

The Blog

2018 marks the 5-year milestone since the creation of **adaatude.com** in January of 2013! The blog has expanded to include a wide variety of topics, totaling over 150,000 readers since 2013 and over 60 brand sponsorships in 2017 alone.

With Adaleta's passions for beauty, fashion, fitness and travel, she is a well-rounded candidate for campaigns that fit organically into her bustling lifestyle. Her creativity and unique writing will help attract a new audience and familiarization to your products and your brand.

60k

READERS IN 2017

47k

UNIQUE PAGE VIEWS
PER MONTH



132K



560K



21K



10K



7K



4K



4K

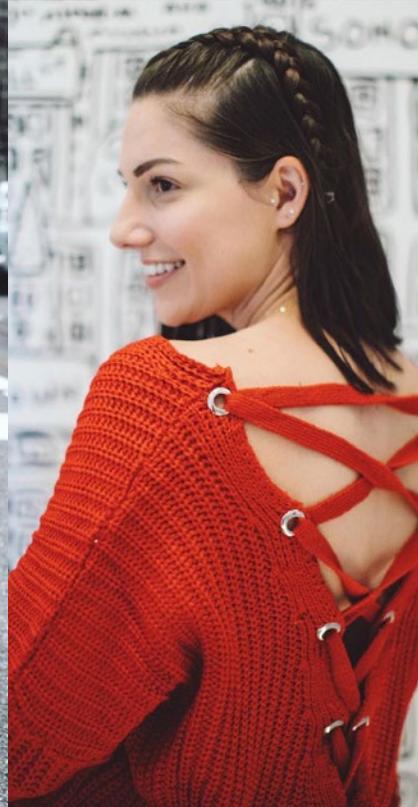
About Adaleta

Adaatude (on social media) is known as Adaleta or Ada (add-ugh) on a day-to-day basis amongst family and friends. A mid twenties writer, social media maven, and photographer, Adaleta established adaatude.com in early 2013 as part of a senior college project which required the writing of ten blog posts about one specific topic. Fast forward to present day and a collective of over half a million followers later, Adaleta covers various topics including beauty, travel, lifestyle and fashion.

Beyond the blog and social media, Adaleta maintains a YouTube channel which has a video uploaded at least once a week. She's also expanding her reach through several social networks and engaging regularly on all of them. She's always on the hunt for the perfect shade of lipstick, but can never turn down a delicious meal while traveling and exploring the world.



“OMG, so much yes! I LOVE that bag, and the shoes are absolutely fabulous. I must have them!”
– s.





Berlin, Germany
Boston, MA
Cancún, México
Huntington Beach, CA
Lisbon, Portugal
Norway
New York, NY
Phoenix, AZ
Puerto Vallarta, México
Reykjavik, Iceland
Sedona, AZ



“ What breath taking views! I have a friend from Norway, she loves to travel too just like your photos. I fell in love right away. This is on my bucket list!

— F.L.G.





PR Lists

- | | |
|-------------------|--------------|
| Charlotte Tilbury | Marc Jacobs |
| Erborian | Paul Mitchel |
| Estee Lauder | Stitchfix |
| Givenchy | Too Faced |
| MAC Cosmetics | Urban Decay |
| Maybelline | |
| Makeup Forever | |

Partnerships

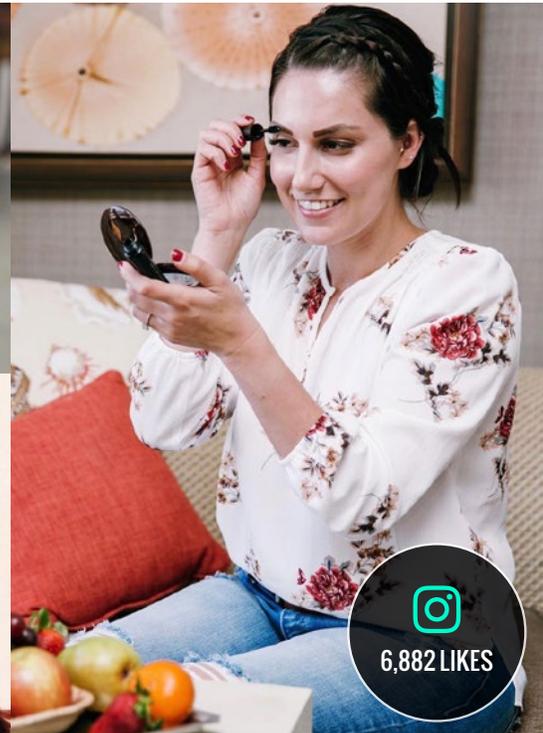
- | | | |
|---------------------|-------------------|------------------|
| Amazing Lash Studio | Lyft | Poopourri |
| Bed Head by TIGI | Neutrogena | Sephora |
| CVS Beauty | Olay | SiO Beauty |
| Clarins | Pantene | Stacked Skincare |
| European Wax Center | Paul Mitchell | Poopourri |
| Kiehl's | Perfect Bar | Ulta Beauty |
| Louis Jadot | Peter Thomas Roth | |

