

MatMalin

20 years of experience in creating food & drink content in text, photo and film.

I am Malin Turunen and I run MatMalin AB, a communications agency with a focus on journalism, food and beverage content, and digital communication across text, images, video and social media.



For whom:

My clients are primarily within the food, beverage, culture, and tourism sectors – for example, importers, restaurants, food producers, trade organizations, and destinations.

What I offer:

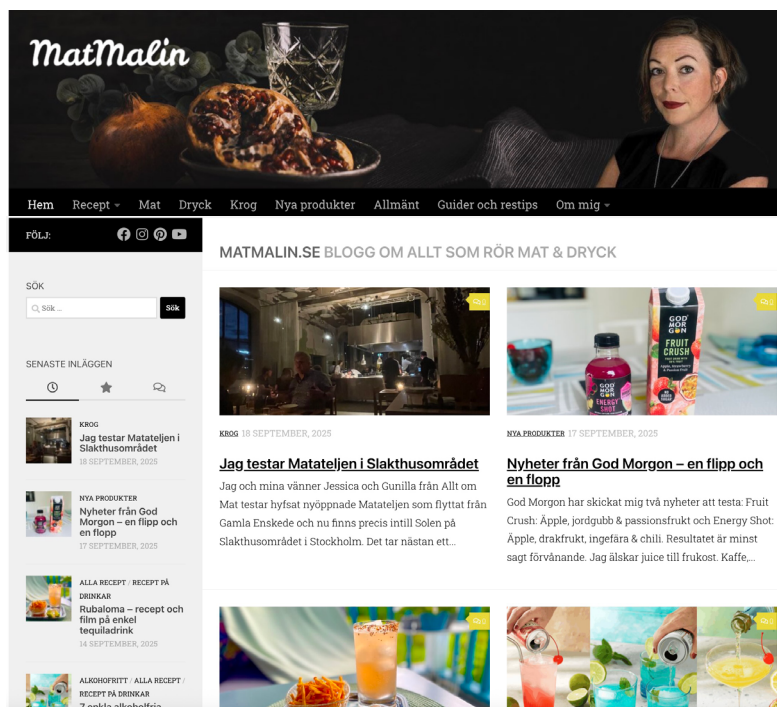
I deliver smart, relevant, and creative content – from idea to publication. My service includes press releases and SEO-adapted texts, recipe development, styling, photography, video production, and social media management. I also provide complete solutions – from strategy to content production.

My strength:

With over 20 years of experience as a food journalist and editor, I have worked with both editorial and commercial projects. I know how to craft engaging, audience-focused stories across all channels.

Business model:

I invoice by the hour, day, or per project.



Statistics & Reach

- Unique visitors per month: 150.000
- Revisiting: 40.000
- Page views per month: 260.000
- Traffic sources: Organic Search (Google) 94 %
Direct 6 %
- Average time on site: 1 minute

Collaboration Opportunities:

Native advertising
Sponsored articles/recipes
Product placements in recipes/photos
Social media packages, posts, reels, stories etc.

I create engaging social media content – short recipe videos, drink ideas, reels and stories designed to inspire.

I am currently growing my presence on Instagram, TikTok and YouTube, focusing on long-term development.

For partners, this means both exposure on my channels and opportunity to receive content tailored for use in your own digital platforms.



Previous Collaborations



Daniel Vidlund fiskar gös i Mälaren och tycker inte om kokt potatis.

Samarbete med MSC

Daniel Vidlund fiskar gös i Mälaren och har företaget Mälarfisk i Västerås. Jag fick en pratstund med honom när han var ute med sin båt och vet nu lite mer om hur det går till när man fiskar min favoritfisk (bredvid röding, sik och abborre). Men först och främst var jag nyfiken på hur man blir fiskare.



WILLY:S



Instagram



SVINN-SMART

RESTAKUTEN

1. Fota dina rester och lägg upp bilden på Instagram med hashtag #svinnsmart och tagga @willyssverige.
2. Snart får du ett recept tillbaka baserat på maten du har hemma! (OBS! Du behöver ha öppen profil.)



MatMalins audience

My readers and followers are food and drinks enthusiasts aged 25–55. The majority are women, but also men who are passionate about cooking, beverages and inspiration for both everyday life and celebrations. They are looking for recipes, drink ideas, food trends and accessible yet creative content that combines indulgence with expertise.

Contact info:

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