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# THEMINIFOX

jax & bean // 2020 media kit

# ABOUT

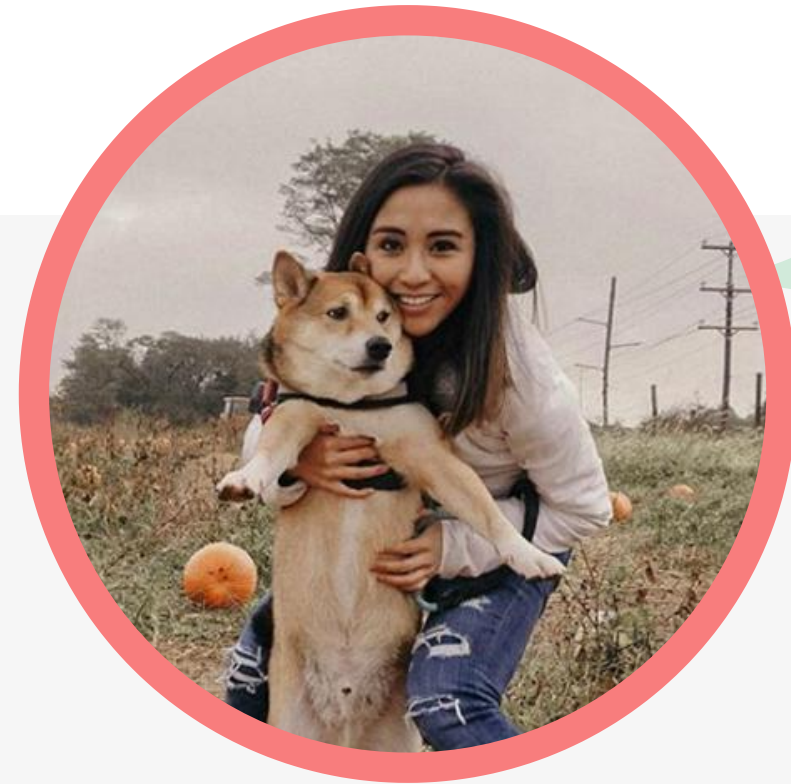
hi, i'm jessica - a passionate digital storyteller and a proud #momager to my loving shiba inus, jax and benji ("bean"). what started off as a fun project to document our life grew to a community of families and their furry friends, sharing our favorite products, advice, and candid stories of real life to ensure a happy, healthy life for all of us.



