



Colleen Deere
SYDNEY TRAVEL
BLOGGER

Mizzdeereious travels

Media Kit

MEDIAKIT

About Me

Social Media Insights

Demographics

Previous PR/Collaborations

Contact



ABOUT

Mizzdeereious Travels

Behind the name

I'm a passionate Travel Blogger based in Sydney - an Irish girl following her Aussie dream! My burning desire for adventure and exploring is what led me to creating 'Mizzdeereious Travels' - exploring our 'Mysterious World'.

My focus: Travel Tips, Adventure, City Breaks & Content Creating.

You'll usually find me close to the water, basking on a beach or wandering around waterfalls!

My Mantra: Carpe Diem - Seize the Day!

Instagram Insights



Last 30 days

June 7 - July 6 2022

Reach

76,985

Impressions

646,727

Instagram

7.4k followers

REACH

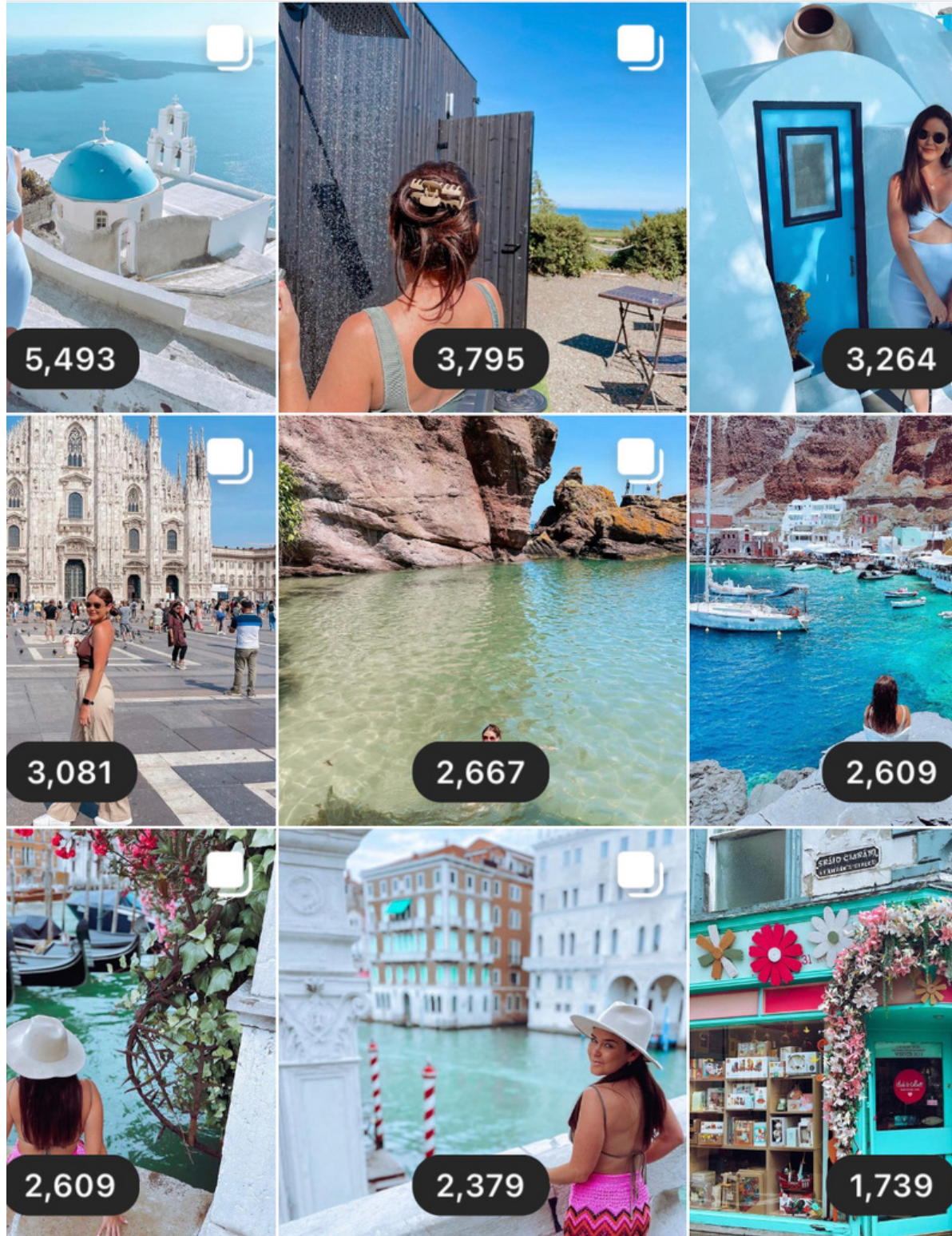
Posts

Posts

Carousel Posts ▾

Reach ▾

Last 30 Days



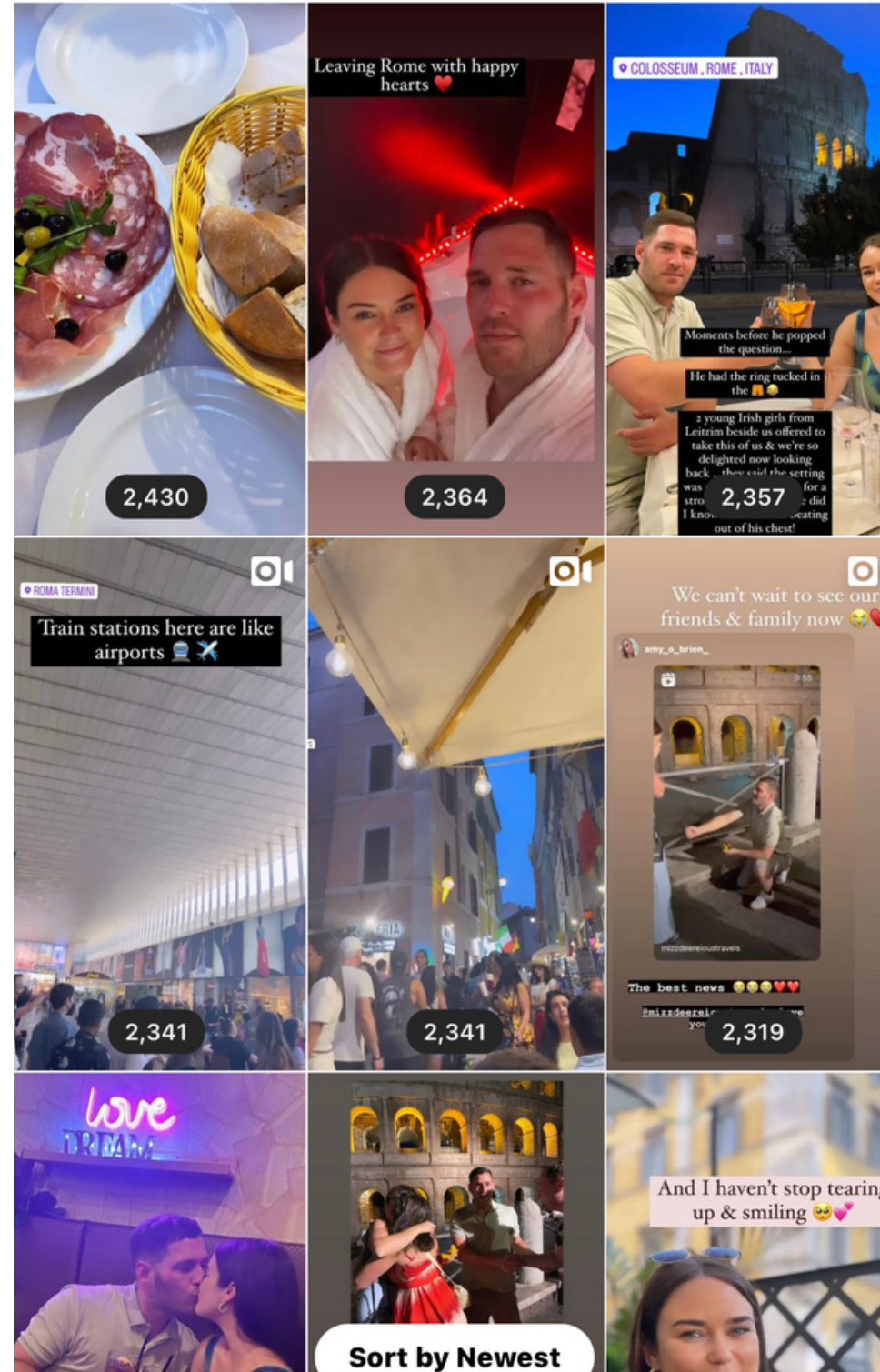
Stories

Stories

Reach ▾

Last 30 Days ▾

Your stories are shown to your audience for 24 hours. After 24 hours, stories appear here so you can view insights. These insights are only visible to you.

