



Media Kit 2021

# Allison Jeanne

Blogger  
Content Creator  
Social Media Influencer

[allisonjeanne.com](http://allisonjeanne.com)





# About Allison

Hello! My name is Allison Kiolbassa and I am the face and influence behind the social channels and blog AllisonJeanne.com. I am a lifestyle blogger out of Minneapolis (although I'll always be a Chicago girl at heart).

I absolutely love sharing the things a twenty-something encounters in their life. The items, brands and skills that are absolutely essential for their closets, homes and dream lifestyles.

My content focuses on empowering my followers to know that they can tackle the everyday tasks that once caused stress. Whether that's meal prepping, finding their new favorite jeans or completely redecorating their apartment, I'm there to bring them their new Everyday Essentials.

## Contact

[allison.kiolbassa@gmail.com](mailto:allison.kiolbassa@gmail.com)

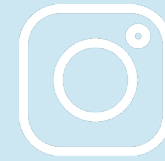
[@allisonjeannee](https://www.instagram.com/allisonjeannee)



## Social Overview: @allisonjeannee



250k  
monthly  
views



1730  
followers



50  
followers



190  
followers





# Pinterest Audience

3-7k

Average Pin  
Impression

20k

Top Pin  
Impression

## Traffic

250k

Audience  
Monthly

18k

Engagements  
Monthly

300k

Impressions  
Monthly

## Audience

85%

Female

15%

Male

39%

Ages  
18-24

24%

Ages  
25-34



# Instagram Audience

23%

Engagement Rate

1700

Followers

## Reach

115

Average  
Story View

800

Accounts Reached  
Weekly

5k

Impressions  
Weekly

## Demographic

92%

Female

8%

Male

26%

Ages  
18-24

46%

Ages  
25-34





# Blog Audience

200

Pageviews  
monthly

100

Users  
monthly

## Reach

62%

Bounce Rate

2.3

Pages per Session

90

New Users  
monthly

## Acquisition Traffic

55%

Pinterest

10%

Instagram

5%

Facebook

30%

Direct/Organic





# Allison Jeanne

[allison.kiolbassa@gmail.com](mailto:allison.kiolbassa@gmail.com)

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

## Let's Work Together!

[allisonjeanne.com](http://allisonjeanne.com)