Media Kit

2019
Hello There!

I’m Jenna Kutcher

I’m a 30 year old, small town Minnesota girl, who’s chasing big dreams. Over the past seven years, I’ve built my brand, business, and created a life that I am totally proud of. My brand is all about keepin’ it real! As an influencer, I have had the opportunity to team up with some incredible brands and companies and there is truly, truly nothing I love more than a really great partnership that yields big results.

This guide gives you every ounce of information you need in order to decide if you want to work with me (which, by the way, would be AWESOME!) I made sure to put the most important info up front for you to view it fast. However, if you continue to turn the pages, you will find even more info, which will enable you to determine if we will be the perfect fit!

I can’t wait to hear what your vision, how you’d like to team up, and what your plan is to make your dreams come true. I hope that we can work together, support one another, and make an impact as a dynamic duo. And, most of all, I am just thankful that you saw something inside of me that had you reach out! Now, let’s make it happen, whaddya say?
The Blog...

I started blogging back in 2011 I was planning my own wedding and launching my photography business. Over the years the readership has continued to grow and the content has evolved into a one-stop-shop to keep up with my life, marriage, photography, business, and travels.

New posts are scheduled Monday, Wednesday, and Friday, covering various topics including wedding photography, watercolor prints, marriage, travels, fashion, home decor, and general life happenings!

THE STATS

- 465,000+ monthly page views
- 145,000+ unique monthly visitors
- 60% / 40% new users vs. returning - stayed
- 20% organic search
- 30% direct visits
- 50% readers from social media (Facebook, Instagram & Pinterest)
- 17 million+ total Goal Digger podcast downloads
- 1.25 million podcast downloads monthly 8 episodes per month
- 385,000+ email list subscribers

*stats are accurate as of December 2018
Let’s Get Social

Jenna boasts a strong social media presence. In her “keeping it real” ways, she has grown a following of devoted fans, followers, and friends and is proud to be able to share many aspects of her life from rescuing pups to shooting weddings, fashion to home decor, and business branding to watercolor.

Running a multifaceted business takes a consistent posting schedule and a strong online voice, both of which Jenna takes pride in.

WHAT CAN YOU EXPECT?

A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You’ll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience!
Price List

SOCIAL MEDIA ENDORSEMENTS

A social media endorsement reaches readers quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of service / product on one of the following platforms: Facebook, Instagram, Twitter or Pinterest.

$8,000 per post

INSTAGRAM STORIES

$1,000/slide for stand-alone, $500/slide for add-on to a post

SPONSORED GIVEAWAY

Sponsored giveaways are the best way to involve readers and gain interest in your product. A sponsored giveaway must be an addition to and combined with a social media endorsement.

$1500 per giveaway

SPEAKING ENGAGEMENTS

How it works: Email hello@jennakutcher.com with your event information and dates and a team member will get back to you shortly to begin the conversation on teaching topics and booking Jenna for your event.

$30,000 per event + travel

BLOG POST ENDORSEMENT

A blog post endorsement includes an article written by Jenna with a mention and link to your product. All blog posts are pinned in Pinterest and mentioned in Jenna’s weekly email to her 385k+ email subscribers.

$5000

PODCAST ENDORSEMENT

100,000 downloads per episode within 30 days

$5,250/episode

*All prices in this list do not include any taxes. Taxes are applied to all collections and sponsorships when goods are exchanged.

Who follows Jenna?

WOMEN, 25 - 34, USA

Jenna’s audience is 95% female with the majority of women being between the ages of 25-34. They seek light, and they love quality!

Hey, here’s the truth:

All posts subject to approval and may be declined based on brand image or interest at the requested time.
Let’s Team Up!

THIS IS ME - HOPE IT’S YOU, TOO!

✔ I am a lover of simplicity.
✔ Could spend hours on Pinterest each day.
✔ Obsessed with antiques...ohh a love like this!
✔ Always rearranging and redecorating the house.
✔ Am so smitten with my husband, he is amazing
✔ Can’t get enough puppy kisses, they are my children.
✔ Focuses on planning a marriage, not just a wedding.
✔ Only wears make up on the weekends. I swear!
✔ Eats Macaroni and Cheese shapes on a weekly basis.
✔ Believes in taking big naps every single day of the week.
✔ Randomly bust out classic dance moves like the sprinkler.
✔ Overachiever every day of the week.
✔ Lives on sour gummy worms and coffee.
✔ Believer in keeping it real, intentional, and authentic.
✔ Thinks sweaters and leggings are the universal dress code for life.
✔ Will do anything to make people laugh, really.. anything.
✔ Likes to make any time, a good time... like, always.
✔ Always rolls with the punches, I have really seen it all.
✔ Can be found with a stack of jewelry on my arm at any given time.
✔ I am outgoing, do not worry about me making friends.
✔ Thinks flower crowns are the perfect accessory for any day of the week.
✔ I am obsessed with the perfection found in imperfection.
Thank you so much! I can’t wait to collaborate!

How To Book

Let’s Do This

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: hello@jennakutcher.com and include the product or service, the website, and what you envision for the sponsorship.

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

Hello@jennakutcher.com

WWW.JENNAKUTCHER.COM

As Seen In:

The Huffington Post

People

Inc.

New York Post

Everygirl

Insider

Us Weekly

Forbes