



# hej doll

A TRAVEL, LIFE, AND STYLE BLOG.

BY JESSICA DOLL

MEDIA KIT

MAY 2017

[WWW.HEJDOLL.COM](http://WWW.HEJDOLL.COM)


# JESSICA DOLL

PROFESSIONAL PHOTOGRAPHER  
TRAVEL, LIFE, & STYLE BLOGGER

JESSICA DOLL IS A PROFESSIONAL PHOTOGRAPHER,  
AVID TRAVELER, & STYLISH MAMA LIVING IN THE  
SAN FRANCISCO BAY AREA. SHE HAS A PASSION FOR  
GOOD DESIGN AND GREAT PHOTOS.

WITH 17 YEARS OF BLOGGING EXPERIENCE,  
SHE WAS RECENTLY NAMED ONE OF THE TOP 20  
SAN FRANCISCO BASED BLOGGERS BY FLIP KEY,  
JESSICA HAS ALSO HOSTED VARIOUS WORKSHOPS  
AND SPOKEN AT ALT DESIGN SUMMIT.





# INFLUENCE & AUDIENCE

COMBINED REACH OF 100,000 DESIGN  
MINDED, TRAVEL-INCLINED YOUNG WOMEN.

BORN FROM A COMBINATION OF HER LAST NAME &  
THE WORD, "HEJ", WHICH MEANS AND SOUNDS  
LIKE "HI" IN DANISH. HEJ DOLL IS A TRAVEL, LIFE,  
& STYLE BLOG INSPIRED BY THE SIMPLE  
MODERN LUXURIES IN LIFE.

HEJ DOLL RECEIVES A STEADILY-GROWING 80,000  
VIEWS A MONTH WITH 30,000 UNIQUE VISITORS.  
HEJ DOLL'S READERS ARE US-BASED, DESIGN-MINDED  
WOMEN IN THEIR MID 20'S TO MID 30'S WHO  
ENJOY TRAVEL & QUALITY OVER QUANTITY.

POPULAR TOPICS INCLUDE TRAVEL & PACKING ADVICE,  
CITY GUIDES, MINIMALISM, PERSONAL TRAVELOGUES, HOME  
DECOR, PERSONAL STYLE, SHOPPING & GIFT GUIDES.

INSTAGRAM 29K+

PINTEREST 26K+

TWITTER 25K+

FACEBOOK 2K+

# *PARTNERSHIPS & FEATURES*

RECENT PARTNERSHIPS, FEATURES,  
& READER TESTIMONIALS.

PARTNERSHIPS OF NOTE INCLUDE LEXUS USA,  
DELTA AIRLINES, HP COMPUTERS, FOUR SEASONS,  
COACH, ZAPPOS, WORLD MARKET, DIAMOND FOUNDRY,  
RITZ CARLTON, MINTED, SF ENVIRONMENTAL AGENCY.

HEJ DOLL HAS BEEN FEATURED IN THE  
HUFFINGTON POST, APARTMENT THERAPY,  
DESIGN MOM, MY DOMAINE, BLOGLOVIN', FOHR  
CARD, ARTFUL BLOGGING MAGAZINE, & POPSUGAR.

"I ORIGINALLY VISITED THE SITE FOR THE TRAVELING  
ASPECT AND I WILL ALWAYS LOVE THOSE ARTICLES! BEAUTIFUL  
BLOG AESTHETIC AND WORK. THANK YOU!"

"I LOVE YOUR CLEAN STYLE AND MINIMAL APPROACH, ESPECIALLY TO PACKING.  
I'VE PURCHASED YOUR RECOMMENDATIONS ON MORE THAN ONE OCCASION  
AND HAVE BEEN VERY PLEASED. PLEASE KEEP UP THE GREAT BLOG!"

# *SPONSORED TRAVEL FEATURES & RATES*

YOUR TRAVEL BRAND OR DESTINATION WORKED  
INTO HEJ DOLL BLOG CONTENT NATURALLY.

**SINGLE SPONSORED POST \$2,000+**  
ORIGINAL BLOG CONTENT WRITTEN & FEATURING  
5-10 IMAGES. INCLUDES TWITTER, PINTEREST, FACEBOOK.

**ADD INSTAGRAM \$250**  
INSTAGRAM PHOTO FEATURING YOUR PRODUCT  
OR LOCATION IN MY NATIVE FEED STYLE.

**PRESS TRIPS \$200+**  
ALL TRAVEL, MEALS, ACTIVITIES PAID BY SPONSOR.  
\$200 DAILY PER-DIEM DUE ON COMPLETION.

**HOSTED STAY & FEATURES**  
MINIMUM 2 NIGHTS COMPED, INCLUDING TAXES, DAILY  
BREAKFAST, WIFI, PARKING, 1 DINNER, 1 SPA EXPERIENCE.

INSTAGRAM \$350

PINTEREST \$250

TWITTER \$200

FACEBOOK \$75

# ***SPONSORED LIFESTYLE FEATURES & RATES***

YOUR LIFESTYLE BRAND OR PRODUCT WORKED  
INTO HEJ DOLL BLOG CONTENT NATURALLY.

**SINGLE SPONSORED POST \$2,000+**

ORIGINAL BLOG CONTENT WRITTEN & FEATURING  
5-10 IMAGES. INCLUDES TWITTER, PINTEREST, FACEBOOK.

