



RED REIDING HOOD

by Rowan Reiding | social inspirator

FASHION

Wardrobe Repeat

BEAUTY & LIFESTYLE

#CrueltyFree & #NoTaboos

TRAVEL

Luxury & Low Key

MEDIA KIT

ABOUT ROWAN



ROWAN REIDING

Social inspirator / Dutchie born in '93

Back in april 2011 Rowan started her own fashion blog, Red Reiding Hood. She soon got to collaborate with wonderful brands and invited to press agencies, blogger events and Fashion Weeks.

Although Red Reiding Hood started as a way of showing her love for fashion, Rowan now covers other topics of her interest as well: Beauty & Lifestyle and Travel. She distinguishes herself from others by clearly focusing on certain aspects of these topics, such as using cruelty free cosmetics and talking about taboos.

Her main focus now switched to the currently trending platforms Instagram (English) and YouTube (Dutch). She's got 26.000 Instagram followers and 4.000 YouTube subscribers. Her hit videos, the so-called 'fitting room hauls' receive 10-25K views each. Her blog attracts around 9K unique visitors per month.

INSTAGRAM 26K

@redreidinghood

YOUTUBE 4K

youtube.com/redreidinghood

BLOG 9K

www.redreidinghood.com

PAST COLLABORATIONS

MARIE JO

BOSS
HUGO BOSS

UGG®
australia

nelly.com

asics

MONKI

BJÖRN BORG

zalando

VIOLET HAMDEN

FASHION
WEEK
NEDERLAND

Mercedes-Benz

Unilever

Albert Heijn

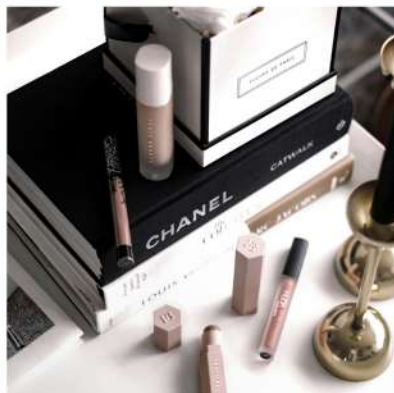
vodafone

GRONINGEN AIRPORT EELDE

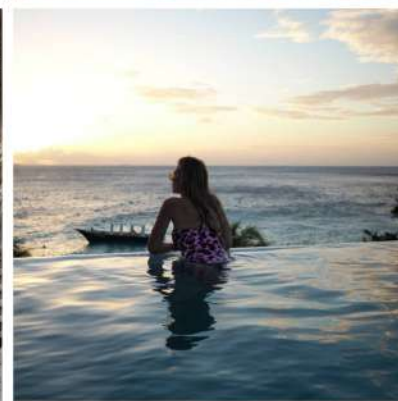
OUTFIT PHOTOGRAPHY



PRODUCT PHOTOGRAPHY



TRAVEL PHOTOGRAPHY



YOUTUBE VIDEOS (DUTCH)



PASHOKJES SHOPLOG AMSTERDAM
20.000 views



CURACAO 2018 TRAVEL VLOG
8.000 views



MIJN BORSTVERGROTING: DE OPERATIE EN EERSTE WEEK
27.000 views



JD SPORTS PASHOKJES SHOPLOG | 90'S STYLE
14.000 views

STATISTICS

INSTAGRAM

@redreidinghood

LANGUAGE
English
(+ occasionally Dutch)

FOLLOWER COUNT
26.900

AVERAGE VIEWS PER POST
3.000 - 10.000

AVERAGE VIEWS PER STORY
400 - 1.000

TOP COUNTRIES
1. United States
2. Netherlands
3. United Kingdom

TOP AGE GROUPS
1. 25-34
2. 18-24
3. 35-44

YOUTUBE

youtube.com/redreidinghood

LANGUAGE
Dutch

SUBSCRIBERS
4.100

TOP AGE GROUPS
1. 18-24
2. 25-34
3. 35-44

MOST WATCHED VIDEOS

1. Pashokjes Shoplog Groningen
28.000 views
2. Mijn borstvergroting: de
operatie en eerste week
27.000 views
3. Pashokjes shoplog Amsterdam
20.000 views
4. Summer 2017 swimwear
shoplog + try-on
16.000 views
5. JD Sports Pashokjes Shoplog
16.000 views

BLOG

www.redreidinghood.com

LANGUAGE
English & Dutch

UNIQUE VISITORS PER MONTH
9.000

PAGEVIEWS PER MONTH
13.000

TOP COUNTRIES
1. Netherlands
2. United States
3. United Kingdom

TOP AGE GROUPS
1. 25-34
2. 18-24
3. 35-44

COLLABORATION OPTIONS

INSTAGRAM

SINGLE: 1X PHOTO PUBLISHED ON @REDREIDINGHOOD INSTAGRAM

- *Free to repost (must tag @redreidinghood)*
- *1x Instagram Story with swipe-up included*

€220,- *(does not include special requests like event attendance)*

CAMPAIGN: 4X PHOTO PUBLISHED ON @REDREIDINGHOOD INSTAGRAM

- *Free to repost (must tag @redreidinghood)*
- *4x Instagram Story with swipe-up included*

€600,- *(does not include special requests like event attendance)*

1X STORY ON @REDREIDINGHOOD INSTAGRAM

- *Free swipe-up*

€50,- *(does not include special requests like event attendance)*

YOUTUBE

1X VIDEO PUBLISHED ON RED REIDING HOOD YOUTUBE CHANNEL

- *Free Instagram Story promotion for video with swipe-up*
- *Including optional links in the description box*

€380,- *(does not include special requests like event attendance)*

INTERESTED IN ONE OF THE OPTIONS ABOVE OR DO YOU HAVE ANY SPECIAL REQUESTS YOU'D LIKE TO DISCUSS?

PLEASE CONTACT ROWAN REIDING AT INFO@REDREIDINGHOOD.COM