INSTAGRAM RATES

**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

**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
- 93K+ FOLLOWERS / 4% AVG ENGAGEMENT / 5M MONTHLY IMPRESSIONS / 2M MONTHLY REACH
- 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
$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

**SPONSORED CURATED GIFT LIST - $600**
- Introduction to topic of our curated list (e.g. Adventure Road Trip Essentials) which will also talk briefly about the 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 GIST LIST - $200**
- OVER 30K READERS A MONTH
- 64K PAGE VIEWS A MONTH
- READERSHIP LOCATION: USA: 37% / UK: 18% / EUROPE: 14%
- LINK-BACK TO YOUR WEBSITE/STORE
- IMMORTALISED CONTENT FOR ORGANIC SEARCH REACH
- FEMALE 40%, MALE 60%
- ALL PACKAGES INCLUDE HIGH QUALITY IMAGERY AND AN ELEGANT WRITE UP
- CORE READERSHIP AGE: 25 TO 44YRS

**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

DISPLAY ADVERTISING

LARGE HOMEPAGE BILLBOARD - $230/MONTH
LARGE BANNER PLACEMENT SITEMEDE - $500/MONTH

PLEASE CONTACT US ABOUT CUSTOM PLACEMENTS ON TRAILANDKALE.COM

EVENT & RUN-CATION JOURNALISM

SEE OUR SERVICES PAGE [TRAILANDKALE.COM/SERVICES]

ADD YOUR EVENT TO OUR EVENTS DATABASE

$5 FLAT FEE - EVENT PHOTOS REQUIRED FOR US TO BUILD YOUR RACE PAGE.