

# RAYOWAG.COM

MEDIAKIT - JANUARY 2021

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ABOUT THE BLOG & THE BLOGGER

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## ABOUT THE BLOGGER

Rabea | 22 | Germany

After dealing with mental health problems for half my life I decided to dedicate my blog to writing about self-care, personal development & creativity/blogging.

When I'm not working on my blog or my online world I mostly write fiction, draw on my iPad or read into spiritual topics.

My followers often tell me they love me for my honesty when it comes to my ups and downs. I'm open about my struggles with anxiety but always try to look at the good sides in my writings.



## ABOUT THE BLOG

After creating my first blog in 2012 at the age of 13 I learned more and more about writing, photography and marketing. Meanwhile I learned about self-care in my personal life due to my mental health journey.

I felt like there weren't a lot of blogs putting self-care and creativity into the same bucket, so I started one.

For the most part I give tips on reducing stress and bettering your work-life balance, I write these posts for the group of people that need that advice the most: The creative women of this world.

That's why I also add in occasional posts about blogging and creativity to give them everything they need to become the best version of themselves in their work life too.

I constantly search for tools & products to make their life easier and less stressful.



## ANALYTICS

### RAYOWAG.COM

Monthly Page Views: ~2,100+

Monthly Unique Visitors: ~1,400+

NEWSLETTER SUBSCRIBERS: ~400

PINTEREST: 3K+ followers / ~200k+ monthly views

INSTAGRAM: ~300 followers

TWITTER: ~400 followers

YOUTUBE: ~700 subscribers

**DEMOGRAPHIC:** women, 16-35, creatives, trying to find their balance in life

Followers/Subscribers are culled regularly to improve engagement, so numbers may vary. If you want to add a mention in my newsletter to any of the packs you can write it into the email with your collaboration inquiry.

*I only take free products for Instagram posts if the overall product value equals more than 70€*



## PACKS + RATES

### BLOG + SOCIAL MEDIA POSTS

(Insta + Pinterest + Twitter)

-150€+

### INSTAGRAM POST

1-2 slides, in my editing style

-50€ (5€ for each new slide)

### INSTAGRAM VIDEO

Feed video or IGTV

90-€+

### INSTAGRAM BIG PACK

3 posts over the course of 1-3 months + Instastories about your campaign/sale

180€+

### BLOG POST (/w pictures)

A post mentioning or revolving around your product.

500-1500 words.

1-2 Pinterest pins included.

50€-120€

*For any specific requests for social media postings or photo usage feel free to always email me at:*

**project.rayowag@gmail.com**

**All rates charged at least 50% upfront.**