jess

from our home to yours with love  
(and slobbery kisses),

the sikoras



jax

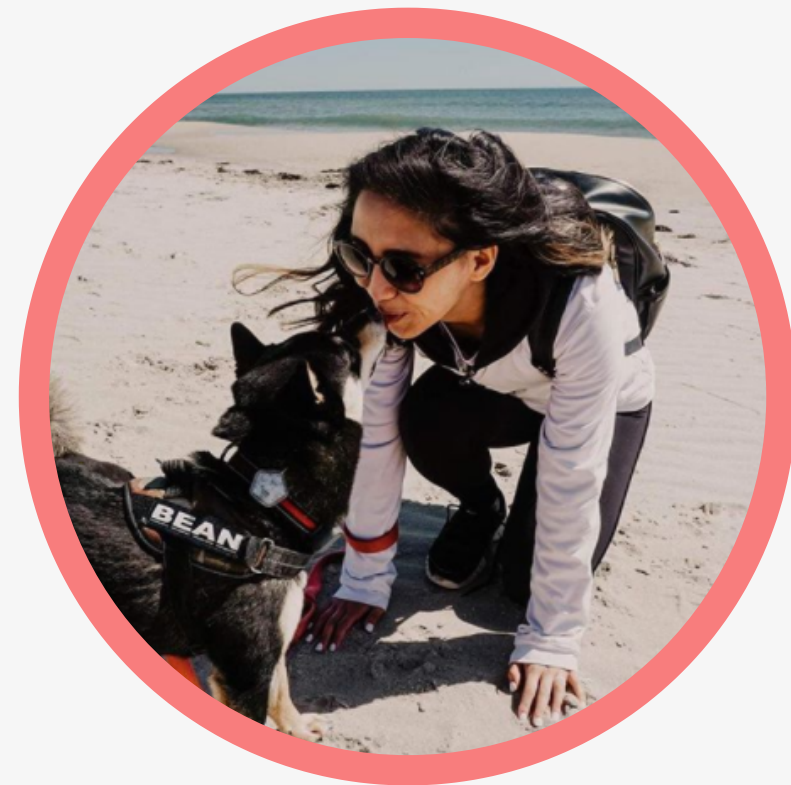
age: 5

birthday: july 7

weight: 38 lbs

size: M/L

hobbies: eating snacks,  
riding in the car, travel



bean

age: 3.5

birthday: oct 1

weight: 22 lbs

size: S/M

hobbies: playing with any  
type of ball, running

# THE NUMBERS



**5.1K**

instagram Followers

**6K**

monthly blog views

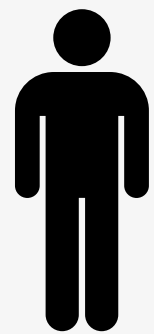
**860**

avg ig story views

**1.2K**

pinterest reach

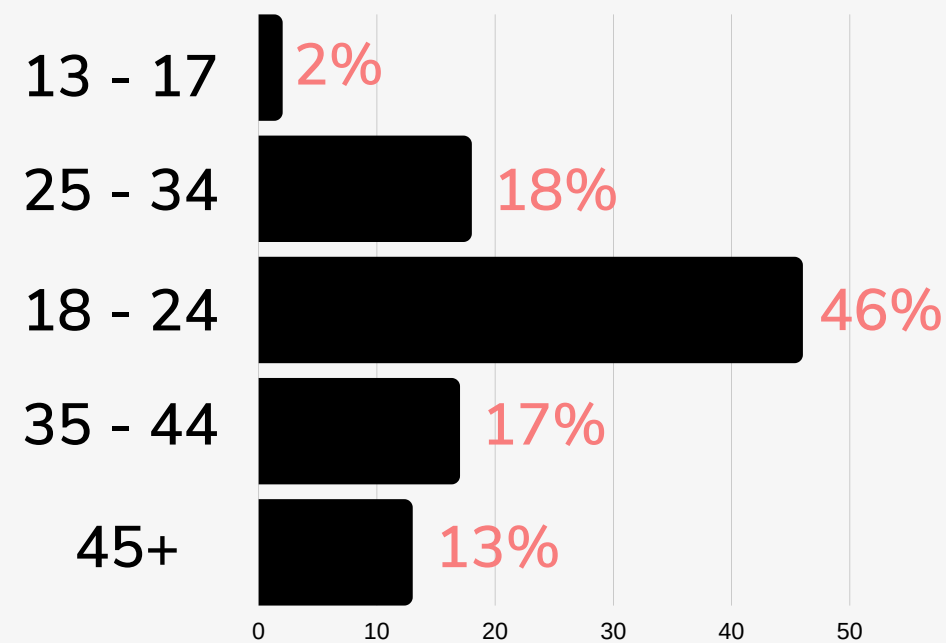
# WHO?



