

Diane Devereaux



Diane Devereaux, The Canning Diva®, is an internationally known food preservation expert, author, recipe creator, television presenter, instructor, and mother of two. For 30 years, Devereaux has been sharing her lifetime passion of canning and food preservation, translating it to the busy lives of families across the globe.



186K

Weekly
Reach

1.1M

Website
Impressions

63.4%

FB/Insta
Engagement

150K

Social
Followers

50K

Podcast
Downloads

78.5K

Pinterest
Views

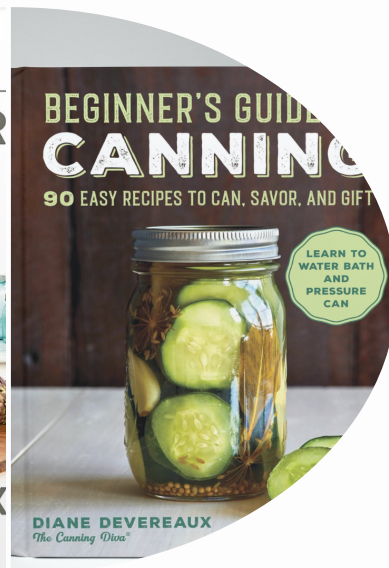
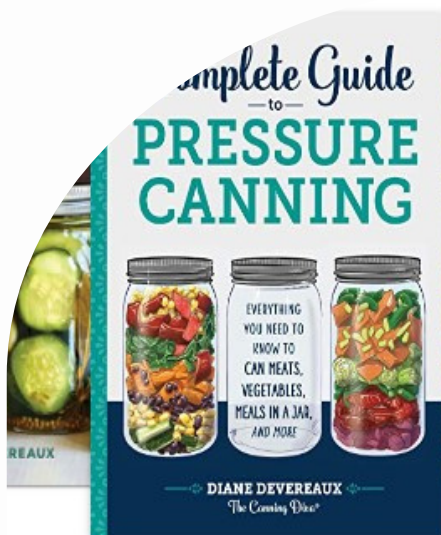
72K+

Private FB
Group Mem



Micro-Influencer

Diane's following is niche-focused on food preservation and web/social stats double during canning season (May-October). Diane has a more personal and relatable relationship with her followers, including two sister private Facebook groups (400K+). Her engagement is high and her email open rate is over 40%.



Let's Collaborate

\$600

Blog/Article

Up to 1,000 words and two images. Includes email to 8K+ subscribers.

\$300

Social Posts

Post includes content, an image and purchase links.

\$450

Video/Live

May include product reviews, in-use, educational, and Q&A.

\$150

Shorts/Reels

Up to 60-second videos of product, in-use, or tip

\$150

Podcast Ad

30-second ad includes voice over, music, and a link in description.

Each collaboration includes content writing, food/product staging, photography, recording and creation.

Contact



Phone

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Mail

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1-Month Recommendation:

2 Blogs: \$1,200

3 Social Posts: \$900

4 Reels: \$600

1 Video/Live: \$450

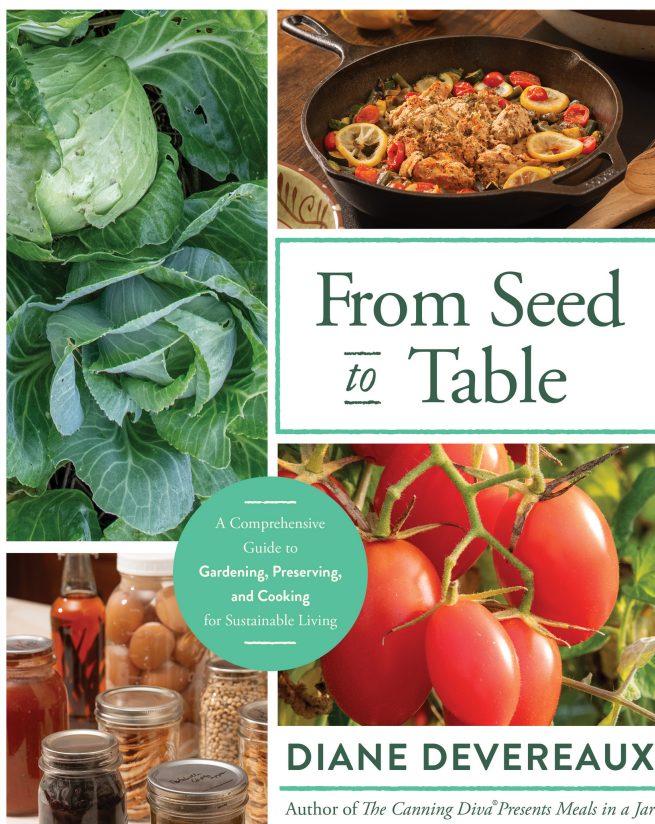
4 Ad placements: \$600

Monthly Total: \$3,750

Author One-Sheet

Author Titles:

- IPPY Award Winning **Canning Full Circle: From Garden to Jar to Table** (5,000 copies sold)
- **The Complete Guide to Pressure Canning** (270,000+ copies sold)
- **Beginner's Guide to Canning** (42,000+ copies sold)
- *Revised & Expanded 2nd Edition of Canning Full Circle* (10,500+ copies sold)
- **The Canning Diva Presents Meals in a Jar** (25,000+ copies sold)



Upcoming Books

Harvest House Publishers and its Ten Peaks Press imprint awarded a second book deal, ***From Seed to Table: A Comprehensive Guide to Gardening, Preserving, and Cooking for Sustainable Living***, will launch in March 2026.

A third book deal, ***Heritage Skills***, is set to release 2027.

