INSTAGRAM

RATES

STORY PACKAGES
AVG REACH: 4.5K

- 3 Stories + link-outs a month: $500
- 2 Stories + link-outs a month: $350
- 1 Story + a link-out a month: $200

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

MONTHLY PACKAGES
2 MONTHS MINIMUM

- 3x IG Photos a month: $950
- 2x IG Photos a month: $650
- 1x IG Photo a month: $350

Please note that sponsored giveaways (not listed here but available as an alternative to IG photos) require more management and include a story to help promote the contest so they cost $50 more than a standard sponsored post.

ONE OFF PACKAGES
ASK FOR MORE DETAILS

- 1x IG Photo: $450
- 1x IG Video: $550
- 1x IG Giveaway Post: $350 (inc. a Story)
- 1x IG Photo + 1 IG Giveaway Post: $750
- 1x IG Photo + 1 IG Story: $600

HIGH IMPACT VISUAL CONTENT • 80K+ FOLLOWERS / 4% AVG ENGAGEMENT / 5M MONTHLY IMPRESSIONS / 2M MONTHLY REACH (JUNE ‘18)
PHOTOS / VIDEOS / STORIES / GIVEAWAYS • INSPIRE / INFORM • TAP INTO THE TRAIL & KALE INSTAGRAM COMMUNITY

BLOG POSTS
RATES FOR A PUBLICATION ON TRAILANDKALE.COM

REVIEWS ARTICLE
BASIC PACKAGE
$350

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

REVIEWS ARTICLE
BASIC PACKAGE + VIDEO
$600

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

SPONSORED TOPICAL ARTICLE
$450

- Elegant & original write-up of a topical post
- Professional photography
- 2x SEO Link-backs to your website/store, organically shoe-horned into the article
- Product may be required

OVER 15K READERS A MONTH • LINK-BACK TO YOUR WEBSITE/STORE
CORE READERSHIP AGE: 25 TO 44YRS • FEMALE 40%, MALE 60%
READERSHIP LOCATION: USA: 37% / UK: 18% / EUROPE: 14% • IMMORTALISED CONTENT FOR ORGANIC SEARCH REACH
ALL PACKAGES INCLUDE HIGH QUALITY IMAGERY AND AN ELEGANT WRITE UP

DISPLAY ADVERTISING
PLEASE ASK ABOUT RATES FOR ADVERTISING ON TRAILANDKALE.COM

EVENT & RUN-CATION JOURNALISM
PLEASE ASK ABOUT RATES FOR OUR JOURNALISM SERVICES