

RPP

RACHEL PRESTON PRINZ

PHOTOGRAPHER ~ STORYTELLER ~ CATALYST



CELEBRATING ARCHITECTURE, CULTURE, AND LIFESTYLE
IN THE DESERT SOUTHWEST



FOUNDING DIRECTOR
ARCHINIA DESIGN +
ARCHITECTURE FOR EVERYBODY

My influence is not in my reach or # of unique visitors... it's in my authentic connections.

plus

I have a knack... and an eye... for on-the-fly iphone shots which sets me apart ... I cover events extensively and as they happen, which builds buzz and encourages visitorship for an immediate return.

JULY 2018

115K

MONTHLY REACH



PERSONALITY NICHES TOPICS

Authority Travel + Architecture/Design + Lifestyle

Design + Accessibility + Culture + Community Engagement + Womens Leadership + Non-profits + Archaeology + Historic Sites + Tourism

Speaker

TEDxABQ + TEDxAequia Madre + Pecha Kucha Taos + AIA New Mexico + AIA Santa Fe

Host

UNM Sustainability Institute + TEDxABQWomen +
Local Guide for NatGeoTv, movie crews, US State Dept

Awards

Woman of Influence + Emerging Social Sector Leaders + Yelp's Golden Elite Badge (7 yrs)

Press

HGTV + Bravo + Readers Digest + Inc + Realtor.com + NMPBS + numerous other outlets



@ARCHINIADESIGN +
@RACHELPRESTONPRINZ
1.1K

ARCHINIA
74K

ARCHINIADESIGN
.8K

ARCHINIA
1.2K

AUDIENCE DEMOGRAPHICS

65% Female

Ages 25-64

US: New Mexico (+ Santa Fe, ABQ, and Taos), Los Angeles, Chicago, New York, DFW, San Francisco, Austin, Portland

Int'l: UK (+London), Mexico (+Mexico City), Canada, India, Argentina, Thailand (+Bangkok), Brazil, Poland, Spain, Australia