




4009
DECORATES
media kit
2025

hi, i'm tracy

a home designer with a love for creative problem-solving, I document the highs and lows of transforming our 1977 multi-level home. Through approachable DIYs, vintage finds, budget-friendly tips, and everyday life updates, I invite my audience to find beauty in the imperfect — and inspiration in the unexpected.

my audience

is primarily women in the U.S., ages 35-54, navigating the joys and chaos of homeownership. Many are professionals and parents with incomes over \$75K, and most have a pet or two. They're passionate about creating homes that reflect their style—one DIY and vintage find at a time. They trust my expertise and value that I only share products and brands I truly love. Authenticity drives every recommendation, and that trust is what keeps this community so loyal and engaged.



4009decorates

4.9k FOLLOWERS

3% STORY VIEWS

6% ENGAGEMENT



4009decorates

21.8k FOLLOWERS

10% ENGAGEMENT



4009decorationstoo

2.7k FOLLOWERS

5% ENGAGEMENT



4009decorates

4.8k FOLLOWERS

51.3k MONTHLY VIEWS

partnership
opportunities
at a glance

INSTAGRAM POST + STORY \$250

INSTAGRAM STORY SET \$200

INSTAGRAM & FB \$300
REEL / TIKTOK

PINTEREST PIN \$200

UGC PHOTOGRAPHY* \$250/IMAGE PER YR

UGC VIDEOGRAPHY** \$500/VIDEO PER YR

USAGE RIGHTS \$50/MO OR
\$550/YR



instagram post + story

My Instagram followers are organic, invested in what I'm doing, and trust my recommendations. This package includes one in-feed post (never deleted from my feed) and three story frames. Additional frames (as well as follow-ups/reminder frames) are available at \$25 charge for each additional frame. (Frames added at my discretion will not incur additional charges.)

\$250

instagram story set

Instagram stories are a popular option for my partners because of the consumer-driven link-clicks! My DIY processes, behind-the-scenes, and shared links perform well. My rate for Instagram stories includes two frames with a \$25 charge for each additional frame or bonus/follow-up frame. (Frames added at my discretion will not incur additional charge.)

\$200

instagram & facebook reel/tiktok

We'll produce an engaging Reel, based on a concept or storyboard approved by you. This is an outstanding opportunity for co-branding. We'll share the Reel with our followers in-feed and use the Collab Tool so that it will appear in your feed, too!

\$300

licensed photography & videography (UGC)

I can create visual assets for your own use. Product must be provided (if applicable). Production fee for photography covers high-res photos in desired format. Production fee for video covers up to 30 seconds of high-quality digital video, with a \$25 fee for each additional minute.

\$250 per image for 1 year

\$500 per video for 1 year

usage rights

\$50/mo or \$550/year





features



affiliate & brand partnerships





to get started on a campaign

send your request to

hello@4009decorates.com

I will respond within one to two business days and
begin working out the details of our campaign.

I am confident in my ability to create quality
content that is valuable for my audience and
a solid investment for you



www.4009decorates.com