MEDIA KIT

Simonemoelle.com is a minimalistic lifestyle blog that covers Travel, City Life, Career & Fashion. My mission is to capture the spirit of every place I visit and document it in a stylish way in order to inspire the quality oriented urban woman in her mid 20's to early 30's.

I treat my blog as a personal reflection of my life which is why you will find personal updates from my everyday life as a career woman with a great wanderlust in between the articles.

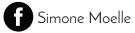
Behind the blog:

I'm the Chief Marketing Officer for a tech startup working within influencer marketing. On weekends and whenever I find time, I combine my passion for influencer marketing with exploring and creating content for my social platforms. Taking photos is a joy both my boyfriend (Mark) and I share. With these pictures we offer our story wherever we are in the world. We like to show case a life that most people aspire to by traveling, staying and eating in exciting locations. Mark is a true travel influencer with a succesful travel Instrugram account of his own (@daysofmrgray, 10.5K followers).

When we travel we pursue new experiences and go off-the-beaten track. Whether it's going to countries people tend not to travel to, trying local delicacies that most wouldn't dare, or getting as lost as possible in the hope of discovering something awe inspiring.







www.simonemoelle.com





AUDIENCE PROFILE

They are well educated, urban women in their mid 20s to early 30s. They know what they want and have the resources to get it. They strive for success every aspect of their lives, from career to personal, and want the 'full package' whilst they do it. Whether that be a new adventure in their daily lives or adventures to new, foreign lands, they use simonemoelle.com as a source of inspiration. They use me to help them find hidden spots I've discovered for them, what to wear whilst they do it and give them the platform to create these memories themselves so that they can share it on their own social channels.

"Thank you so much for your great blog and Instagram. I think it's cool that you show how girls both can have a brain, be career oriented but still be into fashion and enjoying the good life(...)I think what I am trying to say is that you are a super cool girl! Hugs Caroline"

- @caraanes

"Hi Simone! I just want to say that both me and my daughter we follow your Instagram accounts and we think you and Mark are the cutest couple ever" - @busydiva

"After all your great photos of Copenhagen I have booked a trip Denmark in March. Can't wait to go and see this beautiful city of your!"

- @alexdndo

SOCIAL STATS

25.6 K+

22.1 K+

TOTAL UNIQUE AUDIENCE

Scandinavia/USA MAIN TARGET MARKETS

PARTNERSHIP OPPORTUNITIES

•Travel & Press Trips

Campaign options

Brand Ambassador

Giveaways

Product placement

Events

•Sponsored Posts - Blog and Instagram

PREVIOUS BRAND COLLABS

hunkemöller stine goya DURA



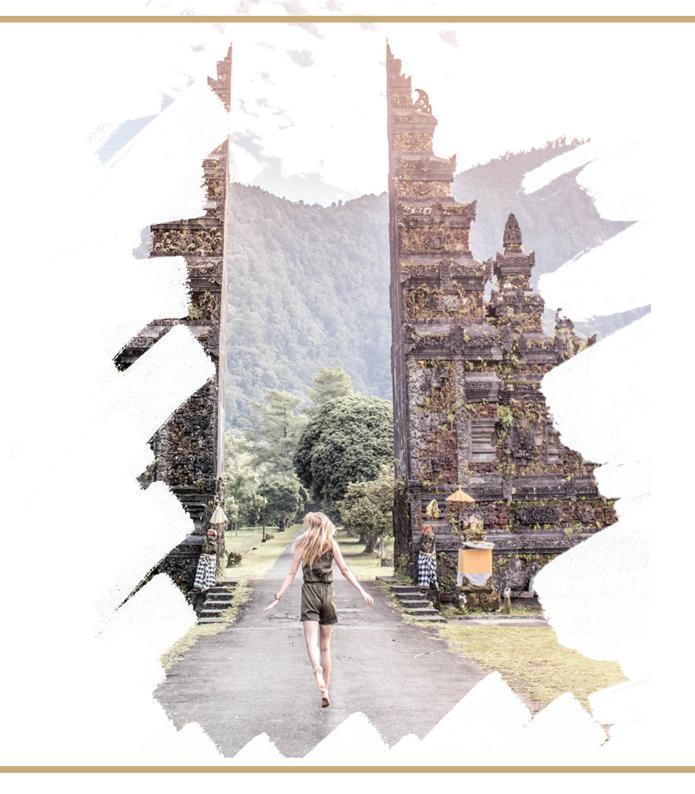
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CONTACT

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