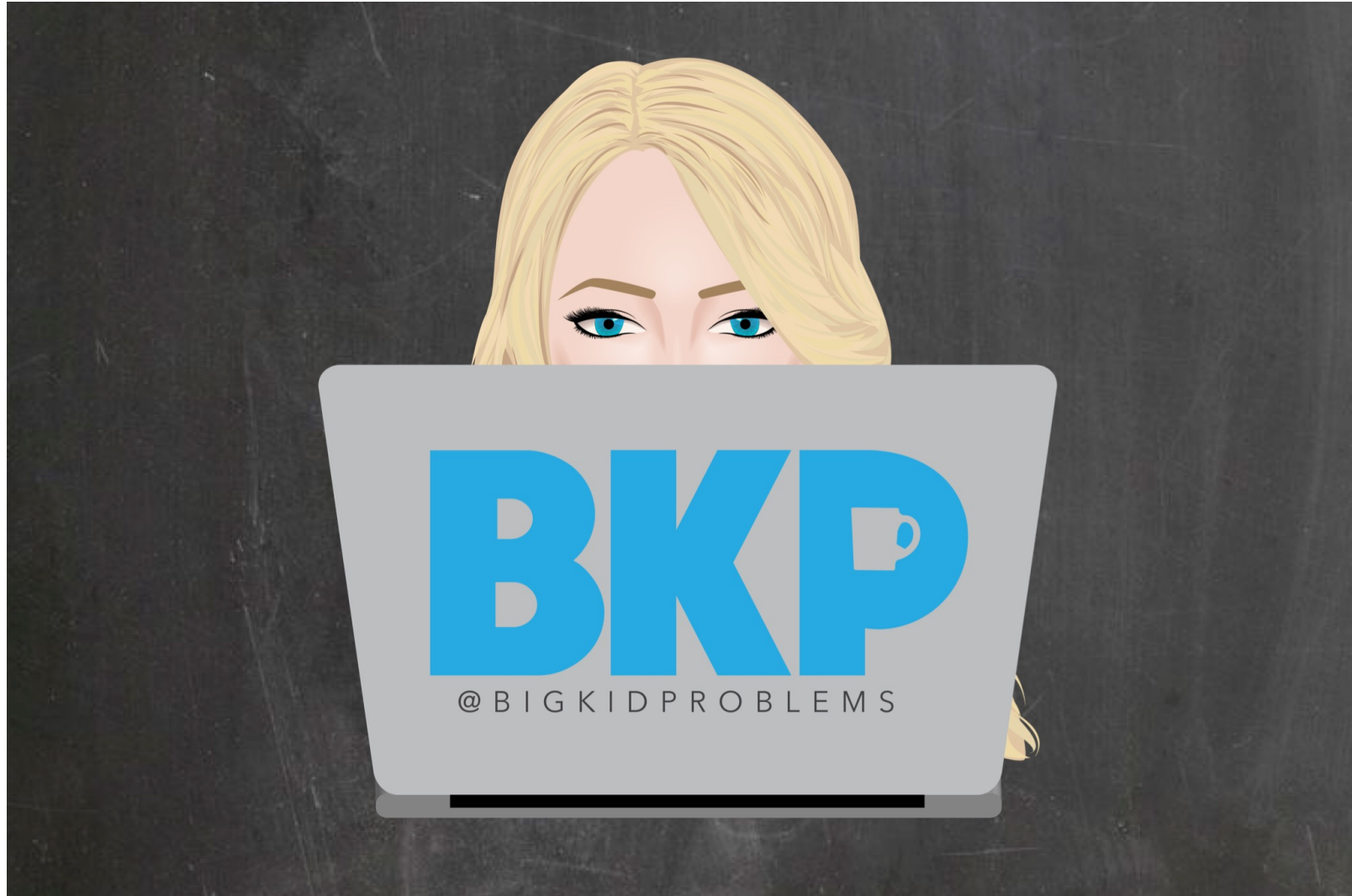


BIGKIDPROBLEMS



• *media kit* •

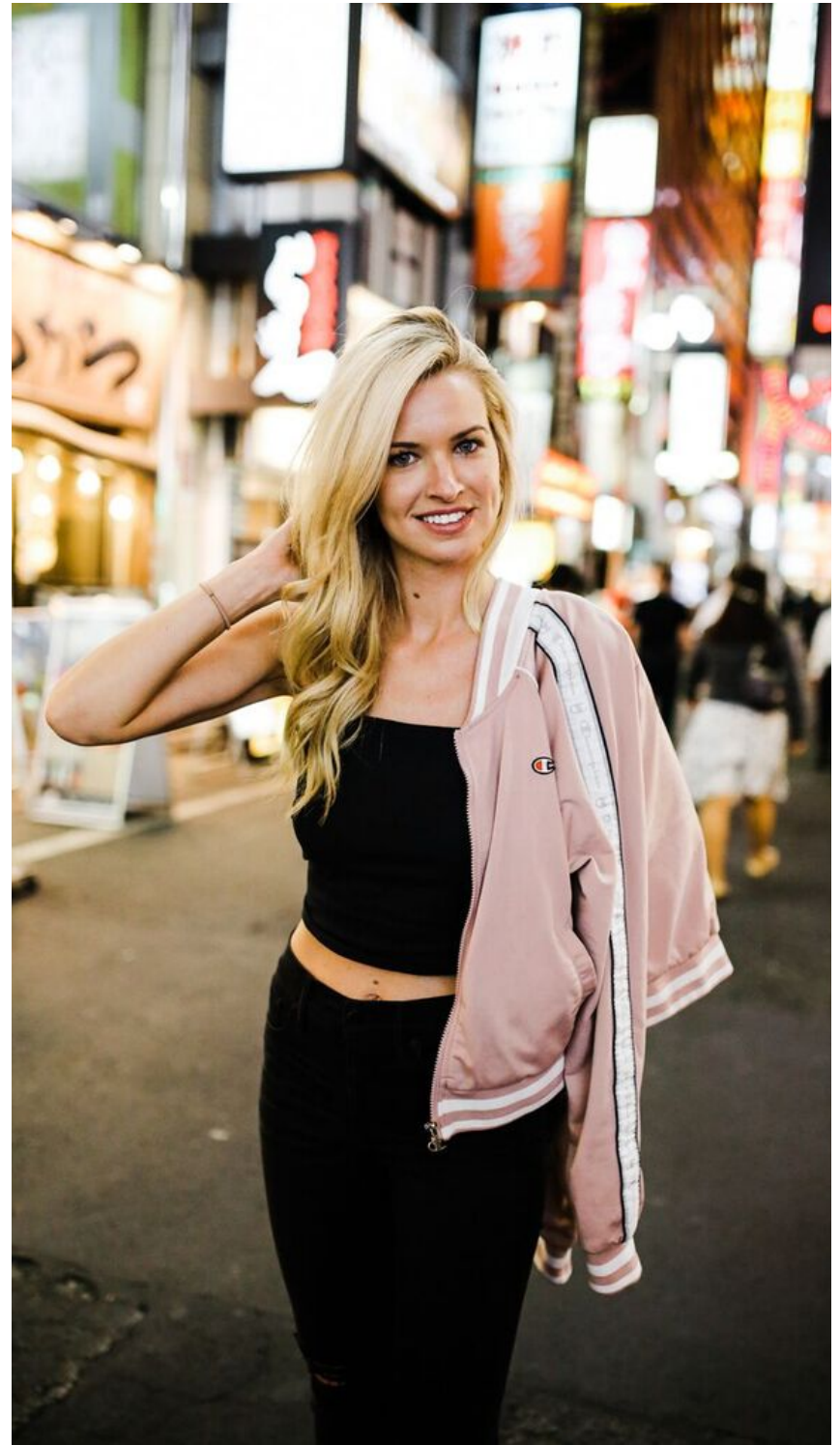
about



Welcome to @Bigkidproblems! An original, comedic platform all about navigating adulthood and the life transitions that come with it. Created by Sarah Merrill, BigKidProblems has expanded to include a popular blog merchandise, and in 2019 - a Podcast. Sarah herself has been featured as a Social Media expert on The Steve Harvey Show (3xs) and on countless Podcasts as a “millennial thought leader”. She relates to all of her followers by exposing that failing and trying again is what makes life more fun - and often, more hilarious.

MAIN TOPICS

Love & Relationships, Career, Money (Budgeting) Millennial Lifestyle, Alcohol + Carbs, Personal Development, General #Adulting Responsibilities, Health, Wellness, Pop Culture



by the numbers



BigKidProblems continues to grow exponentially and globally by about 1,000K new followers per week. Existing on various platforms, BigKidProblems continues to build a strong following of engaged followers every single day.



AUDIENCE

400,000+

Followers to date

24-35

Average age

Female

76%

Male

24%

ENGAGEMENT

Impressions

*Average 150,000 + per post
4.7 Million per week*

Reach

Average 177,000 + per post

Story Views

25,000 - 40,000



• *past partnerships* •



CASPER



BRAVO TV



COMEDY CENTRAL



BUMBLE



SIX:02



MINTED

PROMO RATES

In-feed IG Posts

1 post - \$1200

2 posts - \$2000

Each additional post, \$750

IG Stories

1 frame (tags and swipe up links) \$150

Each additional slide - \$100

Added Features

Link in Bio (24 hours) - \$200

Posted to Facebook & Twitter - \$100

Inquire for

Podcast Sponsorship

IG Story Takeover

Event Hosting/ Coverage

In-kind Trade

partnership

•

Branded promotions on BigKidProblems is the perfect way to introduce your brand and product to the BKP audience, primarily millennial females between the ages of 24 and 35



get in touch

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Ready to get the conversation going? Please inquire via email for social partnership, podcast, and other opportunities.



CONTACT INFO

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www.thebigkidproblems.com



@bigkidproblems