



MEDIA KIT 2023

# Jenny Anderson

Digital Content Creator  
Author  
Outdoorser  
Public Speaker



# Hi, I'm Jenny! Welcome to my neck of the woods.

Hello there! I'm Jenny Anderson, an outdoor digital content creator best known as the Girl of 10,000 Lakes. As an avid "outdoorser," I'm passionate about getting people connected with the great outdoors. My mission is to inspire and empower families to spend a little more time in nature, be bold by experiencing new places and activities and enjoy all four seasons.

While bringing people to the outdoors is my passion, my personal inspiration is my family. Helping my son reel in his own fish, showing my daughter the changing colors of the season and going camping or to the cabin with my husband – those are the moments that keep me going.

Since 2017, I've been a guide full of ideas for people who want to explore, adventure and create memories. Through Girl of 10,000 Lakes, I've had the opportunity to work with amazing brands, businesses and organizations that want to reach a loyal audience who is interested, curious, or fired up about the outdoor lifestyle in the midwest and beyond.

I'm excited that you're here because there's nothing I love more than a passion-driven team collaboration! I hope that together, we can make big things happen and support one another in our goals.

## Available for

Outdoor Digital Content Creation  
Social Media Campaigns  
Speaking Events  
Social Media Content & Collaborations  
Photography/Videography

## Contact

[girlof10000lakes@gmail.com](mailto:girlof10000lakes@gmail.com)

651 983 7801

[@girlof10000lakes](https://www.instagram.com/girlof10000lakes)

Based in Minneapolis, Minnesota



# LET'S GET SOCIAL

JENNY ANDERSON



@girlof10000lakes

65% male  
35% female  
25-45 years old

Top Locations  
84% US  
8% Canada  
8% Various Other

## INSTAGRAM

25.1k followers  
10% average post engagement rate  
90k weekly impressions  
30k weekly reach

## FACEBOOK

3.9k followers  
10% average post engagement rate  
90k weekly impressions  
30k weekly reach

## YOUTUBE

1.08k followers  
1.7k monthly views  
15k monthly impressions

## TIKTOK

12.1k followers  
100k monthly unique viewers  
87.7k total likes

Instagram & Facebook  
Estimated Audience Size  
220M - 259M



# Social Statistics

JENNY ANDERSON



# 25.1k

Instagram followers  
@girlofiooolakes

# 1.2k

Twitter followers  
@girlofioolakes

# 1.08k

YouTube subscribers  
@girlofiooolakes

# 3.9k

Facebook followers  
Girl of 10,000 Lakes

# 7k

Blog views per month  
girlofiooolakes.com



# Girl of 10,000 Lakes

*girlof10000lakes.com*

## TRAFFIC PER MONTH

**7k**  
*visits*

**5k**  
*unique visits*

**10k**  
*page views*

## AUDIENCE

**95% US**  
**5% Canada**

## TOP PERFORMING POSTS

29 Must-Stay Cabins in Minnesota & Wisconsin

Weekend Packing List for a Cabin Getaway

A Step-By-Step Guide to Houseboating at Voyageurs National Park



## SOCIAL MEDIA POST/ENDORSEMENT

- **\$1000 per photo/carousel post**
- **\$2000 per Reel/video post**
  - » A social media endorsement includes endorsement of your service or product on Instagram, Facebook, Twitter, and Pinterest, in a genuine, authentic way. I will only work with brands and products that I personally believe in.
  - » Marketing rights to raw images or video files - \$150 per image or video clip

## INSTAGRAM STORIES

- **\$300 per slide for stand-alone**
- **\$100 per slide for add-on to a post**

## SPONSORED GIVEAWAY

- **\$1000 per giveaway**
  - » A sponsored giveaway must be combined with a social media endorsement or Instagram story

## SPEAKING ENGAGEMENTS

- **\$3000 per speaking engagement + travel (for 1 day event)**
  - » How it works: Email [girlof10000lakes@gmail.com](mailto:girlof10000lakes@gmail.com) with your event information and dates. I'll get back to you shortly to begin the conversation on topics or event booking.

## SOCIAL MEDIA PACKAGE

- **\$4000 + travel (for a 2-night, 3-day stay)**
  - » Blog post on Girl of 10,000 Lakes or as a guest blogger on brand's website
  - » One Instagram Reel, :30-1:00
  - » Two Instagram posts
  - » 20 Instagram stories
  - » Share blog post to social channels
  - » Rights to 10 images (each additional image: \$100)

## EVENT PROMOTION

- **\$3000 + travel (for a 1-night, 2-day stay)**
  - » Three Instagram stories before event
  - » Five Instagram stories per day of event
  - » One Instagram post before event
  - » One Instagram Reel :30-1:00 after event
  - » Three Instagram stories after event