SPONSORED POST / *Neutrogena*

The Neutrogena Gift Guide

SOCIAL REACH

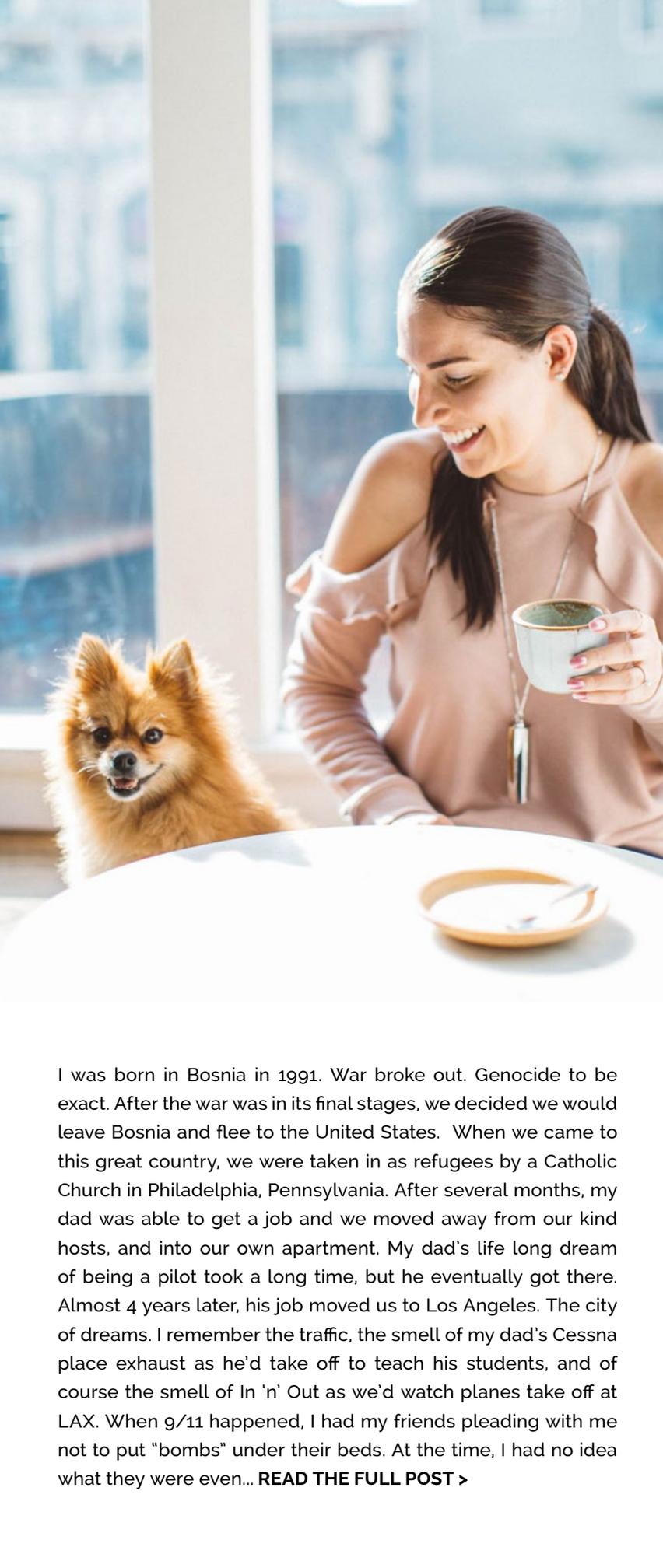
11,676 LIKES 54 COMMENTS 16 LIKES



16,360 LIKES

7,703 LIKES

6,882 LIKES



GETTING REAL OVER COFFEE

The Imperfections Throughout My Life

While I've been somewhat of an open book the past few years, there are some things I have kept really private. Mainly because I don't want certain people to get in trouble, and also because I am slightly embarrassed when it comes to a few things. These are things I've only told my closest of friends. However, I thought I'd go through it with you today. Grab a cup of coffee or tea, and join me.

