



  
**4009**  
DECORATES.COM  
media kit  
2024

## hi, i'm tracy

a fresh, honest home designer, documenting the successes and failures of DIYing our 1977 multi-level home. I offer my followers a mix of impromptu projects, DIYs, budget-friendly ways to create a space you love — as well as a few personal stories to remind my followers I'm a wife & mom too.

## my audience

is made up mostly of women (95%) ages 35-44 living in the United States. They are homeowners, pet owners, and make more than \$65K/yr.

They trust me for my expertise and value my recommendations because they know that I only work with brands and highlight products I love and can authentically endorse.



4009decorates

4.5k FOLLOWERS

10.5k AVG REACH

5% STORY VIEWS

12% ACCOUNTS ENGAGED



4009decorates

4.7k FOLLOWERS

105k IMPRESSIONS

97k MONTHLY VIEWS

40% ACCOUNTS ENGAGED



4009decaratestoo

2.1k FOLLOWERS

21k AVG REACH

4% ENGAGEMENT

23% ACCOUNTS ENGAGED



partnership  
opportunities  
at a glance

INSTAGRAM POST + STORY ..... \$250

INSTAGRAM STORY SET ..... \$200

INSTAGRAM REEL / ..... \$300  
TIKTOK & UGC

PINTEREST PIN ..... \$200

LICENSED PHOTOGRAPHY\* .... BY QUOTE

LICENSED VIDEOGRAPHY\*\* .... BY QUOTE

USAGE RIGHTS ..... BY QUOTE







## 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 three 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 reel/ tiktok/UGC

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

I can create visual assets for your own use. Product must be provided (if applicable). Production fee for photography covers up to 3 edited, high-res photos in desired format, with a \$50 fee for each additional photo for up to 6 months. Production fee for video covers up to 60 seconds of high-quality digital video, with a \$25 fee for each additional minute for use up to 6 months.  
QUOTE BY PROJECT





features



affiliate  
&  
brand  
partnerships







## to get started on a campaign

send your request to  
[hello@4009decorates.com](mailto: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](http://www.4009decorates.com)