

# Allison McGevena

WWW.ALLISONMCGEVNA.COM

400k+

MONTHLY  
IMPRESSIONS ACROSS  
NETWORK

1 35K

MONTHLY  
REACH

1 22k

SOCIAL MEDIA  
FOLLOWERS

21%

MOM GROWTH  
SITE TRAFFIC

## Social Stats



**74K**

@AMCGEVNA



**5.6K**

@ALLIEMCGEV



**2K**

@ALLIEMCGEV



**42K**

@ALLIEMCGEV

## ABOUT THE BLOG

I started my blog as a way to share my favorite fashions, as well as post about issues that I care about, especially in relation to women struggling with body issues. As both a self-professed glamorous nerd and professional journalist, my work takes me to interesting places that call for interesting outfits. Since then, I have built a loyal community of women with whom I engage on the regular. My readers look to me as a trusted friend and advisor on everything from clothing trends, designers and boutiques to fitness, confidence, pop culture and lifestyle.

## ABOUT ME



A culture-junkie with a passion for style and entertainment, I have been working in media for more than a decade with a specialty in fashion, film and television. I have worked across multiple platforms and have experience in several roles, including a writer, producer, host, and style architect for major brands and personalities.





AS SEEN IN

**FOX**

**TV ONE**  
REPRESENT.

THE  
HUFFINGTON  
POST

**People**

**PLUS**  
MODEL MAGAZINE

**ESSENCE**

**HELLO BEAUTIFUL** **GLAMOUR** **MADAME NOIRE**

CORE AUDIENCE

**76%**  
FEMALE

**80%**  
AGE 25 - 44

**70%**  
FROM THE US

**75%**  
LIST 'FASHION'  
AS TOP INTEREST

## LET'S COLLABORATE

SPONSORED POST • BRAND AMBASSADOR •  
SOCIAL POST • PRODUCT PLACEMENT • PRODUCT REVIEWS

ADDITIONAL RATES AVAILABLE UPON REQUEST

### SOCIAL POST

**\$250 +**

Social posts include brand mentions, showcasing of your product in organic content or tailor made advertisement on the following platforms:  
Instagram  
Facebook  
Twitter

**BEST DEAL**

### SPONSORED POST

**\$500 +**

A sponsored blog post includes at least 3 images of a styled outfit, honest product review, links back to your site and at least one social post on both Instagram and Facebook. Custom packages available, including video options and lookbooks.

**MOST POPULAR**

### BRAND CONSULTING

**\$100 P/H**

Brand consulting includes direct review of current, past and upcoming collections, product feedback, access to my audience's opinions, styling suggestions and more.