

Erin Treloar

MEDIA KIT

SPRING 2023



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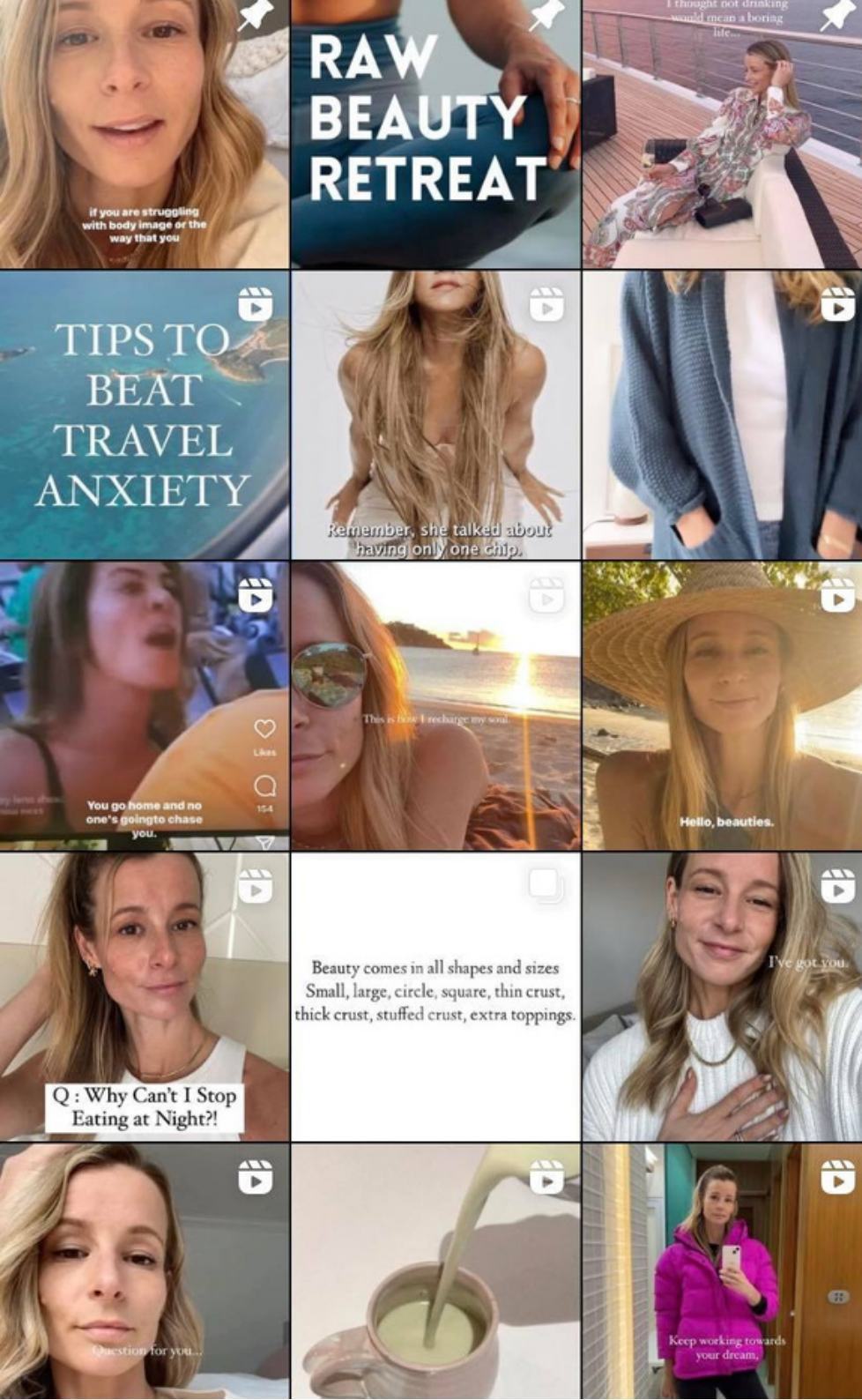
Erin Treloar is a celebrity health expert, meditation teacher, founder of Raw Beauty Co., and host of the Raw Beauty Talks podcast.

Her passion is in helping women redefine their relationship with their bodies, food, and their overall well-being. By working with them one-on-one and through her online programs, she helps women ditch diet culture, learn to eat intuitively, and understand how to truly take care of themselves – from the inside out.

Aside from her work, Erin is a mother of two and a lover of matcha lattes, deep conversations, and ocean swims. She's also been told she's a bit of a wildcard on the dance floor!

[VIEW HER WEBSITE](#)





Instagram

ACCOUNT: [@RAWBEAUTYTALKS](#)

Erin leans on reels, collaborations, stories and in-feed posts to share meaningful content in a raw and authentic way.

Through a compassionate and real lens, she gives followers a glance at her world - one that is fraught with challenges, imperfection, and beauty.