I was born in Bosnia in 1991. War broke out. Genocide to be exact. After the war was in its final stages, we decided we would leave Bosnia and flee to the United States. When we came to this great country, we were taken in as refugees by a Catholic Church in Philadelphia, Pennsylvania. After several months, my dad was able to get a job and we moved away from our kind hosts, and into our own apartment. My dad's life long dream of being a pilot took a long time, but he eventually got there. Almost 4 years later, his job moved us to Los Angeles. The city of dreams. I remember the traffic, the smell of my dad's Cessna plane exhaust as he'd take off to teach his students, and of course the smell of In 'n' Out as we'd watch planes take off at LAX. When 9/11 happened, I had my friends pleading with me not to put "bombs" under their beds. At the time, I had no idea what they were even... [READ THE FULL POST >](#)

SOCIAL REACH

 8,738 LIKES

 43 COMMENTS

“ I love this post and I completely admire your honesty, this is such a brave and honest post to write, thank you for sharing! ”

—L.B.

ROCKING HALE BOB PRINT IN BERGEN, NORWAY

Writing from one of the most charming cities, which made the perfect backdrop for this insanely gorgeous Hale Bob dress. It was the perfect dress for such a vibrant, artsy and fun city.



SOCIAL REACH

 11,806 LIKES

 73 LIKES

 146 RETWEETS

 28 COMMENTS



Bergen. It's well known for the scenic harbor with the various colored houses. These houses make up Bryggen, a tourist hot spot due to the shopping and dining. We strolled through the shops to find quite the plethora of options when it came to Norwegian goods, including wool clothing, local art and food. While I don't think I'll ever "need" anything made from wool given I live in the desert, it's nice to see the various goods that can be made with it.

As we strolled through Bryggen, and then on to the rest of the city, we noticed a lot of commotion through the streets. Large groups of what appeared to be college students, dressed in... [READ THE FULL POST >](#)

“ I love the dress. It looks light and very comfortable. Perfect to bring when traveling. Bergen is such a beautiful place to visit. ”
—L.C.

A La Carte Services

Blog

Dedicated Post	\$1,750
Integrated Post	\$1,000

Pinterest

(2) Dedicated Pins	\$300
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Facebook & Twitter

(1) Dedicated Post & (2) Dedicated Tweets .	\$500
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YouTube

Dedicated Video	\$2,000
Integrated Video	\$1,000

Instagram

Dedicated Video	\$5,000
Integrated Image	\$3,000
Dedicated Story	\$500

Bundle Packages

OPTION 1 / \$6,500

(\$900 discount from a la carte pricing)

1 YouTube Video

1 Blog Post

1 Social Media Push

(1 Pin, 2 Tweets, 1 Facebook Post, 1 Instagram Image Post)

OPTION 2 / \$4,900

(\$500 discount from a la carte pricing)

1 Blog Post

1 Social Media Push

(1 Pin, 2 Tweets, 1 Facebook Post, 1 Instagram Image Post)

OPTION 3 / \$5,150

(\$500 discount from a la carte pricing)

1 YouTube video

1 Social Media Push

(1 Pin, 2 Tweets, 1 Facebook Post, 1 Instagram Image Post)

OPTION 4 / \$3,250

(\$400 discount from a la carte pricing)

1 Social Media Push

(1 Pin, 2 Tweets, 1 Facebook Post, 1 Instagram Image Post)

Custom Engagements

Event Attendance

Media: Podcast, Magazine, etc.

Speaking Engagements

(Panelist or Speaking Presentation)

Social Media Takeovers

Brand Ambassadorship

Product Collaboration

// Event attendance will be billed at \$200 per hour in addition to media coverage.

*Social media engagement and audience value was evaluated by Fohr Card, and average post pricing was provided by Social Blue Book.