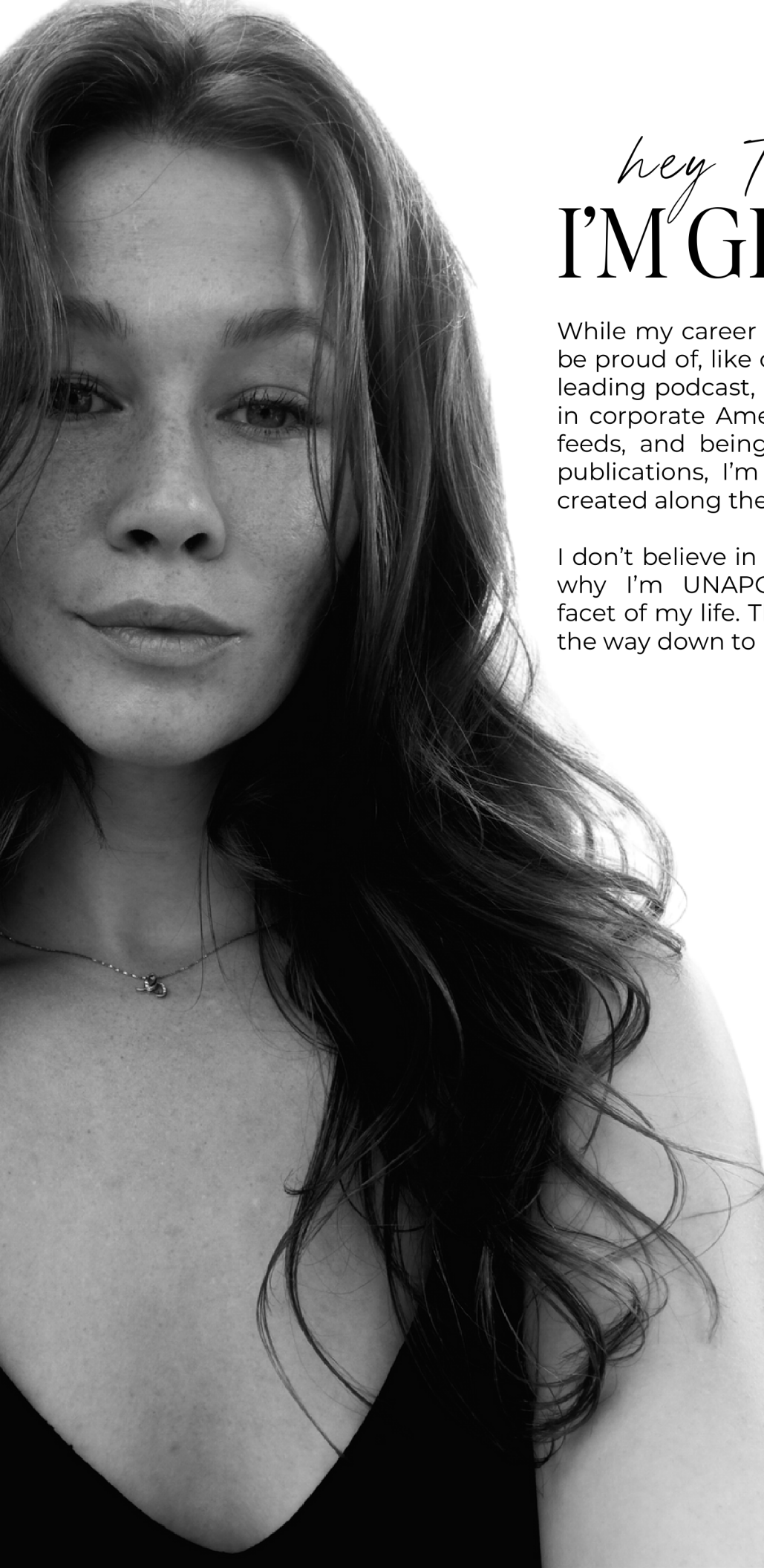


# GRETCHEN REESE



*media kit*

2024



*hey there!*  
**I'M GRETCHEN.**

While my career has given me many moments to be proud of, like creating and hosting an industry-leading podcast, becoming a marketing executive in corporate America by age 24, my social media feeds, and being featured in three international publications, I'm incredibly proud of the life I've created along the way.

I don't believe in "fake it 'till you make it", which is why I'm UNAPOLOGETICALLY myself in every facet of my life. That goes from the wine I drink all the way down to my favorite holistic health habits .

The trust of my audience means everything to me, which is why you'll never see me talk about something that I don't truly enjoy or believe in.

My aim is to help more people explore more of the world and find in themselves the innate curiosity I experience when learning about new places, cultures, and the products that come from them.

I'm so excited that you saw something in me or in my content that made you want to learn more about how my partnership process works. I can't wait to hear more about you, your brand and what your vision for a collaboration looks like. Let's get this thing started!

CONTENT ON

# THE BLOG

I started blogging nearly a decade ago in 2015. My blog originally was a way for me to talk about what I was wearing and places I wanted to visit when my friends didn't want to hear me ramble on about them anymore.

As my content and my brand evolved to cover more personal stories, inspirational travel and branding tips, I've welcomed new readers and subscribers every month with open arms.

To say it simply - I've created my blog to be a resource for folks that are interested in a multi-passionate life, and want to hear from a person that they can relate to and feel comfortable with. Even if they're only interested in one facet of my content, I aim to show up for my readers every single week.

