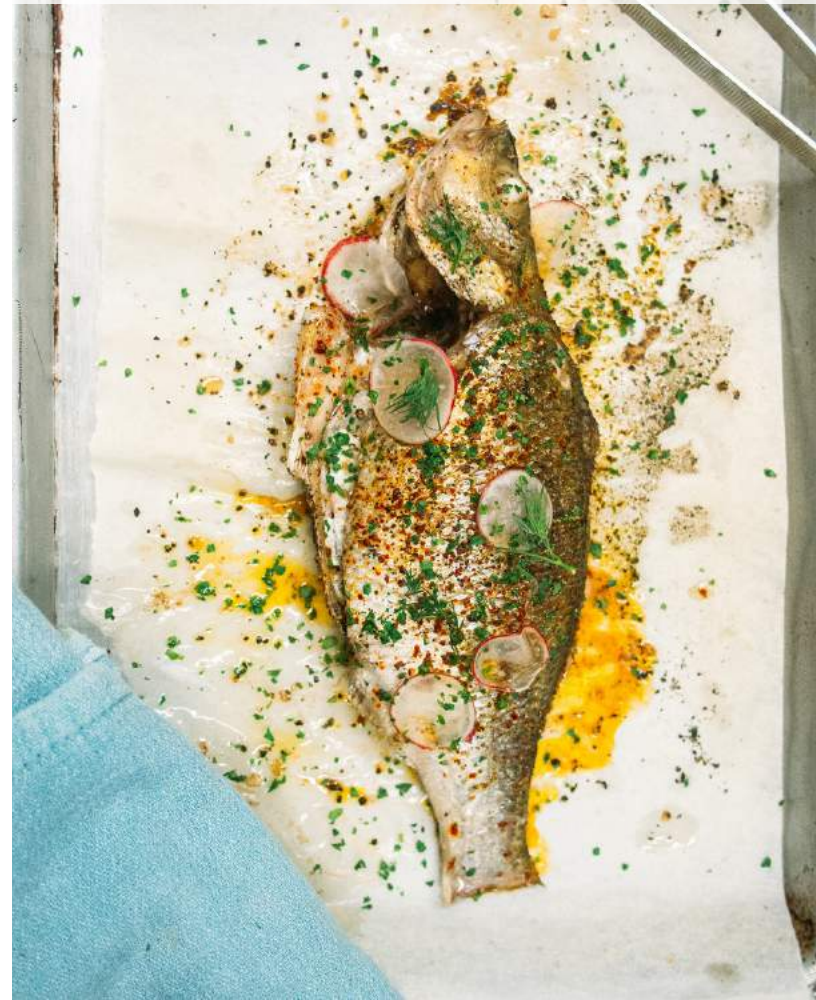
Downloadable PDFs make it easy with all the information in one place to read on an iPad. Readers are more accepting of branded content when it's a free download and consume it similar to a magazine where ads are expected.

In the last Bacon is Magic survey 46% of readers traveled somewhere in the last 12 months after reading about it on Bacon is Magic.

WHERE TO EAT IN MARSEILLE -
THE MOST UNDERRATED CITY IN EUROPE
PARTNER: ATOUT FRANCE



WHOLE BAKED FISH
PARTNER: PANASONIC CANADA



PARTNERS

TRAVEL

Atout France
Emilia Romagna Tourism
Eurail
Exodus Travels
Expedia US
Grey County
Jamaica Tourism Board
Jasper Tourism
Jordan Tourism Board
Ontario South West
Ottawa Tourism
KAYAK
Mexico Tourism
Maui Visitors Bureau
PEI Tourism
Rail Europe
Samsung (Galaxy SIII launch)
Scotiabank

Tourisme Montréal
Tourism Partnership of Niagara
Tourism Winnipeg
Tourism Victoria
Travel Manitoba
Travel Alberta
Visit Finland
Visit Florida
Visit Montana
Visit USA

FOOD

Agropur
American Express
A&W
Bombay Sapphire
Canadian Club
Canadian Dairy Farmers of Canada
Canola Growers
Catelli pasta
Dairy Farmers of Canada
Grace Foods Canada
Graffigna wine
iogo greek yogurt
Mann's Fresh Vegetables
Panago
Panasonic Canada
Pear Bureau Northwest/USA Pears
Pepto Bismol
Riviera Petit Pot
Tabasco