



INSTAGRAM

RATES



STORY PACKAGES AVG REACH: 4.5K

- 3 Stories + link-outs a month: \$500
- 2 Stories + link-outs a month: \$400
- 1 Story + a link-out a month: \$250

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

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: \$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 • 89K+ 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



REVIEW ARTICLE BASIC PACKAGE \$350

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

REVIEW ARTICLE BASIC PACKAGE + VIDEO \$650

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

REVIEW ARTICLE THE FULL PACKAGE \$1000

- 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 TOPICAL ARTICLE \$500

- 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 17K 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

SEE OUR

SERVICES PAGE

[[TRAILANDKALE.COM/SERVICES](https://trailandkale.com/services)]

FOR EXAMPLES OF OUR CREATIVITY AND PAST CAMPAIGNS