### Notes:

- If content requires product featured in post, brand is responsible for providing product
- If content requires overnight stay or travel, brand is responsible for expenses required for stay and travel
- Brand/product must align with Girl of 10,000 Lakes and/or add value to outdoor community or midwest lifestyle
- Payments accepted via check
- All posts will include a disclosure #ad/#sponsored as required by the FTC



## Brand Partnerships + Collaborations

JENNY ANDERSON

Camping World  
Take Me Fishing  
Polaris  
Ramsey County Parks & Recreation  
Gander Outdoors  
T-Mobile  
Fleet Farm  
Columbia PFG  
Caribou Coffee  
Keen  
DSG Outerwear  
Duluth Trading Co.  
Explore Minnesota  
Ramsey County Parks & Recreation  
Washburn County Tourism  
Minnesota Wild  
Duke Cannon  
Paddle North  
Heimie's Haberdashery  
Up North Trading Co.  
Tuscarora Canoe Outfitters  
Tarpon Time  
Fishin' Magician  
Lift Bridge Brewing

Travel Wisconsin  
Progressive Insurance Minneapolis Boat Show  
Progressive Insurance Northwest Sport Show  
Primus  
Cascade Vacation Rentals  
Lutsen Mountains  
Gunflint Lodge  
Rainy Lake Houseboats  
Coborns Delivers  
Eelpout Festival  
Excellence Resorts  
Quarterdeck Resort  
Live Infinitely  
Blondeluxe  
Urbana Craeft Kitchen  
Lake Time Supply Co.  
Humble Apparel Co.  
MNimalist Goods  
Urban Growler Brewing Co.  
Voyageur Canoe Outfitters  
WSI Sports  
Little Lazy Lodge  
Experience Rochester  
Washburn County Tourism

Athleta  
Minnetonka Moccasins  
Mille Lacs Tourism  
Mission Boat Gear  
Wisconsin Dells  
Surly Brewing



