

**25% OFF MARKED
PRICES FOR ALL
INSTAGRAM
SPONSORED POSTS
DURING 2020 Q2**

25% OFF

STORY PACKAGES AVG REACH: 4.0K

- 3 Stories + link-outs a month: ~~\$600~~
- 2 Stories + link-outs a month: ~~\$500~~
- 1 Story + a link-out a month: ~~\$300~~

A story consists of 3 slides with one swipe up 'link out' and 2x @mentions

INSTAGRAM

RATES

25% OFF

MONTHLY PACKAGES 2 MONTHS MINIMUM

- 3x IG Photos a month: ~~\$1000~~
- 2x IG Photos a month: ~~\$800~~
- 1x IG Photo a month: ~~\$450~~

25% OFF

ONE OFF PACKAGES ASK FOR MORE DETAILS

- 1x IG Photo: ~~\$550~~
- 1x IG Video: ~~\$650~~
- 1x IG Giveaway Post: ~~\$450 (inc. a Story)~~
- 1x IG Photo + 1 IG Giveaway Post: ~~\$950~~
- 1x IG Photo + 1 IG Story: ~~\$750~~

- HIGH IMPACT VISUAL CONTENT
- 95K+ FOLLOWERS / 4% AVG ENGAGEMENT / 600K+ MONTHLY IMPRESSIONS / 350K+ MONTHLY REACH
- PHOTOS / VIDEOS / STORIES / GIVEAWAYS
- INSPIRE / INFORM
- TAP INTO THE TRAIL & KALE INSTAGRAM COMMUNITY

**REVIEWS INCLUDE:
GEAR REVIEWS/RACE
REPORTS/TRAVEL REPORTS**

BLOG POSTS

RATES FOR A PUBLICATION ON
TRAILANDKALE.COM

REVIEW ARTICLE BASIC PACKAGE **\$400**

- Product Testing
- Elegant write-up
- High Quality Photos
- Link-back to your Website/Store
- Product Required

REVIEW ARTICLE BASIC PACKAGE + VIDEO **\$700**

- Product Testing
- Elegant write-up
- High Quality Photos
- Link-back to your Website/Store
- Video Review
- Product Required

REVIEW ARTICLE THE FULL PACKAGE **\$1250**

- Product Testing
- Elegant write-up
- High Quality Photos
- Link-back to your Website/Store
- Video Review
- 1 IG Photo
- 1 IG Story
- Product Required

SPONSORED CURATED GIFT LIST - \$600

- Introduction to topic of our curated list (e.g. Adventure Road Trip Essentials) which will also talk briefly about your Online Store.
- Full list of our curated products with brief description of each product and why we have chosen it for the list, all with purchase links to your store.
- Post will also be promoted across all social channels: IG Story, Pinterest, Twitter, Facebook, Strava Club.

ADD YOUR APPROVED PRODUCT TO AN EXISTING GIFT LIST - \$250

SPONSORED TOPICAL ARTICLE - \$650

- Elegant & original write-up of a topical post
- Professional photography
- 1x SEO Link-backs to your website/store, organically shoe-horned into the article
- Product may be required

- OVER 70K READERS A MONTH
- 100K+ PAGE VIEWS A MONTH
- READERSHIP LOCATION: USA: 50% / UK: 12% / EUROPE: 20% / CAN: 5%
- LINK-BACK TO YOUR WEBSITE/STORE
- IMMORTALISED CONTENT FOR ORGANIC SEARCH REACH
- FEMALE 33%, MALE 67%
- ALL PACKAGES INCLUDE HIGH QUALITY IMAGERY AND AN ELEGANT WRITE UP
- CORE READERSHIP AGE: 25 TO 44YRS

DISPLAY ADVERTISING

LARGE HOMEPAGE BILLBOARD - \$200/MONTH
LARGE BANNER PLACEMENT SITEWIDE - \$600/MONTH

PLEASE CONTACT US ABOUT CUSTOM PLACEMENTS ON TRAILANDKALE.COM

EVENT & RUN-CATION JOURNALISM

PLEASE ASK ABOUT RATES FOR OUR JOURNALISM SERVICES

ADD YOUR EVENT TO OUR EVENTS DATABASE

\$50 FLAT FEE - EVENT PHOTOS REQUIRED FOR US TO BUILD YOUR RACE PAGE.

SEE OUR

SERVICES PAGE

[TRAILANDKALE.COM/SERVICES]

FOR EXAMPLES OF OUR CREATIVITY AND
PAST CAMPAIGNS