**ADD INSTAGRAM \$250**

INSTAGRAM PHOTO FEATURING YOUR PRODUCT  
OR LOCATION IN MY NATIVE FEED STYLE.

**BLOG PRODUCT FEATURE \$1,000+**

MY ITEM(S) OF CHOICE FROM YOUR BRAND, VALUED AT  
\$800+ FEATURED IN 1 LIFESTYLE RELATED BLOG POST.

**INSTAGRAM PRODUCT FEATURE \$350+**

MY ITEM(S) OF CHOICE FROM YOUR BRAND, VALUED AT  
\$300+ FEATURED IN 1 INSTAGRAM POST.

INSTAGRAM \$350

PINTEREST \$250

TWITTER \$200

FACEBOOK \$75

# ***SPONSORED STYLE FEATURES & RATES***

YOUR STYLE BRAND OR ITEM WORKED INTO  
HEJ DOLL BLOG CONTENT NATURALLY.

**SINGLE SPONSORED POST \$2,000+**

ORIGINAL BLOG CONTENT WRITTEN & FEATURING  
5 IMAGES. INCLUDES TWITTER, PINTEREST, FACEBOOK.

**ADD INSTAGRAM \$250**

INSTAGRAM PHOTO FEATURING YOUR PRODUCT  
OR LOCATION IN MY NATIVE FEED STYLE.

**BLOG PRODUCT FEATURE \$1,000+**

MY ITEM(S) OF CHOICE FROM YOUR BRAND, VALUED AT  
\$800+ FEATURED IN 1 STYLE RELATED BLOG POST.

**INSTAGRAM PRODUCT FEATURE \$350+**

MY ITEM(S) OF CHOICE FROM YOUR BRAND, VALUED AT  
\$300+ FEATURED IN 1 INSTAGRAM POST.



INSTAGRAM \$350

PINTEREST \$250

TWITTER \$200

FACEBOOK \$75

# MISCELLANEOUS RATES

SOCIAL MEDIA, CONSULTING, GIVEAWAYS,  
BRAND AMBASSADORSHIP, ETC.

## STANDALONE SOCIAL MEDIA POST

INCLUDES ORIGINAL IMAGE AND CAPTION BY  
JESSICA. ALSO INCLUDES LINK, TAG, HASHTAG.

INSTAGRAM \$350

PINTEREST \$250

TWITTER \$200

FACEBOOK \$75

GIVEAWAY \$1,000+

GIVEAWAY OF YOUR PRODUCT VALUED AT \$1000+.

WRITTEN AND PHOTOGRAPHED BY JESSICA.

BRAND CONSULTATION \$1000

1 HOUR PHONE CONSULTATION TO DISCUSS YOUR BRAND OR  
PRODUCT. WRITTEN REVIEW PROVIDED WITH ACTIONABLE STEPS.

ORIGINAL PHOTOGRAPHY \$700+

\$700 PER HOUR, INCLUDES 5 EDITED

IMAGES PER HOUR 2 HOUR MINIMUM.

# ***SPEAKING & GUEST APPEARANCES***

AVAILABLE AS A SPEAKER, GUEST, OR HOST  
IN VARIOUS INDUSTRIES.

## **SPEAKER**

JESSICA IS AVAILABLE AS A SPEAKER IN VARIOUS INDUSTRIES,  
WITH EXPERIENCE SPEAKING AT ALT DESIGN SUMMIT AND  
FINDING YOUR NICHE OR DEFINING YOUR BRAND WITHIN THE  
GIANT BLOGOSPHERE  
HOSTING PHOTOGRAPHY WORKSHOPS OF HER OWN.

## **GUEST APPEARANCE**

LIMITED AVAILABILITY AS AN EVENT GUEST.  
INCLUDES 10 LIVE INSTAGRAM STORIES.

## **EVENT HOST OR CO-HOST**

AVAILABLE AS AN EVENT HOST OR CO-HOST,  
INCLUDES EVENT PROMOTION AND HOSTING.

PLEASE CONTACT TO DISCUSS DETAILS AND PRICING.

[JESSICA@HEJDOLL.COM](mailto:jessica@hejdoll.com)

# PRODUCT COLLABORATIONS

AVAILABLE FOR VARIOUS TYPES OF COLLABORATIONS  
WITH EXPERIENCE IN FASHION & GRAPHIC DESIGN.



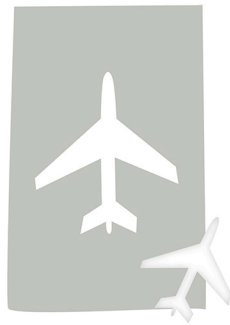
## PREVIOUS COLLABORATIONS

JESSICA DOLL X TOTOKNITS

J.SELLBERG SWIMSUIT LINE

CONTACT TO DISCUSS DETAILS AND RATES.

[JESSICA@HEJDOLL.COM](mailto:JESSICA@HEJDOLL.COM)





# THANK YOU

PLEASE DON'T HESITATE TO REACH OUT  
IF YOU'D LIKE TO WORK TOGETHER OR IF  
YOU HAVE QUESTIONS. THANK YOU!

JESSICA@HEJDOLL.COM

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