

# HANNAH MICHALAK

Content Creator | Portugal

@hannahmichalak

Hannah Michalak is a story-driven content creator based in Portugal with over 13 years of experience on YouTube and Instagram. She specialises in emotionally driven storytelling that captivates audiences and seamlessly integrates brand messaging — creating content that feels effortlessly authentic, deeply immersive, and powerfully impactful.

With a following of 173K on Instagram and a combined reach across platforms of 584K+, Hannah delivers premium, authentic content across lifestyle, family, fashion, beauty, and wellness categories. She also hosts wellness retreats in Portugal through Glow State Retreats.



**173K**

Instagram Followers

**26K**

Story Opens

**4-5%**

Engagement Rate

**253K**

YouTube Subscribers

**50M+**

Total Views

**13+**

Years Creating

## Audience Snapshot

96% Female | 51% aged 25-34 | 45% UK | 11% USA | 7% Germany | 5% Australia

## RATES

# Instagram Rate Card

Prepared for Yoto | February 2026

### Instagram Reel (1x)

**£2,500 — £3,000**

Organic UGC-style short-form video. Includes concept development, filming, editing, and posting. Optimised for engagement and shareability.

### Instagram Stories (3-5 frames)

**£1,000 — £1,500**

Story series with authentic product integration. Includes swipe-up/link stickers where applicable.

### Instagram Static / Carousel (1x)

**£1,500 — £2,000**

High-quality photo or carousel post with authentic styling and caption. Ideal for evergreen brand content.

## Usage Rights

### 12-Month Usage Licence

**+40 — 50%**

Applied on top of base content fee. Grants the brand the right to repurpose content across their own organic and owned channels for 12 months from date of posting. Whitelisting / paid media usage is priced separately — please enquire.

## Example Package

**1x Instagram Reel + 12-Month Usage Rights**

**£3.500 — £4.500**