



ABOUT EMY

By day Emy works as a **Senior Content Marketing Manager** for a design and content agency; outside of working hours you'll find her **busy in the kitchen**, creating **home cooked meals** and **recipes** for the **realfoodie** Instagram account and website.

The **realfoodie Instagram account** has attracted thousands of followers with high-level engagement, thanks to **accessible vibrant dishes** that are shared on a near-daily basis. Emy has also successfully developed recipes for client's such as **Sainsbury's**, **Portlebay Popcorn** and multiple **food magazines**.

The **www.realfoodie.co.uk** website is due to launch soon, which will include inspirational photography, easy-to-follow recipes, kitchen tips as well as go-to product recommendations.



@real.foodie

4.4K
FOLLOWERS

10.72%
AVG. ENGAGEMENT

19K
AVG. WEEKLY REACH

36K
AVG. WEEKLY IMPRESSIONS



66% WOMEN

34% MEN

45% AGED 25-34

52% FROM UK



REALFOODIE BRAND COLLABORATION COST TABLE

Note: a complimentary Instagram story post will always be included upon receipt of brand product(s)

BRANDED INSTAGRAM CONTENT: RATE MENU				
	ON FEED POST	+ 1 STORY	+ 3 STORIES	+ STORIES ADDED TO HIGHLIGHTS (1 WEEK)
A SINGLE ON FEED POST	£50.00	£60.00	£65.00	£78.00
SLIDESHOW POST (MAX 3 IMAGES IN SLIDESHOW)	£65.00	£78.00	£85.00	£100.00
BRAND WEBSITE LINK IN BIO (24-48 HOURS)	£15.00-£30.00 (DEPENDENT ON DURATION)			
SUGGESTED INSTAGRAM PACKAGE FOR INCREASED ENGAGEMENT: 1 POST ON FEED + 1 STORY + HIGHLIGHTS + LINK IN BIO FOR 48 HOURS = £108.00				
ALL POSTS WILL INCLUDE BRAND MENTION IN CAPTION (WHERE RELEVANT) AND BRAND TAG ON POST AS WELL AS RELVANT BRANDED AND NON-BRANDED HASHTAGS (INCLUDING #AD FOR TRANSPARENCY)				
RECIPE DEVELOPMENT: FLAT RATE				
£300.00 PER RECIPE				
INCLUSIVE OF:				
<ul style="list-style-type: none">• CLIENT COMMUNICATION• RECIPE DEVELOPMENT/TESTING• FOOD STYLING• X3 HI-RES HERO IMAGES USING CANON 750d• IMAGE EDITING• X1 ON FEED SOCIAL POST + 1 STORY TO PROMOTE RECIPE				

NOTES:

- INTELLECTUAL PROPERTY, USAGE RIGHTS, BRAND EXCLUSIVITY, TURN-AROUND TIME SHOULD BE DISCUSSED AND MAY REQUIRE AN EXTENDED PRICING STRUCTURE (PENDING REQUIREMENTS)
- MULTIPLE ON-FEED POST OPTIONS CAN ALWAYS BE DISCUSSED AT A SEPARATE RATE (PLEASE NOTE THAT NO MORE THAN THREE BRAND RELATED POSTS CAN BE INCLUDED ON-FEED IN ONE CALENDAR MONTH)