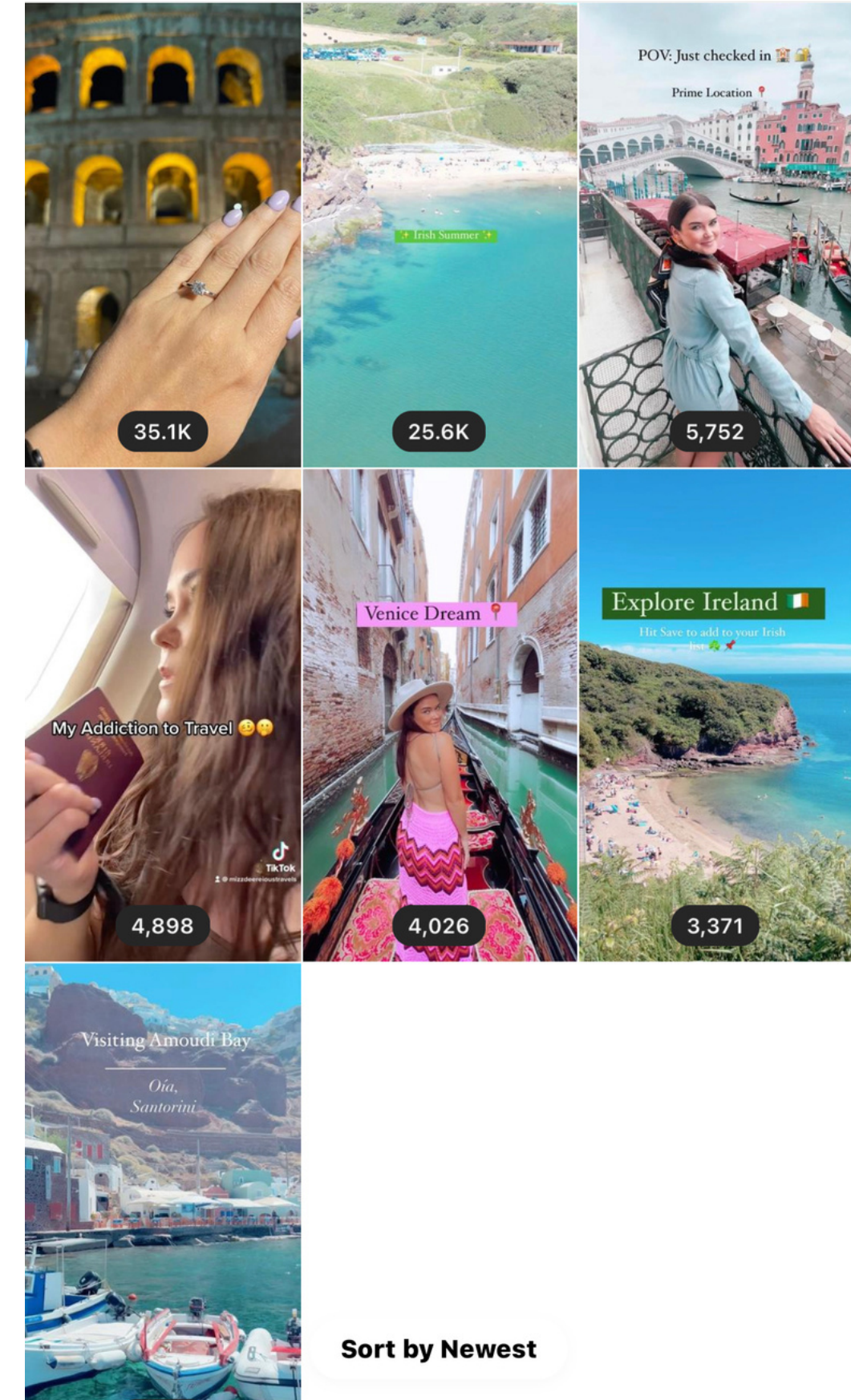


Reels

Reels

Plays ▾

Last 30 Days ▾



REACH

Last 30 Days ▾

Jun 7 - Jul 6

Insights Overview

You reached **+108%** more accounts compared to May 8
- Jun 6

Accounts reached	76.9K +108%	>
Accounts engaged	3,934 +75.3%	>
Total followers	7,412 +4%	>

