

Media Kit

2019



Katie
Grazer

2019



Welcome...

My name is Katie Grazer

I am a Swiss Blogger and Entrepreneur, who is a passionate world traveler, go getter, healthy lifestyle chaser and fanatic miniature dachshund lover!

It was in my first year of university when I started blogging, but only after quitting my job in Swiss Corporate banking and moving across continents to Los Angeles, I was able to fully turn my passion into a business.

Over the past two years, I have been able to kick off my brand and business and I would love for you to become part of this journey.

As an influencer and blogger it's a true privilege to be able to talk about products and services which complement my brand and personality while serving my audience.

This Guide gives you everything you need to know about me and my business, in order to decide if you want to work with me.

I am glad that my content resonated so well with you that you are thinking of reaching out. I am already looking forward to a great partnership and would absolutely love to hear from you and more about your product and service!

Contact: inquiry@katiegrazer.com

Katie Grazer

Social Media



INSTAGRAM

8,2K +

Average posts/day: 1

Average stories/day: 8

Topics covered:

- Blogging & Social Media
- Travel + Food
- Lifestyle



PINTEREST

550K +

Average pins/day: 40

Followers: 7'000



YOUTUBE

3,3K +

Average posts/day: <1

Topics covered:

- Blogging & Social Media
- Vlogs
- Beauty & Lifestyle



FACEBOOK GROUP

800 +

Average posts/day: 1

STATISTICS

34,000+

Monthly Page Views

94%

Female Audience

Whereof 65% Millennials

2,400

*Blog Subscribers (6000+ before
GDPR clean up) & av. 250
new Subscribers a week*

49%

*Audience from US + Canada
10% Continental Europe
rest South America, Africa,
Asia and Australia*

90%

*Readers from Pinterest,
Instagram & Facebook*

8%

Direct Visits

**accurate as of June 19*

The Blog

Whatskatieupto.com



My blog content focuses on social media, blogging, entrepreneurship and business tips for women & millennials who want to build their dream biz online.

Additionally, what I hear my audience say all the time is that they want to see more of me and my holistic lifestyle.

So topics I am very much interested in and I believe to suit my brand are; Food, Travel, Fashion & Beauty, Interior Design, Sustainability and Health.

SCHEDULE

Monday, Wednesday, Friday

2019

Price List

INSTAGRAM ENDORSEMENT

\$ 100 per post

\$ 20 per slide for a stand alone story

PINTEREST ENDORSEMENT

\$ 1,000 per optimized pin

This includes:

- pin design*
- distribution to Boards, Group Boards + Tribes*

BLOG POST ENDORSEMENT

\$ 2,500 per blog post

This includes:

- post 1500+ words written by Katie*
- pin distribution to 550K monthly viewers*
- email distribution to 2.5K subscribers*

PRODUCT PLACEMENT BLOG

\$ 350 + per insertion

into existing post (depends on post reach)

YOUTUBE VIDEO

\$ 500 - \$ 1,500+ per Video

- Screen record vs. vlog, beauty, travel



94%

Female Audience

Millennials

65%

You can expect all post, photos, graphics and content to follow the highest standards I apply throughout my blog and social accounts.

When a partnership is true and genuine I have every reason to treat your product or service as my own and share it with my audience in an authentic way!

*All posts are subject to approval and may be declined based on brand image or interest at the requested time.

HOW TO PARTNER

LET'S DO THIS

All sponsorships and collaborations are responded on a first come first serve basis. Emails at:

inquiry@katiegrazer.com

Please let me know the following information about your product or service so we can kickstart our project in the best way:

- product or service
- website
- vision for the partnership
- preferred endorsement option

Please allow 24-48 hours for a reply. I'm so excited to team up with you and work together to make things happen!

Katie Grazer

Contact: inquiry@katiegrazer.com

The Blog: www.whatskatieupto.com

The Biz: www.katiegrazer.com