My publishing schedule is currently set to twice per week, once on Monday and another on Thursday - covering topics like wine & whiskey, travel, personal stories, small business growth and holistic health and wellness.

## THE STATS

**5.5K**

MONTHLY PAGE VIEWS

**31%**

ORGANIC SEARCH

**3.2K**

UNIQUE MONTHLY VISITORS

**57%**

DIRECT TRAFFIC



SHORT FORM & INSPIRATIONAL CONTENT

# SOCIAL MEDIA

You'll find me showing up for my audience every single day on my social media platforms - from Pinterest to Instagram, each platform that I use reflects every facet of my life. I love to share the complexities and varying interests that make us human - and I never want to show up as anyone other than myself.

Why?

Because my audience responds the most when they can feel that I'm being my most authentic self, and not trying to be anything else. I talk about a variety of things: business, personal stories, life in Italy, what I'm wearing, photography, travel, my favorite wines and more. Basically, what I'm saying is that as my interests evolve - so does my content.

I love creating a space where my community can share in what I'm loving and experiencing, and it's been so rewarding to see consistent monthly engagement and year over year growth as a result.



1.3K+

Avg posts per day: 1  
Avg story views: 450



4K+ monthly views  
Avg pins per week: 15



1.6K+

Avg posts per day: 1  
Avg weekly views: 8k+



## WHAT YOU CAN EXPECT:

An editorial, naturally-lit, professional shot photo of your product or service. You'll get an engaging caption that showcases my genuine desire to share your brand with my audience AND their excitement to experience your brand.

THE BREAKDOWN

# DEMOGRAPHICS

## TOP LOCATIONS

**48%**

USA

**32%**

ITALY

**12%**

UNITED KINGDOM

## AUDIENCE

**71%**

WOMEN AGES 25 - 34

**22%**

WOMEN AGES 35 - 44

**07%**

MEN AGES 35 - 44

## KEY CHARACTERISTICS

# MY AUDIENCE

My audience is innately curious, brand-aware, and they buy from brands like Marriott Bonvoy, White House Black Market and Marchesi Antinori. They're travel-focused with an appreciation for detail and appreciate content that gives them a full experience.

- PRIMARILY WOMEN AGES 25-34
- ENJOY PERSONAL, INFORMAL CONTENT
- RESPOND TO ORIGINAL CONTENT + UNFILTERED OPINIONS
- PARTICULARLY ENJOY MY IMAGERY AND BLOG CONTENT
- PREFER LONG-FORM, INSPIRATIONAL CONTENT

PRICING LIST

# SERVICES & RATES

The next page covers the pricing breakdown to be featured on Gretchen's channels.



## WHO FOLLOWS GRETCHEN?

WOMEN, AGE 25-34, USA & ITALY

*My audience majority is 72% female in the age range of 25-34. They appreciate editorial imagery, intentional story-telling, and authentic connection. They LOVE high-quality brands and products, and appreciate magazine-style product showcases.*

All partnership and sponsorship requests are subject to approval. A request may be denied based on current brand image or interest during the requested timeframe.

All prices on the next page DO NOT include taxes. Taxes are applied to all sponsorship and partnership collections where goods are exchanged.

## SOCIAL MEDIA ENDORSEMENTS

Social media is a great way to inspire readers and create desire for a product, service or experience - it's also a way to get the attention of readers quickly and can potentially reach a large amount of people, based on the numbers in this media kit. This endorsement option covers endorsement of your product/service/experience on ONE of the following platforms: LinkedIn, Instagram or Pinterest.

**\$397** per post

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## INSTAGRAM STORIES

**\$250** per stand-alone slide, or **\$187** per add-on slide when paired with a social media endorsement.

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## PODCAST ENDORSEMENT

Our podcast endorsements are read by Gretchen, and are available in two formats: in-line ads and full episode sponsorship. These are sold in monthly flights, and are shared dynamically across Gretchen's social media platforms and website.

Please inquire for more details.

## BLOG POST ENDORSEMENTS

A blog post endorsement consists of a post written by Gretchen, and accompanying editorial imagery professionally shot and edited in-house. The article includes a mention & link of your product/service/experience. All blog posts are pinned in Pinterest and shared in a weekly email to Gretchen's newsletter subscribers.

**\$1497**

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## UGC CONTENT CREATION

Need more content for your social channels? UGC is a great option for you, and prices reflect content fees (professionally shot & edited, naturally lit) ONLY. If you require travel, please inquire for availability & more details.

Packages starting at **\$297**

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## SPEAKING ENGAGEMENTS

Send an email to [partnerships@gretchenreese.com](mailto:partnerships@gretchenreese.com) with your event information and dates, and a member of the team will get back to you to begin the conversation on potential topics and booking Gretchen for your event.

Please inquire for more details.

LET'S GET THIS THING STARTED

# HOW TO BOOK



All sponsorships and partnerships are on a first-come, first-serve basis.

To get your product, service or experience lined up for a collaboration, please email: [partnerships@gretchenreese.com](mailto:partnerships@gretchenreese.com) and include your product, service or experience, your website, and what you envision for the sponsorship.

Thank you so much for your interest! Please allow 5-7 business days for a reply. I'm so excited to partner with you and work together to make things happen!

[partnerships@gretchenreese.com](mailto:partnerships@gretchenreese.com)  
[www.gretchenreese.com](http://www.gretchenreese.com)

- Gretchen

AS SEEN IN:

**REDFIN**

**wild bum.**

**bobit**

