



# ALL ABOUT EVERLY

MEDIA KIT  
2020

JESS SCHULZ  
INFLUENCER & MAMA BLOGGER

# INTRODUCTION

ALL ABOUT EVERLY



## ALL ABOUT EVERLY

A place where Jess shares her life and parenting journey as a solo millennial mama and blogger.

From travel tips, toddler food hacks and Everly's own product reviews, to gorgeous toys, DIY play activities and advice on the best wine to take to Mothers Group!

All About Everly covers the ups and downs of parenting with insight, humour and authenticity.

15k+ GENUINE  
INSTAGRAM FOLLOWERS







# STATS

ALL ABOUT EVERLY

**15k+ Instagram followers**

**Reach over social platforms**

(Instagram, Facebook & Website)

- Weekly reach 15k+
- Weekly impressions 35k+

**Audience**

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



**Jess** has written for Mamamia.com.au and regularly has blog posts re-published.

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

**Brands worked with include:**

Thankyou Baby, Aldi, Organic Care, Australian Ugg Original, Republica coffee, Jacobs Creek, UNICEF, Harper Collins, San Remo pasta, Heavenlee swimwear, Food Babies Love, RSPCA and many more.



# PRICING

ALL ABOUT EVERLY



Exclusive Instagram post **\$200**

Exclusive Story **\$75** (including **Swipe Up** link)

Exclusive Blog post **\$150**

## PACKAGE 1

Exclusive Instagram post  
+ Story **\$225**

## PACKAGE 2

Exclusive Instagram + Story + Blog  
(link in bio for 4 days) **\$350**

## ADDITIONAL POST OPTIONS

Mention Instagram post **\$100**

Mention Story **\$25**

Mention Blog post **\$75**

## CONTENT CREATION

**\$40** per image (minimum order of 5)

## CUSTOM PACKAGES AND PRICING AVAILABLE ON REQUEST

**Exclusive** Instagram, Story and Blog posts include solely product or brand focused caption, relevant brand tags and rights to image approval prior to posting.

**Mention** posts include relevant brand tags and product mention in the caption.

All Exclusive and Mention Instagram and blog posts have a guarantee of 90 days live.

love  
Jess & Everly