30%  
male



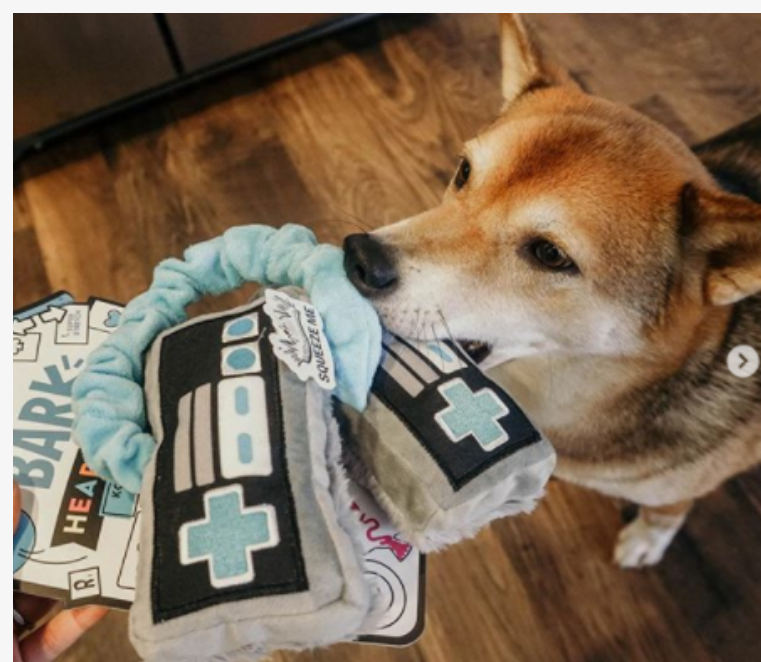
70%  
female



# WHERE?

united states **38%**  
asia **12%**  
canada **05%**  
europe **05%**





# PREVIOUS COLLABS

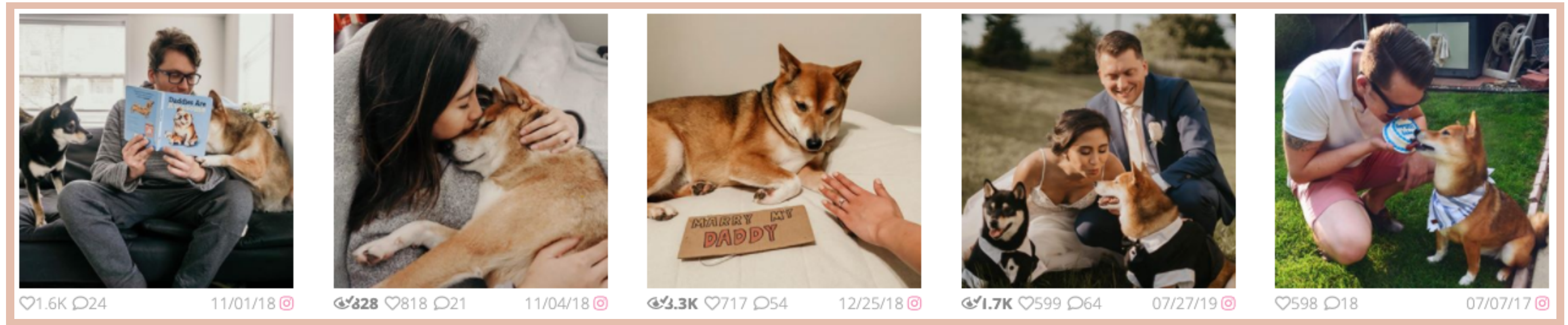
WELL DONE

Check out a few past collaborations with a few of our favorite brands like Dr. Harveys, PetsUnited US, Bow Wow Labs, Himalayan Pet Supply, KONG Company, and Bark.

While we primarily were focused on Instagram exclusively (IG Story and In-Feed posts), we also use our blog as an extension for collaborations to feature additional photos + content, such as honest reviews.



# TOP CONTENT & STATS



**ENGAGEMENT**

**240.63/POST**

higher engagement rates compared to those with a similar number of fans

**TRUE REACH**

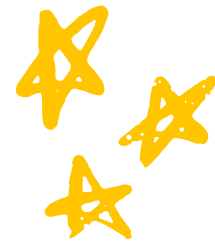
**3,468 REACH**

outstanding audience quality with extensive reach

**INFLUENCE**

**67/100**

a 1-100 score representing how influential account is on social networks



# LET'S COLLAB

sponsored posts  
giveaways and contests  
product reviews  
long-term brand partnerships  
hotel or location reviews  
social media takeovers  
...and much more.

or just want to say hello?

**[jaxtheminifox@gmail.com](mailto:jaxtheminifox@gmail.com)**

