

MEDIA KIT

SIMONE MOELLE

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 Instagram 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.

XXX Simone

 @simonemoelle  @daysofmrgray  Simone Moelle

www.simonemoelle.com



A romantic couple is shown in a hotel room, sitting up in bed. They are both wearing white bathrobes. The woman, on the left, has long blonde hair and is holding a glass of orange juice. The man, on the right, has dark hair and is looking towards the camera. In front of them on the bed are several plates of food, including donuts, pastries, and a bowl of fruit. The bed has white linens and a large, light-colored canopy or curtain behind the head. The overall atmosphere is cozy and luxurious.

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!"
- @alexnddo

SOCIAL STATS

25.6 K+
INSTAGRAM

1.3 K+
PINTEREST

1.7K
FACEBOOK

22.1 K+
PAGE VIEWS

17K+
TOTAL UNIQUE
AUDIENCE

76%
FEMALE READERS

58%
AGE 25-34

Scandinavia/USA
MAIN TARGET MARKETS

PARTNERSHIP OPPORTUNITIES

- Travel & Press Trips
- Brand Ambassador
- Product placement
- Sponsored Posts - Blog and Instagram
- Campaign options
- Giveaways
- Events

PREVIOUS BRAND COLLABS

hunkemöller

STINE GOYA

DUJAI

zalando

ocean club
Marbella

HUAWEI

SONY

PANDORA





CONTACT

Simone Holland-Moeller
Email: hello@simonemoelle.com
Phone: +45 3172 3912