INSTAGRAM STATS (AS OF FEB. 2023)

Followers: **116,000**

Monthly profile visits: **11,920**

Monthly reach: **118,894**

Monthly impressions: **592,229**

Podcast

RAW BEAUTY TALKS

Through solo episodes and interviews with some of the biggest influencers and wellness experts in the game, Raw Beauty Talks shares real stories, actionable tools & mind-body practices that help women feel their absolute best.

Notable guests include: Wim Hof, Jenna Kutcher, Kaitlyn Bristowe, Jillian Harris, Danielle LaPorte, Dr. Daniel Amen, Sarah Nicole Landry, Morgan Harper Nichols, Tay Lautner, and more.

Past sponsors include: Brooklinen, Athletic Greens, Prose, David's Tea, Saje Natural Wellness, and more.

PODCAST STATS (AS OF FEB. 2023):

Episodes: 190

Downloads: 750,000

DIGITAL IMPACT





Email Marketing

Erin stays up-to-date with her Instagram followers, podcast listeners, enrolled online course participants and one-on-one clients through email. Applying her same raw, real, and cheerleading tone, her email list is one of her favourite ways to connect with people. Her email audience is 98% women in North America between the ages of 25-40.

EMAIL STATS (AS OF FEB. 2023):

Subscribers: **7,000**

Open rate: **55%**



PRESS HIGHLIGHTS

ERIN HAS BEEN FEATURED IN:

Los Angeles Times

ELLE

marie claire

sheknows

!HUFFPOST!

»TORONTO STAR«

Creator &
*Cultivate

THE /THIRTY

Media Features

TORONTO STAR

[The Problematic Nature Of #WhatIEatInADay](#)

CREATE & CULTIVATE

[These Are The Best Podcasts For Entrepreneurs, According To Successful Founders](#)

THE THIRTY

[Here's What This Health Coach Eats To Nourish Her Body and Soul](#)

SHE KNOWS

[Already Burnt Out? Here's Expert Advice On How To Start Getting Better](#)

SCARY MOMMY

[Self-Compassion Isn't Always Easy, But It's An Absolute Game Changer](#)

SMASH + TESS

[#SmashTessFam Feature - Erin Treloar](#)

SAJE WELLNESS

[The Ingredients For A Good Night's Sleep](#)

MIFA

[Wellness Talks: Featuring Erin Treloar Of Raw Beauty Co.](#)

HUFFINGTON POST

[Raw Beauty Talks Celebrates Natural Beauty Of Women](#)

[HuffPost Canada Celebrates 5th Anniversary With 50 Contributors](#)

ELLE

Print article, 2014

MARIE CLAIRE

Print article, 2014

LOS ANGELES TIMES

Print article, 2014

Podcast Features

DEATS WITH DEANNA

*** Add link here once we have it ***

GOAL DIGGER PODCAST W/ JENNA KUTCHER

[The Crazy Impacts of Social Media](#)

I LOVE WELLNESS W/ LO BOSWORTH

[Your Body Wants What's Best For You](#)

REAL REBEL PODCAST

[Erin Treloar: When Things Get Tough](#)

JAMES SCRIMGEOUR PODCAST

[Real Talk About Self Love](#)

HUNGRY FOR HAPPINESS PODCAST

[Getting Past Self Sabotage With Erin Treloar](#)

OFF THE VINE WITH KAITLYN BRISTOWE

[Grape Therapy: Erin Treloar](#)

THE PAPAYA PODCAST

[The One About Raw Beauty Talks With Erin Treloar](#)



PRESS HIGHLIGHTS

WHAT PODCAST HOSTS ARE SAYING:

"My guests LOVE it when Erin comes on the show so I've invited her back three times! Erin is warm, engaging and has an incredible capacity to shift the way you think of wellness, while leaving you with practical tools you can apply to your life."

- Kaitlyn Bristowe, host of Off The Vine



Events

S P E A K I N G

Custom-tailored to your needs, Erin curates intimate experiences meant to help people thrive through in-person and virtual events.

LULULEMON:

Lululemon head office hosts an annual two-day conference called Re/Form, which brings together voices and perspectives of 25 inspiring thought leaders, change-makers, activists, and community builders. Here, Erin led a panel discussion on body image.

KIT AND ACE:

Alongside Kit and Ace, Erin hosted an intimate, roundtable discussion for women in media to discuss the impact of beauty ideals.

WNORTH:

Erin introduced keynote speakers at WNorth's annual conference in Whistler, BC.

DERMALOGICA:

Erin co-hosted an event with Dermalogica at SXSW.

Let's Collaborate

Book Erin for your next event, podcast, affiliate partnership, or guest post.

For rates and details, please contact:

Riley Webster
rileynicolewebster@gmail.com



GET IN TOUCH