

MEDIA KIT · 2026

NATALIA SAENZ

*Health Coach · Cook
Mama · Lifestyle Creator*


BILINGUAL · BICULTURAL · REAL

WHAT I CREATE

RECIPES · WELLNESS

Motherhood · Travel · Real Life

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BIO

Real food. Real life. Real flavor.

I fell in love with cooking when I decided to write my own story after I became a mom. In my kitchen I use bold flavors, vibrant colors, and the cultural roots that raised me. I am a Certified Health Coach, cookbook author, and bilingual lifestyle creator — and I help my audience eat better, live better, and find their own kind of strong.

I share recipes and wellness for busy Latina moms, real motherhood moments (including raising a micro-preemie miracle), fitness that fits actual life, and the small everyday rituals that make a healthy lifestyle stick.

WWW.NATALIASAENZ.NET

BY THE NUMBERS

Last 30 days · June 2026

114K

Combined Audience

9.6%

IG Engagement Rate

34K

Monthly Reach (IG)

181K

Monthly Impressions

INSTAGRAM 43.7K · X 48.9K · FACEBOOK 19.9K · YOUTUBE 1.7K

PRIMARY AGE

44%

35 — 44

ENGAGED ADULTS

AGE 25-54

89%

TOP MARKETS

USA · MX · CO

TOP CITIES

LA · NYC · CDMX · HOU

CONTENT PILLARS

What I Create.

Four content pillars that drive partnerships, organic engagement, and an audience that actually shows up.

- **RECIPES & COOKING**

Latin flavors with a healthy twist — quick weekday meals, family classics reimaged, and ingredient swaps that real moms can actually do.

- **WELLNESS & FITNESS**

Sharing the workouts and routines I actually do — and the clean-eating habits that keep me strong. Inspiring my community to move and eat well, in real life.

- **MOTHERHOOD**

Real talk about raising my micro-preemie miracle daughter — the joy, the fight, and the lessons. Family travel, milestones, and unfiltered Latina-mom life.

- **LIFESTYLE & TRAVEL**

Letting you into a little more of my everyday — small rituals, family time, and the music I love. DJ-ing on the side, purely as a hobby. Bringing positive energy wherever I go.



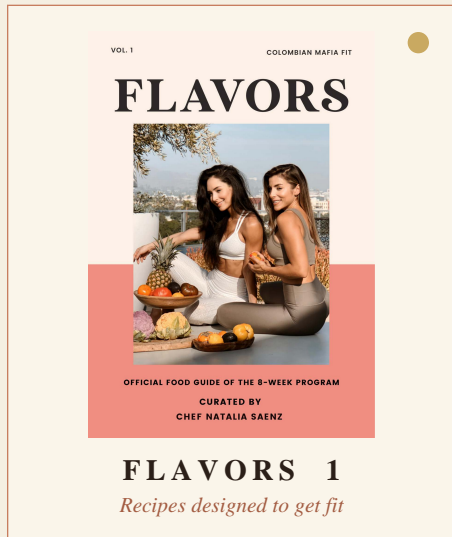
MY VOICE

Warm. Bilingual. Bicultural. Honest. I show up in Spanish and English, and I never pretend it's perfect.

COOKBOOKS

Recipes I've shipped.

Three recipe e-books designed to help busy people eat well without overcomplicating it.



PAST BRAND PARTNERS

■ WATCH THE RECIPE

FEATURED CAMPAIGN

National Pork Board

Menú Urbano FRESH & Menú Urbano OUTDOORS · 2021

Agency partner: Republica Havas



ALSO COLLABORATED WITH

Select food, wellness, supplement, fitness and lifestyle brands — organically featured across Instagram and Facebook over the years.

Long-term ambassadorship and recipe partnerships available upon request.

SOCIAL IMPACT

■ WATCH THE MISSION



GIVEPOWER · STABLE ROAD FOUNDATION

Solar power for off-grid communities.

Family missions installing solar panels and bringing power to villages without electricity. Kenya · Philippines



WORK WITH ME

Rates & Services.

Custom packages, recipe development and long-term ambassadorships available.

INSTAGRAM + CONTENT

1 Story	\$500
3 Stories	\$1,300
1 Post	\$2,200
1 Post + 3 Stories	\$3,200
1 Reel	\$3,500
Recipe Reel + custom recipe	\$4,500
Multi-platform (IG + FB)	+25%

SERVICES + PRODUCTS

Brand ambassador (3-mo min)	from \$6,000/mo
Recipe development (no post)	from \$1,500
Cooking demo / live event	from \$2,500
Speaking / panel appearance	from \$2,500
Newsletter / blog feature	\$500
Cookbook contribution	from \$1,500
Whitelisting / paid amplification	+50%



KEY WORDS

HEALTH COACH · COOK · MAMA · BILINGUAL · RECIPES · WELLNESS · COOKBOOK AUTHOR · LIFESTYLE

Let's cook something up.

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