



# ALL ABOUT EVERLY

MEDIA KIT  
2018

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INFLUENCER & MAMA BLOGGER

# INTRODUCTION

ALL ABOUT EVERLY



All About Everly is where Jess shares snippets of her life and motherhood journey with her husband and little Everly.

After building a solid Instagram following from 2016 that continues to grow, Jess has recently branched out to a blog space where her journey can unfold in more detail.

9k+ GENUINE  
INSTAGRAM FOLLOWERS





# STATS

ALL ABOUT EVERLY

## Reach over social platforms

(Instagram, Facebook & Website)

- Weekly reach 5k+
- Weekly impressions 25k+

## Audience

- Australia and the US
- Growing UK and South America
- Predominantly female aged 25-34



**Blog posts** have been republished by Mamamia.com.

**Everly** has been featured in Kid Magazine and online advertising for numerous baby brands.

### **Brands worked with include:**

Thankyou Baby, Organic Care, Australian Ugg Original, Republica coffee, Aussie Farmers Direct, UNICEF, Harper Collins, Leggos Pasta, Heavenlee swimwear, Food Babies Love, RSPCA.

# STYLING & PRICING

ALL ABOUT EVERLY



## EXCLUSIVE POSTS

Exclusive Instagram post **\$150**

Exclusive Story **\$50 (3 for \$100)**

Exclusive Blog post **\$150**

Custom packages and pricing available on request.

### PACKAGE 1

Exclusive Instagram post + Story **\$180**

### PACKAGE 2

Exclusive Instagram post + Story +  
Blog post (with link in bio days) **\$300**

### ADDITIONAL POST OPTIONS

Mention in Instagram post **\$100**

Mention in Story **\$20**

Mention in Blog post **\$80**

\*\* Exclusive Instagram, Story and Blog posts include solely product focused caption/post and relevant brand tags. Mention posts include relevant brand tags and product mention.

