

a culinary genealogy

# THE WOKS OF LIFE

## AUDIENCE

**2,318,000**

Monthly pageviews

**958,000**

Monthly unique visitors

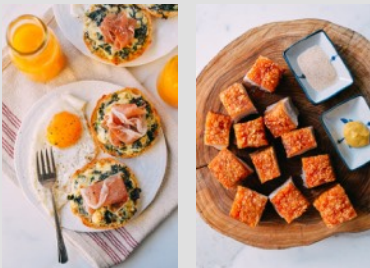
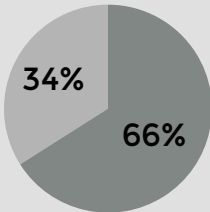
## email engagement

Avg 40.3% open rate & 13% CTR

## demographics

- 13% are 18-24
- 36% are 25-34
- 21% are 35-44
- 14% are 45-54
- 11% are 55-64
- 5% are 65+

- Women
- Men



**services:**  
 sponsored recipe & travel posts  
 brand ambassadorships  
 recipe development  
 photography  
 writing  
 recipe/blog post syndication  
 giveaways  
 events  
 banner ads



## ABOUT the woks of life

The Woks of Life is an award-winning cross-generational food and travel blog. Winner of *Saveur Magazine's* editor's and reader's choice food blog awards, The Woks of Life has been featured on [Yahoo](#), AOL Lifestyle, Saveur, BuzzFeed, Huffington Post, Today.com, The Kitchn, and other media outlets.

## ABOUT the Leung family



Bill, Judy, Sarah, and Kaitlin Leung started the The Woks of Life as a way to record family recipes. For the past three years, the entire family has been

using The Woks of Life as a platform to communicate, tell stories, and share food across distances, demystifying Asian cooking and creating recipes for a new generation.

## brands:



14.4K+



29K+



14.2K+



64.7K+



1,780+