# In the Media

JENNY ANDERSON

MIDWEST LIVING MAGAZINE



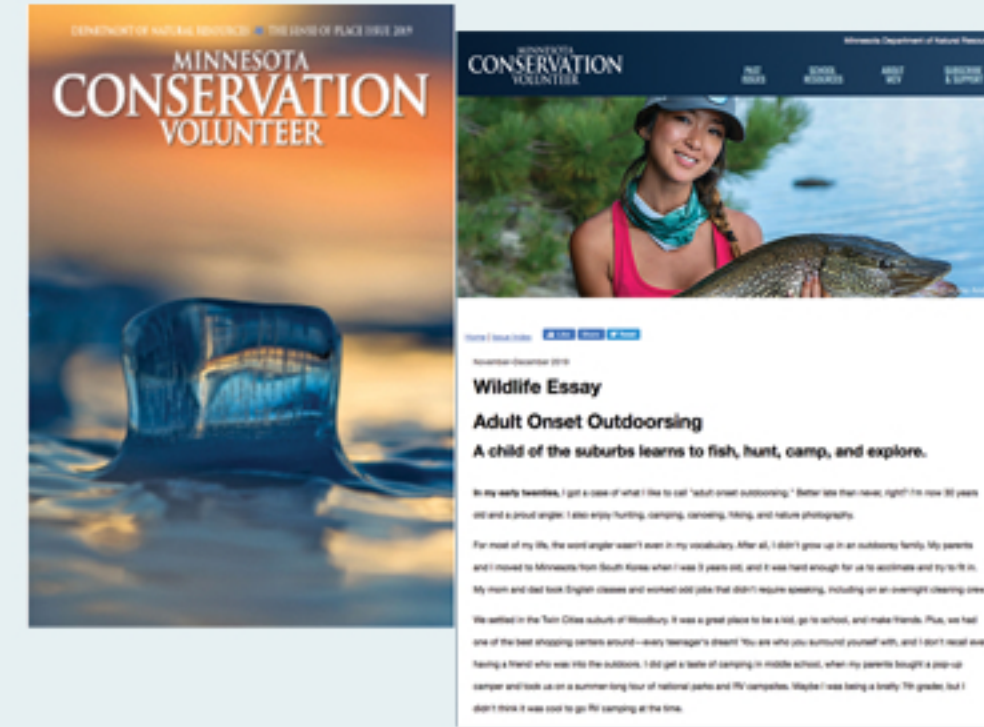
EXPLORE MINNESOTA 2019-20 FISHING GUIDE



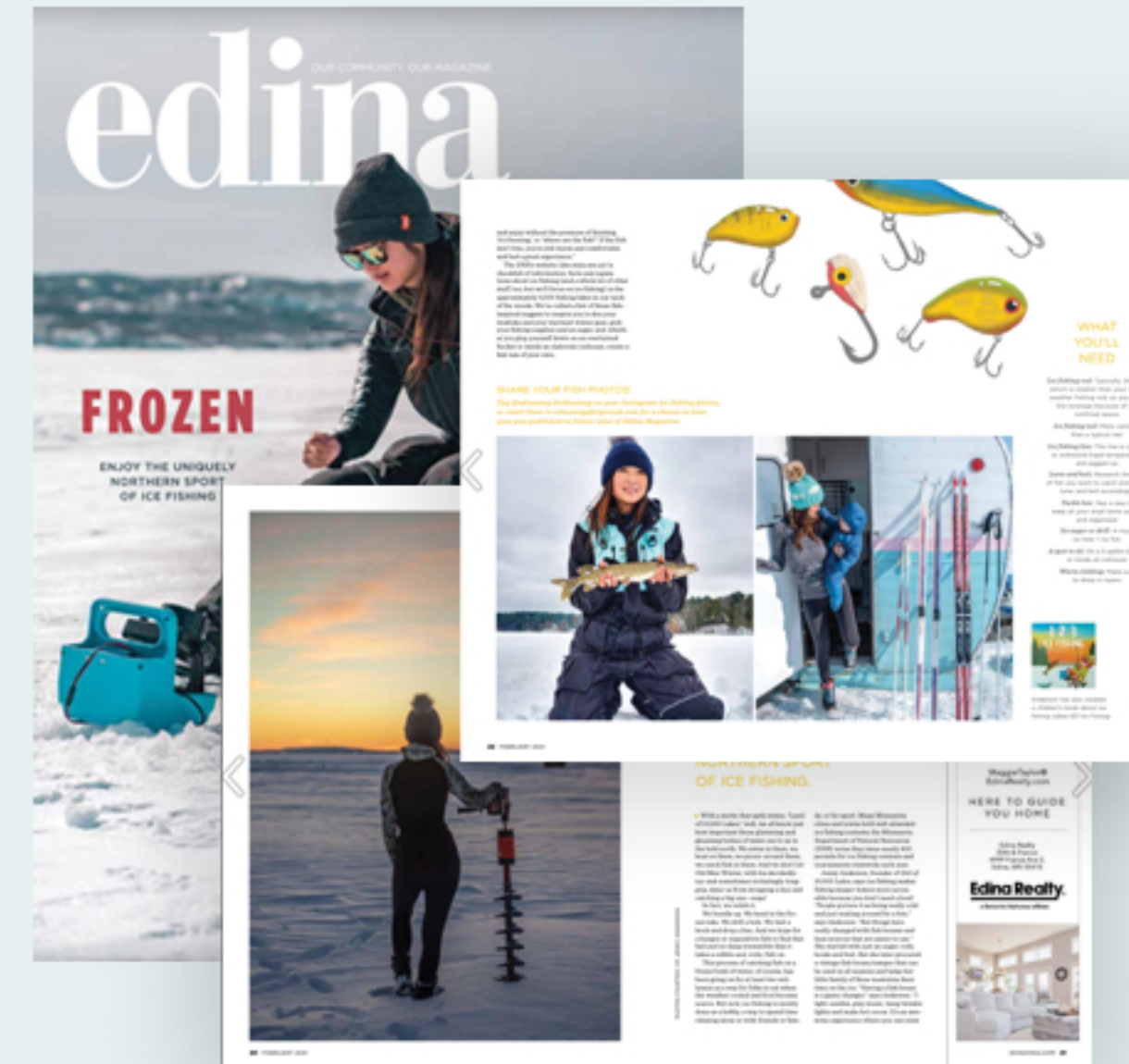
STAR TRIBUNE ARTICLE ON NORTHWEST SPORTSHOW



MINNESOTA CONSERVATION VOLUNTEER



FEBRUARY 2021 EDINA MAGAZINE



THE 4 OUTDOORSMEN PODCAST

The 4 Outdoorsmen Show  
The 4 Outdoorsmen: Melissa Bachman & Jenny Anderson



TWIN CITIES COLLECTIVE PODCAST



STAR TRIBUNE A LOOK BACK AT 2019



FISH HOUSE NATION PODCAST BY CATCHCOVER



Currents: Jenny Anderson, outdoorswoman, #girlOf10000Lakes

What outdoors people are reading, listening to, following, and more.

By Beth Timmons Star Tribune | MAY 1, 2020 | 10:22 AM



Jenny Anderson, aka Girl of 10,000 Lakes, Anderson writes online about her outdoors adventures.

Tracker: Jenny Anderson, aka online as Girl of 10,000 Lakes, where she tells stories about her travels and adventures whether it's snowmobiling in Wisconsin's North Woods or navigating the Northwest Sportshow.

STAR TRIBUNE CURRENTS

PANORAMIC OUTDOORS PODCAST - EPISODE 74 - Jenny Anderson Girl of 10,000 Lakes







# Let's Work Together

[girlof10000lakes@gmail.com](mailto:girlof10000lakes@gmail.com) | [@girlof10000lakes](https://www.instagram.com/girlof10000lakes)