

DIEGO DOWNTOWN

SOCIAL STATS

TOTAL SOCIAL REACH 17,500+



12K+ Followers



3K+ Followers



1,200+ Page Likes



250+ Story Views/Day



1,200+ Followers

BLOG STATS



8.5k Page Views



4.2k Unique Visitors

Top Countries: USA, Canada, China
60% Male / 40% Female
Ages 25-34

COLLABORATIONS



UNTUCKit

Calvin Klein

JRINK



STITCH FIX

MEDIA



T A A | P R

THE
HUFFINGTON
POST

The Washington Post



FASHIONISTA WASHINGTONIAN

LET'S COLLABORATE

www.diegodowntown.com

diego@diegodowntown.com

FOLLOW ME: @diegodowntown



ABOUT DIEGO

You can find Diego Gonzalez-Zuniga at the intersection of fashion and community – His blog, Diego Downtown is a place for men to find fashion and lifestyle inspiration. Dedicated to spotlighting local boutiques and makers alongside national brands, Diego's point of view is always about a sense of discovery and how people truly like to shop – high and low, at the mall and on Main Street. His hope is that one day Washington, DC will be known not only as a city with government and political influence, but also as one of notable style as well. Named as one of the "Best Instagram Accounts to Follow" by Washingtonian magazine in 2016, Diego has also recently been featured by Complex Magazine, DC Refined, Made In The District and Fashionista Street Style. He is also regular contributor on several local television networks as a local style expert.

DIEGO DOWNTOWN

Blog

1 Blog Post (edited images & write-up) *	\$350
1 Blog Post (edited images & write up) + Giveaway *	\$450

Instagram

1 Sponsored Instagram Post	\$350 **
1-2 Sponsored Instagram Stories w/ 24hr highlight (with links)	\$250
24 hr Instagram Takeover * (Includes 2 Instagram Posts + 5-7 IG Story Posts) ***	\$450

Snapchat

(1-2) Sponsored Snapchat Story Post w/link	\$150
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Twitter

1-2 Tweets w/mentions + link	\$100
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Facebook Page

1 Facebook Page Post + link	\$150 **
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All Inclusive Package

1 Blog Post	\$600
1 Instagram Post w/IG Story mention + Highlight + Link	
1 Post on: Facebook Page, Twitter, Pinterest	

Events

Host an Event	\$500 ****
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Blog/Digital Strategy Consultation

1 hour	\$100 ****
2+ hour	\$75/hr

**Each blog post will come with social media syndication to Facebook, Twitter, Instagram & Pinterest*

***\$50 paid ad included*

****IG live also available if applicable for events or product features*

*****Travel cost not included*

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