REACH

DEMOGRAPHICS

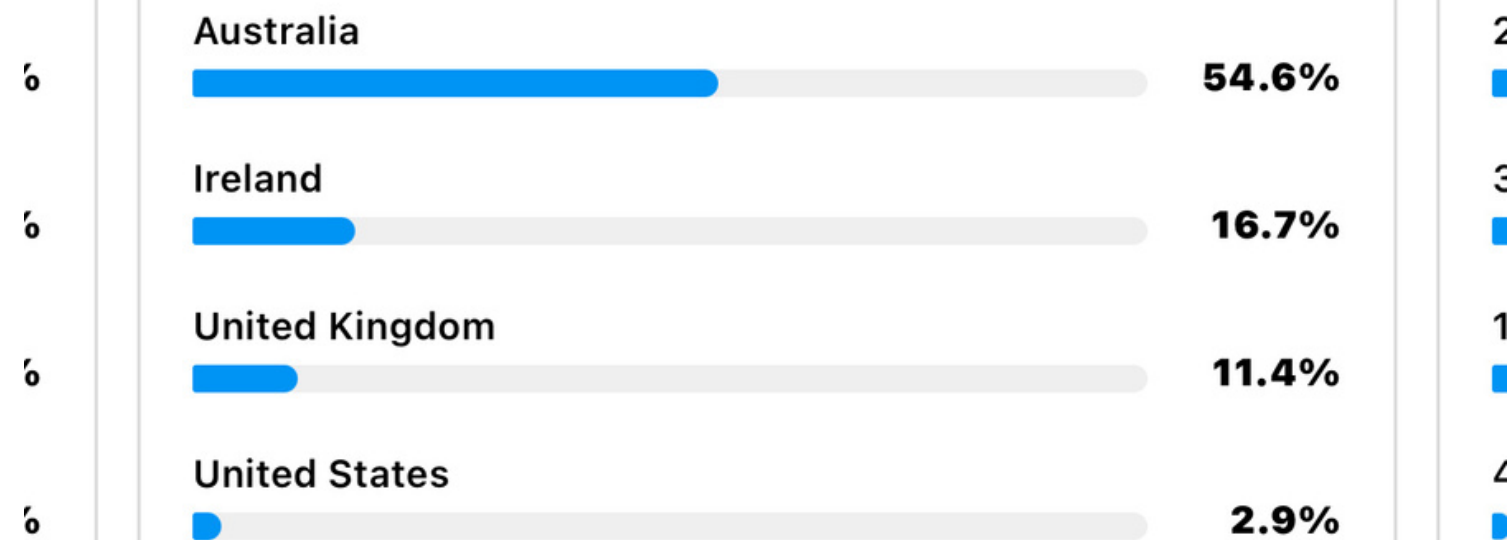
Locations

76,985
Accounts reached

+108% vs May 8 - Jun 6

Reached audience ⓘ

Top countries



Followers and non-followers

Based on reach

Gender & Age Range

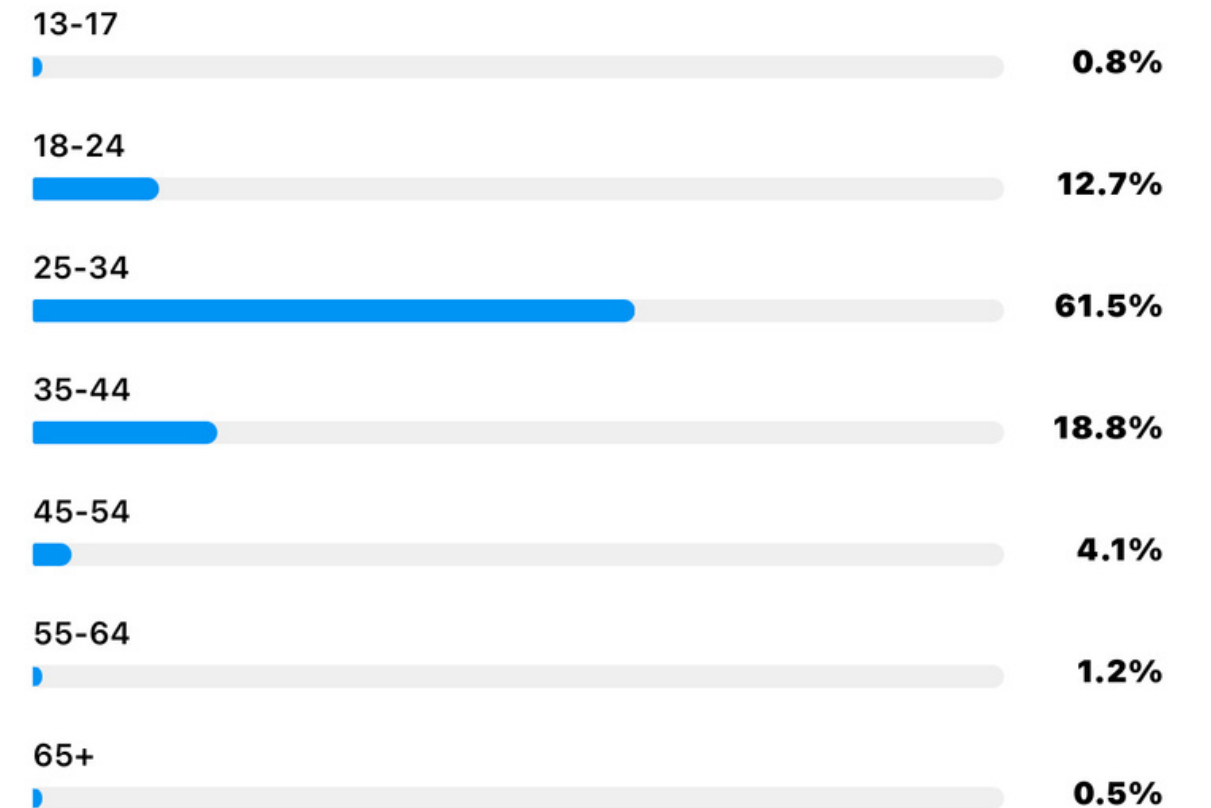
Last 30 Days ▾

Jun 7 - Jul 6

Age Range

of your followers

All Men Women



Gender

of your followers

79.2%
Women



20.7%
Men

 wise

Departments



COLLABS

PREVIOUS PR & COLLABORATIONS

BRANDS

- *StyelleSwim (female swimwear)*
- *Bowersands (sand-free beach towel)*
- *Kappacrew (female swimwear)*
- *Lostsols (summer footwear)*
- *Shopcovella (sand towel - Discount Code for my followers)*
- *Oscar Wylee (eyewear sunglasses)*

PR INVITES

- *Lali's Wine & Paint (Things to do Sydney)*
- *Wise Account (Travel the World in One Night Event)*
- *UpSouth Bondi (Brunch)*

TRAVEL COLLABS/ PAID PARTNERSHIPS

- *Freeguides*
- *YotClub - Gold Coast*
- *R&B Grillhouse*
- *Bettys Burgers (Parramatta Square)*
- *GoBoat Sydney*
- *House Down Under (MoorePark)*
- *Central Studio Hotel*

Current Brand Ambassadors for:

- *MyTrecco (global travel recommendation App)*
- *Travel Playground*



PITCH

WHAT I CAN OFFER YOU



Crowne Plaza Canberra



Jervis Bay Drone Shot



Dangar Island Air BnB

- Documenting my stay on my Instagram stories, Grid Posts & Reels.
- A Tik Tok Video (Currently just under 1100 followers)
- A detailed blog written on my website www.mizzdeereioustravels.com
- A link directly on my Instagram Bio (Linktree to take my followers directly to your website to book)
- Spectacular Drone Footage DJ Mavic Air 2 of my stay, trip or accomodation if possible

WHAT I CAN OFFER YOU

POTENTIAL CAMPAIGN

Charge Rate (AUS DOLLAR).

1 Instagram Post: \$75 (Post / Carousel)

1 Instagram Story \$35(x2 \$70 etc.)

1 Reel \$100

1 Tik Tok Video \$35

Blog Written (Free of Charge)

Link to Website (Free of Charge)

Drone Image Photo \$35 per image

Drone Video Footage \$50 per video.

Instagram giveaway with my followers & yours (TBC)



CENTRAL STUDIO
HOTEL
COLLABORATION APRIL
2022



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CONTACT