

# \_RICHARD\_PETERSON

TRAVEL, FASHION AND STYLE BLOG



## PETAR PEROVIC

Petars' audience predominantly loves travel and fashion with a particular interest in the 'IT' places to be and how to create the best looks. Consequently \_richard\_peterson has adapted by introducing a fashion sector allowing his blog to feature beautiful products from various places.

## THE BLOG

### AGE GROUP

- 13-17 years: 2.8%
- 18-24 years: 28.6%
- 25-34 years: 44.4%
- 35-44 years: 16.3%
- 45-54 years: 5.3%

### LOCATION

- USA: 11.1%
- MEXICO: 7.2%
- INDIA: 3.6%
- SERBIA: 4.5%
- BRAZIL: 3%

For specific locations please ask as I have a very global audience.

### GENDER

- Woman: 60.6%
- Men: 39.4%



121,000k  
Followers



17.4k  
Followers



In collab with  
@FashionNova  
15.1m  
Brand Ambassador

# SERVICES OFFERED

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- Sponsorship
- Social Media
- Promotions
- Attending Events
- Product Reviews
- Blog Advertising

## AUDIENCE REACH

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- 55k Profile Visits per Week
- 35-50k Views daily
- 500k Total Engagement
- 35k Discovery reach
- 15k Story views



## PARTNERSHIP

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Brand Ambassador  
Partners with Trends  
BALR (1.2million), The Tom Hope  
SixthJune, The Couture Club,  
Kornaby, Grid Wallet, Jofamafashion,  
The Wagner Hotel, FashioNova Men

## CONTACT ME

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# INSTAGRAM ONLY

# PRESS TRIP

- 1 x Instagram post: \$600 - 2 stories
- 2 x Instagram post: \$1000 - 4 stories
- 3 x Instagram: \$1200 - 6 stories
- 1 x Instagram Album: \$2400
- (Album 8 photos) : 2000\$ - 16 stories

- 1 x Youtube Video
- 3 x Instagram (+ 3 x Instagram Stories)
- 5 x Twitter / 3 x Facebook
- TOTAL: \$3000**
- Travel, accomodation & food provided.

## BLOG PACKAGE

## FULL PACKAGE

- 1 x Blog post (min 6 images)
- 2 x Instagram (+ Instagram Stories)
- 3 x Twitter
- 2 x Facebook
- TOTAL: \$2500**

- 1 x Blog post (min 6 images)
- 2 x Instagram (+ 3 x Instagram Stories)
- 1 x Youtube
- 2 x Facebook
- **TOTAL: \$4000**

Please note rates are susceptible to change on a monthly rate due to growth and include collaboration with brands I am in working with.



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